Graphic Design
Portfolio Review Guidelines

Purpose of the review:
We want to place students in departmental majors most appropriate to their abilities, interests, and preparation. The review process determines which students will be admitted to the Graphic Design major for the BFA degree. The faculty will use the review to gain knowledge of your creative potential, motivation, academic skill, and communication abilities. Students with graphic design interests are initially admitted into the pre-graphic design program, completing general art and design courses required for all majors in the department. The quality of your work in these studio courses is highly important in determining your placement, as is your record in general academic work.

What happens in the graphic design review?
You will sign up for a ten minute interview with several of our graphic design faculty members. During the interview you will present your portfolio of art and design work and read your essay about why you wish to be a designer, as well as answer related questions about your work, your goals, and past experiences in art and design. As part of the review process the faculty look at your current UMD transcript, APAS, and your writing sample.

When is the interview?
The highly competitive review takes place annually during the Spring Semester. Some transfer students may be eligible to apply for the spring review during their first semester at UMD if they meet pre-requisites. As a pre-graphic design major enrolled in Art 0901, you will be notified via e-mail of the date and time of the mandatory meeting to sign up for review slots, so it is essential that you check your UMD e-mail at least every 48 hours.

What do I need to do to apply?
1. Successfully complete at least nine credits of Art & Design core courses during your first semester at UMD. One of these courses may be in Art History.
2. Earn a minimum GPA (grade point average) of 2.0 in Art & Design classes and 2.0 overall. If you do not meet this GPA requirement, you may continue to take art and design courses required for all Art & Design majors in an effort to improve your GPA and apply when you meet the requirement. Remember, the highly competitive GD portfolio review takes place only during spring semester.
3. If you meet the requirements above, enroll in ART 0901 Graphic Design Portfolio Review for the spring semester of Art & Design Department study. This is a no-cost, noncredit course, but enrollment is mandatory for the review. Note that you must enroll by the end of the second week of the spring semester in which you apply for consideration for entry into the GD major. The Department of Art & Design and the Area Chair in Graphic Design will check student eligibility after course registration.
4. Attend the mandatory information and sign-up meeting, announced via e-mail to all eligible students enrolled in Art 0901. In rare circumstances, students who have nine credits in Art & Design but do not meet the minimum GPA criteria may petition the Design faculty to consider enrollment for the portfolio review. See the Art 0901 instructor or GD Area Chair for an appointment.

What if I have art classes from another college or university?
Transfer students with art credits from another school or credits completed in the U of M system while not registered in the UMD School of Fine Arts, should contact the GD Area Chair before their first term begins to determine if application in the first rather than the second semester of UMD study is advisable.
What do I bring to the review?
1. Select ten of your best and most creative works from the Art & Design Department’s core studio courses. Bring 2D work in a portfolio (you may buy one upstairs at UMD Stores to fit the work you have. You may also construct one yourself from cardboard or foam core; these are to protect your work). If you have 3D work samples, bring these separately. Do not bring work on CDs or DVDs; please make hard copy printouts. While it is not necessary to mat work for the review, be sure all your work shows care in presentation and is clean. If you need assistance selecting work, seek advice from your Art & Design course professors. On the back or bottom of each 2D or 3D work, write your name, the title of the work (if any), date completed, the class in which it was completed, the instructor, and the medium.

2. Bring an unofficial copy of your UMD transcript AND your APAS which show courses completed and in progress. Be sure to “open all” and expand course and grade listings. Both are available online at http://www.d.umn.edu/students/

3. Bring a concise, well written, one page, typed sample of your writing, addressing the topic: Why I want to major in graphic design or graphic design & marketing. Please prepare your statement on 8½” x 11” paper, double spaced 12 point type, with 1 inch margins.

4. Bring a separate sheet with your name typed in 72pt size on 8½” x 5½” paper.

Can I include work done on my own from another college or university, or in high school?
The reviewers want to see work you have completed since beginning the program at UMD. Transfer students may submit work from art and design classes completed at another accredited college or university as part of their ten piece portfolio.

How many students are accepted into the program?
A maximum of 60 students may be accepted. The faculty choose those students who display work of high quality and have clear potential as graphic design professionals.

What criteria are considered to determine admission?
1. Quality of your portfolio work and its presentation
2. Grade point average
3. Ability to speak about your work
4. Your writing ability

What if I am not accepted?
Students who are not accepted after their first GD portfolio review have several options. One is to take additional Art & Design core studio courses to prepare an improved portfolio and reapply for the next year’s spring portfolio review. You may reapply once. Another option is to consider the other programs in the department, which include Art Education, Art History, and Studio Art (with an emphasis in Digital Art and Photography; General Studio; Painting, Drawing, and Printmaking; or Sculpture and Ceramics). Many of these majors require an application and/or a portfolio review for admission. See the Art & Design Department Administrative Specialist for details.

What can I do to prepare for the review?
Put as much good effort into your first semester courses as possible. Think about your future life and career goals and why these are important to you. Take good care of the artwork you do for each class you have.

How do I find out if I am admitted?
All students who apply receive an email informing them of their Graphic Design Portfolio Review results within one week of the review.

Whom do I see if I have questions?
See Jane Ebersviller, Principal Office & Administrative Specialist in Humanities 317, the Art 0901 Course Instructor, Graphic Design Area Chair, or Jim Klueg, Head of the Department of Art & Design.