



## December 2011 Communication Design Entry Portfolio Review

The portfolio for the December 2011 Communication Design Entry Portfolio Review must include the following material, all of which must be presented in a portfolio, envelope or box, upon which the student's name must appear printed or labelled neatly on the outside:

- I. A complete set of transcripts (unofficial transcripts will be acceptable) which indicates that the student has successfully completed (with a grade of "C" or better) or is currently enrolled in the courses that comprise art core program—ART 1440: Design I, ART 1500: Drawing I, or their accepted equivalents from other institutions of higher education. (The transfer of Design I & II, and Drawing I & II from a Texas public community college is automatic. If you have taken any of these courses at another four-year, university-level institution or have taken them at any college outside of Texas, you must have your transcripts reviewed by a Communication Design faculty member to receive transfer credit for them in advance of the Entry Portfolio Review. Please highlight the courses for which you wish to receive transfer credit on your transcripts prior to doing this. To have your transcripts reviewed by a Communication Design faculty member, you must secure an appointment with one of them during their office hours. Each of them posts an office hours appointment sheet on his or her office door each week. Use this sheet to sign up for a time.)

The balance of the art core for Communication Design consists of ART 1200 – Art Appreciation, and ART 1510 – Drawing II. Any student accepted into the Communication Design program through the Entry Portfolio Review who has not yet completed the art core courses prior to participating in it must complete both with a grade of "C" or better before the beginning of the Fall 2011 semester.

*Please Note:* While ART 1450: Design II is NOT required for a BFA degree in Communication Design begun in the academic year 2011-2012, it *is* required for all other courses of study in CVAD. If, for whatever reason, you do not remain a student in the Communication Design program but you choose to continue your studies in CVAD in another major, you must take and pass this course with a grade of "C" or better to earn a degree from that program. Therefore, it is in your best interest to take ART 1450: Design II concurrently with ADES 2500 in the Spring 2012, or during Summer 2012, if you have not already successfully completed this course.

### II. DESIGN WORK

*Requirements for the portfolio:* It is strongly recommended that you submit projects completed during your enrollment in the art core classes rather than creating and submitting new work created solely for inclusion in the Entry Portfolio Review.

- 1a. Two (2) examples of two-dimensional (2D) design that demonstrate the following compositional skills: (one of the pieces must be in black and white/gray scale; the other must be in color.)
  - a. Submit work that demonstrates your understanding of figure/ground;
  - b. Submit work that demonstrates your understanding of the principles of visual gestalt (repetition, similarity, proximity, closure, and continuity);
  - c. Submit work that demonstrates your understanding of asymmetrical compositional structure (this must be demonstrated in at least one of the two pieces);
  - d. Submit work that demonstrates a knowledge of color manipulation as it applies to a pattern—effectively apply two or more of the following formal attributes of color:



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- a. value (how light or dark a specific area of color or gray appears);
- b. amount (the areas within a given compositional space occupied by a specific color);
- c. saturation (how pure or grayed-down a specific area of color appears);
- d. complementary contrast (the relationship between colors opposite each other on a color wheel).

### DRAWING WORK

- 2a. Two (2) examples of drawing that demonstrate skills chosen from the following list: (these pieces must *NOT* be renderings based on photography, nor can they be products of your imagination—they must be depictions of real-life situations)
  - a. Submit work that demonstrates your understanding and ability to render perspective: one-point perspective, atmospheric perspective, *or* two-point perspective are all acceptable.
  - b. Submit work that demonstrates your understanding of value through your rendering of still life.
  - c. Submit work that demonstrates your abilities to render the human figure—nude figures are preferred as subject matter but not required. (*The Communication Design program is aware that figure drawing is not a standard component of Drawing I. Please note that a lack of figure drawing in your Entry Level Portfolio will not put a you at a disadvantage in this review.*)
- 2b. A drawing journal or sketchbook showing your developmental sketches, daily work, etc.

III. **SPECIAL ASSIGNMENT: Brainstorming Exercise.** Show us how creative you are. Choose one item from the list of items below and brainstorm as many alternate uses for this item as you can. You will present this list typed and numbered (set this in 12 pt. Times Roman Regular on an 8½" x 11" paper). Once you have completed the brainstorming exercise read your list critically. Select what you believe to be the 5–10 most interesting alternate uses for your object. Prioritize the top 5 with number 1 being the most creative alternate use. Once you have made your selection, please create drawings illustrating the top 3 uses. These drawings should be 4½" x 4½", and may be completed in pencil, colored pencil, or ink. (See the final page of this PDF for the format.)

Choose one item from this list: paper clip, shoe, dixie cup, tennis ball, key, table, comb, broom, brick, diaper, belt, bra, tape measure, coffee cup.

IV. A postage-paid, self-addressed, #10 envelope that we will use to return the results of the Entry Portfolio Review to you. Not including this envelope may result in lengthy delays regarding your being made aware of whether or not you have been accepted into the Communication Design program within UNT CVAD.  
*Notes:* No Communication Design faculty or staff member at the University of North Texas will assist any student in pre-screening or selecting pieces for this portfolio. The student's selection process will provide evidence of critical, analytical skills (or the lack of them). There will be no exceptions to this policy for any reason: adhering to it ensures that no student participating in this review will gain unfair advantage over any others who might not have been able to consult with faculty regarding any aspects of the contents or structure of their Entry Level Portfolios. None of the work you submit should be larger than 36" in either its horizontal or vertical dimension. Additionally,



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the work must be presented in some sort of portfolio or box with your name clearly printed or labelled on the outside of the box. The work need not be mounted or matted, but it should be presented neatly. Each piece of design and drawing work must be labeled on the back with a 3" x 2" white label in the upper left-hand corner. This label must include your name, your UNT ID number if you are currently enrolled here, and your e-mail address. In the lower right-hand corner of the label, number every one of your entries as part of a series, i.e., 1 of 4, 2 of 4, etc. No framed work and no glass or plexiglass coverings of any kind will be accepted. Failure to present work according to the guidelines written in this document will result in non-acceptance to the Communication Design program within UNT CVAD through the 2011 Entry Portfolio Review.

**Drop-off of Portfolios:** Portfolios must be dropped off at the UNT Silver Eagle Suite of the third floor of the Student Union on Tuesday, December 13 between the hours of 7:30 and 8:30 a.m. Applicants who are unable to be on the UNT Denton campus on that Tuesday, Dec. 13 morning may send their portfolios to the UNT CVAD Design Department Office by messenger or mail. (Those portfolios *must* arrive between Wednesday, Dec. 7 and Monday, Dec. 12. The applicant must also include return postage as well as a self addressed mailing label if he or she expects his or her portfolio to be returned. Please include a phone number where you can be reached if necessary on the outer label of your portfolio.)

If shipping by United States Postal Service, please send your portfolio to this address:

*UNT College of Visual Arts and Design  
attn: Alex Egner  
1155 Union Circle #305100  
Denton, Texas 76203*

If shipping by FedEx or UPS, please send your portfolio to this address:

*UNT College of Visual Arts and Design  
Department of Design  
Attn: Alex Egner  
1201 West Mulberry  
Denton, Texas 76201*

**Entry Portfolio Review:** Conducted by full-time faculty of Communication Design on Tuesday, December 13, 2011 between 8:30 a.m. and 5:00 p.m.

**Notification of Acceptance:** Sent by e-mail as soon as possible after the review, though this is unlikely to arrive until after the semester ends. If you are accepted, you will be sent via e-mail the registration codes necessary to enable you to enroll in ADES 2500: DESIGN THINKING that will be taught in the Spring of 2012.



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**Computer Requirement:** All students accepted will be required to have a laptop and the appropriate software by the beginning week of Spring semester 2012. (See the Computer Laptop requirement, downloadable at the CVAD: Communication Design web site.)

**Entry Portfolio Review Results:** All students whose portfolios are reviewed will get their results by mail.

**Portfolio Pickup:** All portfolios must be picked up between 5:00 and 6:00 pm on Tuesday, December 13, 2011. Any portfolio that is not picked up by 6:00 p.m. will be discarded. If you are not able to pick up the portfolio yourself, please make arrangements for someone else to pick it up for you.



