



GRAPHIC DESIGN BFA OUTLINE OF THE BFA DEGREE APPLICATION PROCESS

Rev. 01/24/2012

The BFA Degree Program in the Department of Art and Visual Communications at Utah Valley University is for students who would like to receive a degree with a specialization in one of five areas of emphasis: fine art, graphic design, illustration, photography, sculpture/ceramics. Students must apply to be accepted into one of the degree programs listed above.

GRAPHIC DESIGN BFA DEGREE

The Graphic Design BFA Degree offers a more rigorous and advanced program of study than do non-BFA degrees. A BFA degree is helpful (and is often necessary) for students who wish to pursue graduate school, or who wish to include the more desirable degree in their credentials. BFA students generally benefit from having a stronger portfolio when they graduate.

Students may apply for entrance to the BFA degree program up to three times. If a student is not accepted into the BFA degree program, the student may continue in the Bachelor of Science (BS) degree program or the Bachelor of Arts (BA) degree program in the AVC Department. These are general degrees having no specialized “graphic design” emphasis.

REVIEW DATES AND DEADLINES

Reviews are generally held in October and March of each year. Watch for posters advertising the application each semester, listen for in-class announcements, and/or check with the Graphic Design Program Coordinator for additional information. Applications are generally due no later than the first Monday in October, (fall semester) or first Monday in March 2011 (spring semester). Following the initial application, qualified students are instructed to submit a portfolio for review. Based on GPA, course completion, and portfolio strength, certain applicants are accepted into the program. At the discretion of the Graphic Design BFA Portfolio Review Committee, and in instances where students have exceptionally strong portfolios, a provisional acceptance into the program may possibly be granted even if a student has not met all qualifications.

GRAPHIC DESIGN BFA APPLICATION QUALIFICATIONS

MINIMUM GPA REQUIREMENTS:

In order to be eligible to be accepted into any AVC BFA program, students must meet both of the following requirements:

- Minimum GPA of 3.0 within the AVC department (AVC GPA is calculated based on the following 10 required courses.)
- Minimum overall GPA of 2.0
- Courses within the Graphic Design area of emphasis must be completed with a C grade or above.

(In order to stay in the BFA track, minimum GPAs must be maintained.)

COURSE COMPLETION REQUIREMENTS:

Students are encouraged to apply for the BFA program in graphic design during the semester in which they will have finished completing all of the following courses (or soon after they have completed all of the following courses):

- ART 1120 2D Design
- ART 1400 Graphic Computer Applications
- ART 1110 Drawing I
- ART 1050 Photography I
- ART 1410 Typography and Layout I
- ART 1430 Digital Prepress
- ART 2410 Typography and Layout II
- ART 2430 Graphic Design I
- ART 2450 Digital Imaging
- ART 2460 Interactive Design I

APPLICATION PROCESS

Students should submit the following to the Graphic Design Program Coordinator by the application deadline:

- Letter of intent outlining why a BFA degree is desired and a list of the qualifying strengths possessed by the student
- Required information:
 - Student name **and student ID#**
 - Area of emphasis to which applying for
 - Student transcript **highlighting completion of required courses** (unofficial transcript is acceptable)
 - Student contact information including phone number, address, and email

VERIFICATION PROCESS

Applications will be reviewed and qualifications will be verified, after which qualified students will be notified (generally via email) of where and when to submit portfolios for the portfolio review phase of the application process. Students will also be provided with information on where and when to pick up portfolios after they have been reviewed. The AVC Department and UVU will not be responsible for portfolios that are not retrieved at the specified time.

Students who do not meet the qualifications will also be notified and provided with information on why they were disqualified.

PORTFOLIO REVIEW

Faculty members in the Graphic Design Program (Graphic Design BFA Portfolio Review Committee) will review the BFA Application portfolios and will score the portfolios utilizing the criteria below. Within a week after portfolio submission, an email will be sent to each student who has applied indicating whether or not he/she has been accepted. This information will also be sent to the academic advisors to facilitate registration for courses.

PORTFOLIO REQUIREMENTS

Portfolios must be submitted inside of a sturdy, functional case.

- A portfolio will consist of 10–15 examples of the student's best work.
- Include 3–4 pieces from the Drawing and Photography courses and the balance should be projects from the graphic design courses.
- A CD-ROM may be submitted for drawings, photography and designs from the ART 2460 Interactive I course.
- All other work must be mounted on 16x20-inch black or gray matteboard. Your portfolio presentation should be pristine and expertly crafted. Include artwork at (or as close to) actual size as possible while maintaining wide margins on your presentation board.

PORTFOLIO EVALUATION CRITERIA

- Portfolio completeness
- Drawing and photography skills
- Ability to communicate effectively using unique concepts
- Ability to create and/or use interesting and intriguing imagery
- Ability to communicate with typography creatively and effectively
- Mastery of basic typesetting skills (including large amounts of body text)
- Ability to use design principles to create strong designs that communicate appropriately with the desired audience.
- Other considerations for acceptance into the BFA program are the student grades, work ethic, attitude and potential.

GRAPHIC DESIGN BFA IMPORTANT DATES FOR SPRING 2012 APPLICATIONS

Rev. 01/30/2012

Department of Art and Visual Communications, Utah Valley University

| PROCEDURE | PLACE | DUE DATE |
|--|----------------------------------|-----------------------|
| Students submit letters of intent | AVC Office, GT535 | 02/23/2012 |
| Student notified if qualified to proceed | (via email) | 02/25/2012 |
| Students submit BFA Application Portfolios | GT538 (during regular lab hours) | 03/07/2012–03/08/2012 |
| Student acceptance notification | (via email) | 03/12/2012 |