

Graphic + Digital Design Diploma Portfolio Requirements



What is a Portfolio?

Your best work! A portfolio is a compilation of work created in various mediums that reflect your talent, creative process, knowledge, skills and interests. An entry portfolio for UFV's design programs include both visual and written requirements.

The GDD Diploma is a competitive entrance program with 15 seats available in each intake (fall and winter). Early submissions have priority in the review process. Incomplete portfolios may compromise your acceptance into the program. If your portfolio does not meet the criteria for adjudication, you may be asked to attend an interview and/or submit additional work for reassessment.

Portfolio Submission Checklist:

- **Apply to UFV** www.ufv.ca/admissions/apply/
 - **WINTER INTAKE**
Domestic application deadline: **September 30**
International application deadline: **September 1**
 - **FALL INTAKE**
Domestic application deadline: **April 30**
International application deadline: **April 1**
- **Portfolio** 10 to 12 pieces of original work. Minimum three mediums.
- **Resumé**
- **Two Written Reflections** (see reverse for details)
- **Submit Digital Portfolio**
 - Portfolios are submitted digitally through the SlideRoom portal on the UFV website: www.ufv.ca/graphic-design/privacy/
- **Meet Portfolio submission Deadline:**
 - **WINTER INTAKE**
Domestic portfolio deadline: **September 30**
Early domestic and International portfolio deadline: **September 1**
 - **FALL INTAKE**
Domestic portfolio deadline: **April 30**
Early domestic and International portfolio deadline: **April 1**

[Graphic Design Program Details](#)

Interested in the BFA Major in Graphic and Digital Design?

The 2-year foundational diploma ladders into the GDD Major. Contact the BFA Academic Advisor to find out more or visit the BFA program page on our website. www.ufv.ca/calendar/current/ProgramsF-L/FA_BFA.htm

Want some feedback on your portfolio before you submit it?

Join us at an upcoming info night to meet faculty and ask them for feedback!

www.ufv.ca/graphic-design/how-to-apply/

For any more questions,
please contact:

Academic Advisor

Paula Funk

paula.funk@ufv.ca

Advising Centre: S3117

604 504 7441 x 4722

What should I include in my portfolio?

10 to 12 Pieces of original work At least three different media	Visual pieces should include a variety of subject matter —representational, informational, and/or conceptual as well as a mix of styles and media (traditional/tactile and/or digital). <ul style="list-style-type: none">▪ Examples of media: paint, pastel, graphite, pencil crayon, photography, digital applications, video, collage, print making, writing, publications, and non-traditional materials.▪ Include personal projects as well as school projects.▪ Include a short written rationale for each piece that explains why you created the work.▪ Submit evidence of your design process for at least one project. This may include sketches from your sketchbook, image sources, exploration, notes, inspiration, and research. Assemble in a multi-page document (<i>one of the 10 to 12 pieces</i>).▪ Need some inspiration? Request a portfolio design kit.
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How should I submit my work?

<p>Online through the SlideRoom Portal</p>	<p>Portfolio submission link: www.ufv.ca/graphic-design/privacy/</p> <p>Acceptable file formats for visual pieces:</p> <ul style="list-style-type: none"> ▪ jpeg, pdf, or tiff formats ▪ URL link to a specific work (video) ▪ Process work submission can be a multi-page pdf document
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Design Reference:

Print:
www.printmag.com/

Eye on Design (AIGA):
<https://eyeondesign.aiga.org/>

What else do I need to submit?

<p>TWO written reflections 150–300 words each Post in SlideRoom where indicated</p>	<p>1. Topic</p> <ul style="list-style-type: none"> ▪ Write a reflection on a topic or subject area of design that interests you. If you need inspiration, do some investigating online and see what other designers are doing and talking about! The Design Reference list to the right has several magazines and organizations that may be useful when searching for a good topic to write about. ▪ Related images must be included. ▪ End with a question about the topic you chose. What are you curious about? ▪ Cite a URL and other references you may have used with either MLA or APA citation format (refer to the UFV citation guidelines). <p>2. Designer</p> <ul style="list-style-type: none"> ▪ Write a reflection on a designer (current or historic) who inspires you. The list of resources to the right are links to magazines and organizations with contributions from current practicing designers. Perhaps someone there is doing work that inspires you. ▪ Images may be included. ▪ End with a question for the designer you chose. What are you curious about? ▪ Cite a URL and other references you may have used with either MLA or APA citation format (refer to the UFV citation guidelines).
<p>Resumé</p>	<p>Begin with your contact information and provide a list of your education, work experience, volunteer activity, travel, languages, exhibitions, skills, and other interests. No references are required.</p> <p>Submit a PDF into SlideRoom where indicated.</p>

Brand New:
www.underconsideration.com/brandnew/

Fast Company:
www.fastcodesign.com/

Eye Magazine:
www.eyemagazine.com/

Communication Arts:
www.commarts.com/

Applied Arts:
www.appliedartsmag.com/

IXDA:
www.ixda.org/

AIGA:
www.aiga.org/

GDC: Graphic Designers of Canada:
www.gdc.net/

RGD: Registered Graphic Designers
www.rgd.ca/

SEGD: Society for Experiential Graphic Design
segd.org/explore-experiential-graphic-design

How will my portfolio be assessed?

<p>Assessed items: Portfolio pieces Reflections Resumé</p>	<p>Submissions are assessed by design faculty based on these criteria:</p> <p>Creativity: imaginative and original ideas. <i>What inspires you? How does your work reflect how you see the world?</i></p> <p>Experimentation and Exploration: <i>Demonstrate your thinking.</i> Personal projects as well as school projects, shows development process for one piece, explores composition.</p> <p>Breadth: <i>Range of mediums & skills —Minimum 3 mediums.</i> Animation, video, photography, collage, sculpture, fibre-based works, web design, performance art, painting, drawing, print media, experimental or mixed media.</p> <p>Range of Subject Matter: <i>What are your different interests? How do you use visual communication to explore them?</i></p> <p>Communication: Express interests and knowledge of subjects in writing. Demonstrate good grammar and spelling.</p> <p>Work Ethic: Responds to requirements and pays attention to details when preparing portfolio and resumé.</p>
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