

BFA GRAPHIC DESIGN
GRPH 208 PORTFOLIO REVIEW
 SCHOOL OF ART, DESIGN, AND ART HISTORY
 JAMES MADISON UNIVERSITY

The Graphic Design program at James Madison University is rooted in fundamental design principles, research, and applications while addressing current and emerging technologies through digital practice.

200-level graphic design projects range in medium and content, with solutions reflecting various investigations of design methodologies while enabling students to practice both traditional and digital ways of making.

SUGGESTED SEMESTER SEQUENCE OF COURSES

FIRST SEMESTER SOPHOMORE YEAR

GRPH 101 Digital Media Design I
 GRPH 200 Image Making

SECOND SEMESTER SOPHOMORE YEAR

GRPH 206 Typography I
 GRPH 208 Portfolio Review

Please note, Digital Media Design I and/or Image Making can be taken second semester Freshman year once pre-requisites are met.

The competencies in which an entry-level graphic design student should demonstrate in their portfolio submission for the GRPH 208 Portfolio Review.

The 200-Level Portfolio will:

- a. Show implementations of the fundamental elements and principles of graphic design.
- b. Demonstrate a basic working knowledge of computer, non-computer and typographic based design methods, process and craft as vehicles to enhance the communicative value of graphic design.
- c. Show recognized problem-solving skills as an opportunity to theorize, hypothesize, intellectualize, and conceptualize to create unique graphic design.
- d. Reflect an ability to analyze, define and clarify a target market.
- e. Display a fundamental understanding of quality graphic design.
- f. Present a body of graphic design solutions, reflective of one's knowledge and abilities.
- g. Effectively present project solutions in a professional manner.

The graphic design faculty will hold one portfolio feedback session each semester. Time and date TBD. These sessions offer advice on improving the students portfolio and feedback on content but are in no way a guarantee of passing the review. It is strongly recommended that you participate in the feedback sessions.

GRAPHIC DESIGN FACULTY

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All BFA Graphic Design majors must register, participate, and pass the Portfolio Review before moving forward to 300 level coursework within the major. GRPH 208 does not meet as a class. It is a portfolio review that is held in the fall and spring, one week before registration for the next semester. The review is conducted by the graphic design faculty. An information session open to all students will be held each semester to describe the portfolio review process and answer any questions.

PORTFOLIO CONTENT

GRPH 101 Digital Media Design I

All projects

GRPH 200 Image Making

All projects

GRPH 206 Typography I

All projects unless taken concurrently

CONTENT

To qualify for this review you must have completed the courses listed with the exception of Typography I, the only course that can be taken concurrently (see *PORTFOLIO CONTENT*). In order to best demonstrate your competencies in each course, you must submit all of your work from Digital Media Design I, Image Making and Typography I. Only projects from these three courses are accepted for review. You may rework any of the projects.

CONTENT PRESENTATION

Your projects should be contained within one carrying case. The portfolio case does not need to be costly, Michaels sells an inexpensive one or you can use any portfolio case you already own. For ease of viewing and professional presentation, please group the work from each class and label with the class name. You should take pride in the work you are presenting. Please have your name and ID number on the **OUTSIDE** of the case and include a copy of your transcripts inside.

REVIEW WEEK

You will deliver your portfolio to the office of Dawn McCusker, 118 Studio Center the week of the review. The review will be conducted one week prior to the beginning of registration. Exact dates for drop-off and the review is determined each semester. Portfolios will be available for pick-up the following week.

CREDIT/NO CREDIT NOTIFICATION

You will be notified of the results at portfolio pick-up. If you are not accepted into the graphic design program, you may resubmit your portfolio the next semester. Please note, you may resubmit to the portfolio review only one time.

COMPUTER REQUIREMENT – *Required*

The purchase of an apple laptop equipped with Adobe Creative Cloud is required once a student passes GRPH 208 for use in 300-level and above graphic design courses.

Hardware

Apple MacBook Pro - Laptop Computer

15-inch display

2.2 GHz quad-core Intel Core i7

At least 16GB Memory (RAM)

At least 256GB flash storage (solid state hard drive)

Thunderbolt digital video output

(for connecting to external monitors)

(for connecting to external monitors)

Software

Adobe Creative Cloud subscription. Make sure to get student pricing when you sign up. We use Photoshop, Illustrator, and InDesign almost daily.