Entry portfolio review
Thursday, December 4, 2014
Holiday Inn
1434 Center Place Drive | Denton, Texas 76205
Grand Ballroom

- GROUP 1: ROOM ASSIGNMENTS AND PORTFOLIO SET-UP WILL OCCUR BETWEEN 7:30 AND 8:30 AM.
- GROUP 1: “IGNITION ASSIGNMENT” AND STUDENT INTERVIEWS WILL COMMENCE AT 9:00 AM (AFTER ROOM ASSIGNMENTS AND PORTFOLIO SET-UP), AND LAST UNTIL 11:00 AM.

- GROUP 2: ROOM ASSIGNMENTS AND PORTFOLIO SET-UP WILL OCCUR BETWEEN 11:30 AM AND 12:30 PM.
- GROUP 2: “IGNITION ASSIGNMENT” AND STUDENT INTERVIEWS WILL COMMENCE AT 1:00 PM (AFTER ROOM ASSIGNMENTS AND PORTFOLIO SET-UP), AND LAST UNTIL 3:00 PM.

PORTFOLIO PICK-UP FOR ALL STUDENTS PARTICIPATING IN THE REVIEW WILL OCCUR BETWEEN 6:00 AND 7:00 PM.

ALL TRANSFER STUDENTS WHO ARE NOT CURRENTLY ENROLLED IN ADES 1500 “INTRO TO COMMUNICATION DESIGN” WHO WISH TO PARTICIPATE IN THE FALL 2014 ENTRY PORTFOLIO REVIEW MUST CONTACT PROFESSOR MICHAEL GIBSON (MICHAEL.GIBSON@UNT.EDU) OR PROFESSOR ALEX EGNER (ALEX.EGNER@UNT.EDU) TO BE ASSIGNED TO A GROUP. THE ENTRY PORTFOLIO REVIEW REQUIREMENTS AND PARAMETERS ARTICULATED BELOW APPLY TO STUDENTS WISHING TO TRANSFER INTO UNT AND TO STUDENTS WHO ARE CURRENTLY ENROLLED HERE.

NO STUDENT MAY BE ADMITTED INTO THE COMMUNICATION DESIGN MAJOR CURRICULUM AT UNT CVAD WITHOUT PARTICIPATING IN THE ENTRY LEVEL PORTFOLIO REVIEW. ALL STUDENTS WHO PARTICIPATE IN THE ENTRY PORTFOLIO REVIEW MUST ABIDE BY THE INSTRUCTIONS ARTICULATED IN THIS DOCUMENT. UNT PROFESSORS ARE NOT PERMITTED TO REVIEW OR CONSTRUCTIVELY CRITICIZE INDIVIDUAL STUDENTS’ WORK PRIOR TO THIS REVIEW IN ANY WAY.

PORTFOLIO DROP OFF AND INTERVIEW INSTRUCTIONS
Portfolios must be dropped off at the Denton Holiday Inn (Grand Ballroom) during the time spans indicated above, or >> individual students may send their portfolios to the UNT CVAD Design Department Office in room 237 of the Art Building by messenger or mail between Wednesday, Nov. 26 and Tuesday, Dec. 2. (Applicants who deliver their portfolios this way must also include return postage in the form of a self-addressed mailing label if they expect their portfolios to be returned. A viable phone number must be included with each mailing label.)

Each student who submits a portfolio must participate in the ignition assignment and subsequent interview session for his/her group on Thursday, December 4 during the time assigned. Students who are unable to participate in the ignition assignment and interview due to a documented medical emergency or personal crisis may do this at 9:30 am, Monday, December 8 in room 234 of UNT’s art building.

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
REQUIRED SUBMISSION OF A VIABLE E-MAIL ADDRESS

Each student who participates in the December 4, 2014 Entry Portfolio Review must enter his/her name and a VIABLE E-MAIL ADDRESS at the sign-in station at the entrance to the Grand Ballroom of the Denton Holiday Inn prior to receiving a designated table space upon which he/she will place his/her portfolio of work. Failing to do this will result in disqualification from the December 4, 2014 Entry Portfolio Review.

CHECKLIST OF REQUIRED ELEMENTS

Each individual student's entry level portfolio must contain the elements listed below. More detailed information about these begins on the bottom right portion of this page. EACH APPLICANT MUST FOLLOW THE INSTRUCTIONS RE: THE SIZE AND MOUNTING OF THESE ELEMENTS CAREFULLY.

NONE OF THE ELEMENTS LISTED BELOW MAY BE CREATED DIGITALLY.

☐ 2-D design 01: black-and-white/grayscale composition
☐ 2-D design 02: color composition
☐ Drawing 01: perspective, still-life, or human figure
☐ Drawing 02: perspective, still-life, or human figure
☐ Sketchbook from "Drawing 1" course
☐ Daily sketchbook from ADES 1500 or other experience(s)
☐ "Special assignment:" Four exercises (see page 5)
☐ A copy (official or unofficial) of the student's transcripts
☐ + 2-d piece or additional sketchbook of the student's own choosing (this piece is the ONLY one that may be created using digital means).

PORTFOLIO PICK-UP INSTRUCTIONS

All portfolios that have been dropped off at the Grand Ballroom of the Denton Holiday Inn during the two drop-off periods on December 4 must be picked up between 6:00 and 7:00 pm on Thursday, December 4, 2014 from the Grand Ballroom of the Denton Holiday Inn. ANY PORTFOLIO FROM EITHER OF THESE GROUPS THAT IS NOT PICKED UP BY 7:00 PM WILL BE DISCARDED. Students who are unable or unwilling to retrieve their own portfolios must make arrangements for someone else to pick up their portfolios.

Students who mailed or dropped off their portfolios for review at/to the Department of Design office between November 26 and December 2 will have their portfolios mailed back to them ONLY if they have provided return postage in the form of a mailing label with this array of work. Mailed or dropped off portfolios that were not accompanied by return postage in the form of a mailing label or that are not retrieved during the 6:00–7:00 pm portfolio retrieval time will also be discarded.

PORTFOLIO PICK-UP INSTRUCTIONS

Each portfolio submitted for evaluation during the December 4, 2014 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 printed clearly or labeled neatly on the outside:

REQUIREMENTS AND RECOMMENDATIONS

It is strongly recommended that each student submit projects completed during ONLY during his/her enrollment in the art core classes (i.e., in Texas, these are Design 1, Drawing 1 and perhaps another institution's equivalent to UNT CVAD's ADES 1500 "Introduction to Communication Design" course). UNT CVAD Communication Design faculty DO NOT recommend 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, except for the "student choice" piece, which may be created using digital means.

2-D DESIGN WORK

1. Two examples of two-dimensional design (one of the pieces must be executed in black and white/gray scale; the other must be executed in color) that demonstrate the student's understanding of the following formal phenomena:

A. Figure/ground,
B. The principles of visual gestalt (repetition, similarity, proximity, closure, and continuity),
C. Asymmetrical compositional structure
D. Color manipulation as it applies to two or more of the following
   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 specific colors),
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 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 effectively demonstrate skills chosen from the following list:

i. Your understanding and ability to render perspective: one-point perspective, atmospheric perspective, or two-point perspective are all acceptable.

ii. Your understanding of range of value through your rendering of still life.

iii. 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 some Drawing 1 courses; 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 that effectively showcases your developmental sketches relative to what you have created in your Drawing 1 course.

2c. A drawing journal or sketchbook that depicts/documents your ideation and development of day-to-day thinking re: what you have been learning or discovering about visual communication design, the decision-making processes that inform it, and the "Special Assignment" material that you must submit as part of your Entry Level Portfolio (please reference the description of this that begins on page 5 of this document).

SPECIAL ASSIGNMENT

The special assignment consists of four, short-duration creative exercises. Please reference the instructions for completing and presenting the special assignment that begin on page 5 of this document for more information about this.

STUDENT’S CHOICE (OPTIONAL)

Individual students may choose to include a single additional piece of work that demonstrates a skill or interest area he/she has developed that is not addressed in any of the preceding required Entry Portfolio Review sections. This piece may be created using traditional or digital media.

THE “IGNITION” ASSIGNMENT AND INTERVIEW

Each student participating in the December 2014 Entry Portfolio review MUST participate in this event. It will occur on-site in the Grand Ballroom of the Denton Holiday Inn on December 4, 2014 during the times articulated on the first page of this document. Each student must bring a black, fine-point and a black, medium-point “Sharpie” pen and a single pad of 9” x 12” tracing or marker paper to this event. Beginning at either 9:00 am (Group 1) or 1:00 pm (Group 2), the communication design faculty will pose a design challenge to each Group that each student participant must then use his/her drawing pens and tracing or marker paper pad to complete in 30 minutes or less. The final 90 minutes of this span of time will allow individual communication design faculty members to briefly interview individual students about their engagement in the design processes that informed whatever they produced in response to the design challenge posed.

TRANSCRIPTS AND PREREQUISITES

A complete set of transcripts (unofficial transcripts are acceptable) that indicate the student has completed — with a course grade of ‘C’ or higher — or is currently enrolled in the courses that constitute the first portion of the art core program in the state of Texas:

ART 1440: Design I;
ART 1500: Drawing I; OR their accepted equivalents from other institutions of higher education in Texas, the U.S., or countries outside the U.S.

The balance of the art core program for Communication Design consists of the following courses:

ART 1200: Art Appreciation;
ART 1450: Design II;
ART 1540: Drawing II.

Any student accepted into the Communication Design program through this December’s Entry Portfolio Review who has not yet completed all five of the art core courses must do so with a grade of ‘C’ or better before the beginning of the Fall 2015 semester. IT IS ALSO STRONGLY RECOMMENDED THAT ALL STUDENTS ACCEPTED INTO THE COMMUNICATION DESIGN PROGRAM THROUGH THIS DECEMBER’S ENTRY PORTFOLIO REVIEW COMPLETE ART HISTORY SURVEY 1 (AEAH 2350) AND ART HISTORY SURVEY 2 (AEAH 2360) PRIOR TO BEGINNING THEIR STUDIES IN THE SPRING SEMESTER OF 2016.

ADDITIONAL NOTES

None of the work an individual student submits in his/her entry portfolio should be larger than 36” in either its horizontal or vertical dimension. All work that violates this parameter will be disqualified. Other than the Special Assignment (see page 5), not all of the work submitted for review
needs to 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 Student 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.**

**ENTRY PORTFOLIO REVIEW DETAILS**

The Entry Portfolio Review will be conducted by full-time faculty in UNT CVAD’s Communication Design program on Thursday, December 4, 2014 between 7:30 am and 6:00 pm.

**Notification of acceptance**

Notification of acceptance into the communication design major will be sent only via e-mail after the review. This communication will not arrive until after final semester grades are turned in to the UNT Registrar’s office at noon on Monday, December 15. Not providing a viable e-mail address during the sign-in process on December 4 will likely cause you to NOT be notified of the results of your participation in the Entry Portfolio Review. If you are accepted into the communication design major, 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 2015.

**Computer requirements**

All students accepted into the Communication Design major will be required to have a laptop and the appropriate software by the beginning week of Spring semester 2015. (Please reference the Computer Laptop requirement specifications at the UNT CVAD: Communication Design web site for more specific information.)
ENTRY PORTFOLIO REVIEW SPECIAL ASSIGNMENT

Instructions

Your UNT entry portfolio submission should include your solutions to the exercises described beginning on the next page. Each of these is designed to challenge you to be creative, solve problems, work within limitations, and present your work professionally.

Each exercise should be mounted onto 2-ply bristol board using spray mount. **YOU SHOULD PAY CLOSE ATTENTION TO CRAFT AND PRECISION WHEN MOUNTING AND CUTTING YOUR WORK: DO NOT ALLOW POOR CRAFT TO INHIBIT THE PERCEPTION OF YOUR IDEAS!**

To achieve the best results, we recommend you follow these steps:

1. Print worksheets on high-quality, smooth printer paper.
2. Complete each exercise on the worksheet you will print out.
3. Spray the back of the worksheet with spray mount or adhesive.
4. Adhere uncut worksheet to a sheet of 2-ply bristol board.
5. Using an Exacto knife and metal ruler, cut out the 7” x 7” square using the crop marks that have been placed on the worksheet (hint: only cut from one crop mark to the next, so you wind up cutting a window out of the worksheet).
6. Collect all four finished exercises and put them in a 9” x 12” 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/environmental 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 whatever constitutes the foreground of your sign. Your solutions should visually communicate fundamental meaning effectively and quickly, be neatly rendered, and be comprised of only solid shapes (no shading or hatching).

- Smartphone use prohibited here
- “Unhealthy” food & drink available here
- Warning: drunken belligerents in this area
- Warning: carnivorous dinosaurs in this area
- Warning: profane language spoken in this area
- This water is non-drinkable
- Sexual harassment-free zone
- Warning: entering area containing land mines
Finish the image

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.
EXERCISE 3

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).

- Bloated
- Brittle
- Pulsating
- Impregnable
- Confined
- Semi-Permeable
- Coarse
- Expansive
- Streamlined
- Elastic
- Segmented
- Compressed
EXERCISE 4

Mapping/Wayfinding analysis

Using the space below AND the space provided on page 10, design TWO maps that each depict a travel route that begins at a different location at least one mile away from the Art Building at UNT and that eventually terminates there. Each map must be based on your choice of ONE of the “route rationales” listed at right. Design each map to guide someone who has never been to Denton to the Art Building so that he/she can experience/be made aware of what you feel are at least three significant locations/points-of-interest along each of the two travel routes you design. One of your maps must be designed to meet the needs of someone traveling only on foot or via bicycle (how will you indicate this?).

» “best” vegan/vegetarian restaurants
» “best” barbecue restaurants
» State-of-Texas historical markers
» “best” pizza restaurants
» “best” places to hear live music
» “best” publicly displayed art
» “best” playgrounds for children under 5
» “best” places to get a tattoo
Exercise 4

Mapping/Wayfinding analysis

Continued from the previous page.

» “best” vegan/vegetarian restaurants
» “best” barbecue restaurants
» State-of-Texas historical markers
» “best” pizza restaurants
» “best” places to hear live music
» “best” publicly displayed art
» “best” playgrounds for children under 5
» “best” places to get a tattoo
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 work "inflate".
Exercise 4

Design a map or wayfinding system that begins a mile away from the UNT Art Building that guides a user past select locations in Denton to this terminus.

Please note that the example below is NOT depicted at the proper size.