2024 BFA GRAPHIC DESIGN ENTRY PORTFOLIO REVIEW
GUIDELINES & PROCEDURES

THE UNIVERSITY OF
ALABAMA® | College of
Arts & Sciences
Department of Art and Art History

REVIEW OVERVIEW:

Each fall semester, students wanting to pursue the BFA in Graphic Design at The University of Alabama may formally apply through the BFA Graphic Design Entry Portfolio Review. Students eligible to apply must have completed ART 110: Drawing 1, ART 130: 2D Design, and are currently enrolled or have taken ART 210: Drawing 2 and ART 214: Intro to Graphic Design with a grade of a C or higher are eligible to apply. Students who are admitted to the program that are currently enrolled in ART 214 and/or ART 210 will be removed from the program if their final grade for the course is not a C or higher. All transfer students participating in the review must meet these requirements.

PURPOSE:

The BFA is the professional degree for graphic design and enrollment into the program will be based on several criteria that determines each applicants preparedness for the rigorous workload of the program.

APPLICATION PROCESS:

Students will submit applications via email to graphicdesign@ua.edu

DUE DATE: **Monday October 7th, 5:00PM CST**
A complete application will consist of a completed PDF application form and a PDF of their portfolio.

There will be a workshop for review on
Friday Sept. 6 at 2:00 pm in Woods 312.

The workshop will take about 30 minutes to cover the guidelines and procedures of the review with Q&A to follow.

REVIEW PROCESS:

Students wishing to be considered for admission to the BFA in Graphic Design program will submit a portfolio of work from the required foundation courses to be reviewed by graphic design faculty. The portfolio will be assessed for the student's abilities in observational drawing, creativity, intuitive sense of design, and attention to detail.

Along with an portfolio, students must submit an application form with a written statement of intent, departmental academic information, and project descriptions for design project. Together, the graphic design faculty will access these materials and form a ranked list of students accepted into the program.

TRANSFER STUDENTS:

Any student transferring to the university must be accepted into the program by the same standards. If a student is transferring in during a fall semester, they will follow the established schedule for everyone else.

If a student is transferring in a spring semester, they can submit an application and portfolio for review during the first week of January. A transfer student's acceptance into the program during the spring will also be based on availability of ART 314 and ART 315. It's strongly advised that transfer students should reach out to the department main office well in advance to notify them of their forthcoming transfer to the university.

London Roberts, Office Associate
lmroberts5@ua.edu
Department of Art & Art History
307 Garland Hall
(205) 348-5967

REVIEW RESULTS:

After the graphic design faculty deliberate, students will receive written notification of acceptance or non-acceptance to the BFA in Graphic Design program by **October 14th.** All review results are confidential.

IF ACCEPTED
Upon acceptance, students must register for ART 314 Typography and ART 315 Digital Layout and Production for the upcoming spring semester and continue their studies toward the BFA in Graphic Design as outlined by The University of Alabama Bulletin. Failure to register for the required courses or progress through the graphic design curriculum promptly will result in revocation of admission status. Students who fail to pass each of the required graphic design courses with a C or higher will be out of sequence with their cohort and may have to re-apply to the program. Required courses not completed with a C or higher must be repeated and passed with a C or higher to continue in the program.

IF NOT ACCEPTED
Students not accepted will be **unable** to register for ART 314 and ART 315. However, students may stay in the art department and resubmit a second portfolio to the Graphic Design Entry Portfolio Review the next fall semester. Students not accepted to the program are encouraged to re-work existing projects in their portfolio before resubmitting to the next review.

For any questions please email Jonathan Cumberland at jscumberland@ua.edu.

2024 BFA GRAPHIC DESIGN
ENTRY PORTFOLIO REVIEW
GUIDELINES & PROCEDURES

THE UNIVERSITY OF | College of
ALABAMA® | Arts & Sciences
| Department of Art and Art History

REVIEW RESULTS *(CONTINUED):*

Upon acceptance into the program, it will take **five (5) semesters to complete** the required courses within the BFA Graphic Design program. This is due to the prerequisite structure of the required courses. For example, students admitted in the **fall of 2024** would graduate, with all courses completed, no earlier than the **spring 2027** semester.

Semester 1	ART 314 Typography ART 315 Digital Layout and Production
Semester 2	ART 335 Publication Design
Semester 3	ART 334 Brand and Identity Systems
Semester 4	ART 414 Graphic Design Portfolio
Semester 5	ART 499 Senior Thesis

REQUIRED MATERIALS:

WRITTEN STATEMENT OF INTENT
(included in the application form)

Students must submit a minimum 250-word essay outlining why they should be accepted into the program and what they intend to accomplish with a degree in graphic design.

PORTFOLIO

Students must submit a PDF portfolio of 6 works from Drawing 1 or 2, 2D Design, and Introduction to Graphic Design. The portfolio may be prepared in Adobe InDesign, Keynote, or PowerPoint; but must be exported or saved as a PDF for submission. Any other file format will not be accepted.
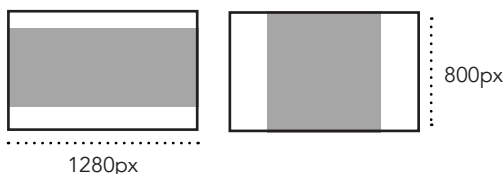
Portfolio Dimensions: 1280px X 800px

JANE DOE

1. Cover Slide (First & Last Name)
2. Observational drawing from Drawing 1 or 2
3. Narrative drawing from Drawing 1 or 2*
4. Design from 2D Design*
5. Design from 2D Design*
6. Project from Introduction to Graphic Design*
7. Project from Introduction to Graphic Design*

*written project objectives must be included - see page 2 of application form

FILE FORMATTING:

Drawings and designs must be recorded and formatted for digital presentation and review. Photos and/or scans of artwork should be at a high resolution and should be in-focus and not grainy or pixelated. Digital work from Introduction to Graphic Design must be saved or exported as high quality jpeg. It is expected that the images submitted are accurate representations of student's artwork. If any work submitted is found to be plagiarized, their application will automatically be denied.

All files should be formatted according to the following specifications:
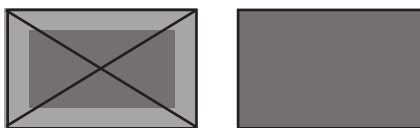

800px

1280px

Resolution: 72 dpi
Color Mode: RGB
Size: Longest side should measure no larger than 1280 pixels horizontal and 800 pixels vertical
File format: JPG/JPEG
Special note: Portfolio images should not have borders. Images should be cropped to remove any background.
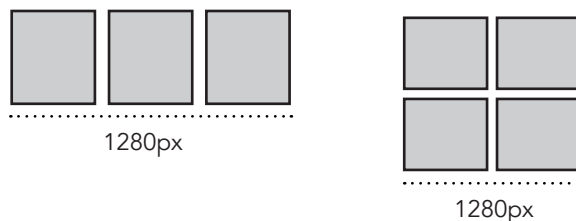

EDITING TIP

When you bring your photos/scans into Photoshop for editing/cropping, save the files in a lossless format (TIF or PSD).

When you're done making edits and adjustments, duplicate the final file to preserve the lossless version. Use the duplicate to convert and save/export the file as a JPG/JPEG. (See file formatting specifications.)

JPG/JPEG is a lossy format — it compresses the image in order to reduce the file size for easier uploading/online viewing. Always take care to preserve lossless versions of your work.

**2024 BFA GRAPHIC DESIGN
ENTRY PORTFOLIO REVIEW**
GUIDELINES & PROCEDURES

THE UNIVERSITY OF
ALABAMA® | *College of*
Arts & Sciences
Department of Art and Art History

SERIES FORMATTING

If project is a series of images, use a grid to arrange the series into a group with equal and adequate space between them. Save/export the grid according to the specs. Remember, the series as a whole should be 1280 pixels on its longest side.
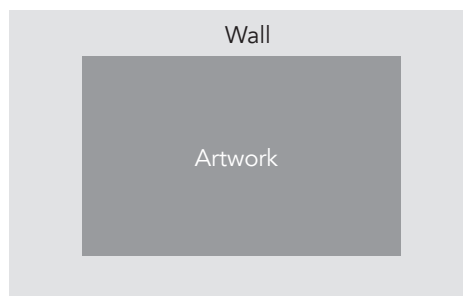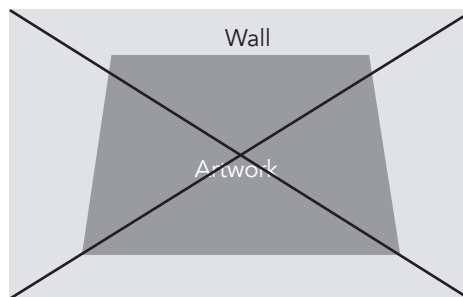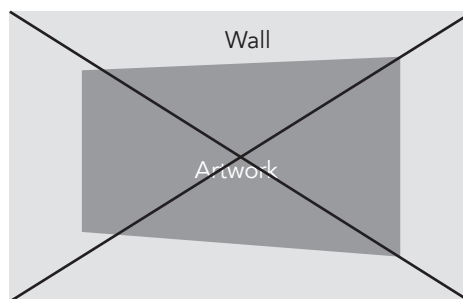
1280px

1280px

PHOTOGRAPHING WORK

When photographing artwork, the lighting should be even and balanced. Flash should not be used. A tripod is recommended. The background should be clean, matte, and neutral. Use the nicest camera/lens possible and shoot at the highest resolution possible.

When photographing artwork, the camera should be centered on the object. The object should fill most of the frame. Adjust your zoom/distance from the object to minimize/eliminate lens distortion.

The camera/lens should be parallel to the subject. Artwork should not be photographed at an angle. (Angled shots distort the work.)

RESOURCES:

Sanford Media Center
https://www.lib.ua.edu/using-the-library/sanford-media-center/

There are cameras and lighting equipment in Woods 312 that can be used with faculty permission.

How to Photography Your Art:
https://www.youtube.com/watch?v=Vpj28da03JQ

Wall

Artwork

Artwork should be centered

Wall

Artwork

Wall

Artwork

Avoid distortion by making sure the edges of your artwork are parallel to the frame of the camera.