Entry portfolio review

Holiday Inn
1434 Center Place Drive | Denton, TX
Grand Ballroom
Thursday, December 5, 2013

DROP OFF 7:30–8:30 AM
PICK UP 6–7 PM

DROP OFF INSTRUCTIONS //
Portfolios must be dropped off at the Denton Holiday Inn (Grand Ballroom) on Thursday, December 5 between the hours of 7:30 and 8:30 am. Applicants who are unable to deliver their portfolio during that time may send their portfolios to the UNT CVAD Design Department Office by messenger or mail between Wednesday, Nov. 27 and Tuesday, Dec. 3. 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 also 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

CHECKLIST OF REQUIREMENTS //
☐ Design – Black and white
☐ Design – Color
☐ Drawing – Perspective, still life, or human figure
☐ Drawing – Perspective, still life, or human figure
☐ Drawing sketchbook
☐ Special assignment – Four exercises

Note: None of the preceding items may be created digitally

☐ Student’s choice – Optional, not required
☐ Self-addressed and stamped #10 envelope
☐ Transcripts (unofficial is fine)

PORTFOLIO PICKUP INSTRUCTIONS //
All portfolios must be picked up between 6:00 and 7:00 pm on Thursday, December 5, 2013. Any portfolio that is not picked up by 7:00 pm will be discarded. If you are not able to pick up the portfolio yourself, please make arrangements for someone else to pick it up on your behalf.
The portfolio for the December 2013 Communication Design Entry Portfolio Review must include the following material, all of which must be presented in a portfolio, envelope, or box, with the student’s name neatly printed or labeled on the outside:

**REQUIREMENTS AND RECOMMENDATIONS //**

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. All design work, drawings, and special assignment exercises must be created using traditional media. Digital work will only be allowed in the optional student’s choice component.

**DESIGN WORK //**

1. Two examples of two-dimensional design (one of the pieces must be in black and white/gray scale; the other must be in color) that demonstrate the following:
   
   - Figure/ground;
   - The principles of visual gestalt (repetition, similarity, proximity, closure, and continuity);
   - Asymmetrical compositional structure
   - Color manipulation as it applies to two or more of the following:
     - value (how light or dark a specific area of color or gray appears);
     - amount (the areas within a given compositional space occupied by a specific color);
     - saturation (how pure or grayed-down a specific area of color appears);
     - complementary contrast (the relationship between colors opposite each other on a color wheel).

**DRAWING WORK //**

2. Two examples of drawing (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) that demonstrate skills chosen from the following list:

   - Your understanding and ability to render perspective: one-point perspective, atmospheric perspective, or two-point perspective are all acceptable.
   - Your understanding of value through your rendering of still life.
   - Your abilities to render the human figure – nude figures are preferred as subject matter but not required. (The faculty are aware that figure drawing may not be a standard component of Drawing 1. Please note that a lack of figure drawing in your Entry Level Portfolio will not put you at a disadvantage.)

2b. A drawing journal or sketchbook showing your developmental sketches, daily work, etc.

**SPECIAL ASSIGNMENT //**

The special assignment consists of four small creative exercises. Please see the instructions for completing and presenting the special assignment included with this document.

**STUDENT’S CHOICE (OPTIONAL) //**

Students may choose to include a single additional piece of work that demonstrates a skill or interest area that is not covered by the preceding required components. This component may be created using traditional or digital media.
**TRANSCRIPTS AND PREREQUISITES //**

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 balance of the art core for Communication Design consists of ART 1200 – Art Appreciation, ART 1450 – Design II, and ART 1540 – Drawing II. Any student accepted into the Communication Design program through the Entry Portfolio Review who has not yet completed the art core courses must complete both with a grade of ‘C’ or better before the beginning of the Fall 2014 semester.

**RETURN ENVELOPE //**

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.

**ADDITIONAL 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 lack thereof). There will be no exceptions to this policy for any reason.

None of the work you submit should be larger than 36" in either its horizontal or vertical dimension. Other than the special assignment, 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.

**REVIEW DETAILS //**

The Entry Portfolio Review is conducted by full-time faculty of Communication Design on Thursday, December 5, 2013 between 8:30 am and 6:00 pm.

**Notification of acceptance**

Notification of acceptance will be sent by e-mail after the review, though this is unlikely to arrive until after the semester ends. If you are accepted, you will be e-mailed the registration codes necessary to enable you to enroll in ADES 1540: Foundations for Communication Design that will be taught in the Spring of 2014.

**Review result form delivery**

All students whose portfolios are reviewed will get their faculty review forms delivered by mail.

**Computer requirements**

All students accepted will be required to have a laptop and the appropriate software by the beginning week of Spring semester 2014. (See the Computer Laptop requirement, downloadable at the CVAD: Communication Design web site.)
ENTRY PORTFOLIO REVIEW SPECIAL ASSIGNMENT

Instructions

Your UNT entry portfolio submission should include the following four exercises. The exercises are designed to challenge you to be creative, solve problems, work within limitations, and present your work professionally.

Each exercise should be mounted onto bristol board using spray mount. You should pay close attention to craft and precision when mounting and cutting. For best results we recommend you follow these steps:

1. Print worksheets on high-quality smooth printer paper.
2. Complete each exercise on the printed worksheet.
3. Spray the back of the worksheet with spray mount or adhesive.
4. Adhere uncut worksheet to a sheet of bristol board.
5. Using an Exacto knife and metal ruler, cut out the 7 x 7" square using the crop marks on worksheet (hint: only cut from one crop mark to the next, so you cut a window out of the worksheet).
6. Collect all four finished exercises and put them in an envelope neatly labeled with your name and “UNT entry portfolio special assignment.”
7. Place your special assignments on top of your other work in your portfolio.
Choose four concepts from the list to the right and create road signs for each. Use a drawing pen or fine-tip Sharpie to draw your concepts in the space provided below. To prevent smudging, you may want to use a yellow marker or highlighter to color the background of your signs before you draw. Your solutions should be creative, neatly rendered, and use only solid shapes (no shading or hatching).

» Arts District
» Baby Landing
» Fashion Police
» Moon Landing Zone
» Free-Range Chicken Zone
» Circus Crossing
» Tourist Area
» Bird Feeder
For each of the squares below, finish the image in different ways. Use a drawing pen or fine-tip Sharpie to create unique images that show creative thinking, variety, and compositional awareness. You may add color or work entirely in black and white.
**Evocative type**

Choose two words from the list to the right and, using only type, create a composition that evokes the feel and meaning of each word. For both words: select a single typeface/font that reflects the feel of the word; spell the word using the typeface; use size, letterspacing, cropping, positioning, upper or lowercase, orientation, or contrast to convey the meaning of your original word; render the final compositions in the space provided using pen or ink (black and white only with no hatching or shading).

- Bulky
- Compact
- Flighty
- Spacious
- Graceful
- Hesitant
- Vacant
- Pivot
In the space below, create a sign or tool that would help you hitchhike from Denton, TX to Topeka, KS. Determine what you would like the sign to say, illustrate, or picture, then create a sign that would gain attention, communicate a persuasive message, and get you to Topeka, KS. There are no limits to how you solve this communication problem other than it must be a two-dimensional solution and contained in the space provided below.
Exercise 1
Objective: Communicate the phrase "the sky is falling" as a road sign.

Exercise 2
Objective: Finish the image from the lines given.

Exercise 3
Objective: Evoke the feeling and meaning of the word "inflate".

Exercise 4
Objective: Create a sign that will help you hitchike from Denton to Albuquerque.