artv 283 | *vcd admittance review*

general information and policies

Given the highly competitive nature of the profession of graphic design, the Visual Communication Design Admittance Review is intended to make recommendations to students about the appropriateness of the visual communication design major at an early stage in their academic careers. The review is also designed to establish quality among students graduating with a visual communication design degree from Northern Kentucky University, thereby improving and strengthening the reputation of the program and increasing opportunities for its graduates.

All students who want to major in visual communication design (formerly titled "graphic design") are required to go through the VCD Admittance Review. The review is held on an annual basis during finals week of the fall semester. A student is pre-visual communication design until they have passed the review. Grades in the classes in the checklist below must be C or better to be eligible for the visual communication design major. A student must pass the review to be able to enroll for any further visual communication design (ARTV) courses.

requirements for the review

The portfolio must contain a mixture of the student's strongest work from each of the introductory courses and the foundations level as itemized below.

- ❍ ART 131: Basic Drawing (1 project)
- ❍ ART 132: Two-Dimensional Studies (1 project)
- ❍ ART 133: Three-Dimensional Studies (1 project)
- ❍ ART 134: Four-Dimensional Studies and Color Theory (1 project)
- ❍ ARTV 224: Introduction to Computer Graphic Design (2 projects)
- ❍ ARTV 225: Introduction to Visual Communication Design (3 projects)
- ❍ ARTV 226: Introduction to Typography (3 projects)
- ❍ Student choice (any 2 additional projects from the above-listed courses)
- ❍ Sketchbooks
- ❍ Hard copy of the student's unofficial transcript

review process: what to expect

Students sign up for a 20-minute time slot on the review schedule that gets posted one week before the reviews. Work is to be brought in with the student and laid out quickly and neatly prior to the start time of the review. The student meets with the full-time graphic design faculty in a conversational interview over the portfolio. The student must be prepared to verbally explain their process and ideas on at least two visual communication design and typography projects from the portfolio. The student collects and removes their work at the end of the meeting period.

Admittance to the program is based on the work of the student and the review meeting. Criteria that are considered include: concepts / creativity, design process, color, typography, design, craftsmanship, verbal communication, attitude / commitment toward learning as demonstrated in classes, professionalism as demonstrated in classes, presentation skills, class participation and class preparation. Admittance to the program requires a unanimous vote by the full-time visual communication design faculty. An evaluation form is used for each candidate that indicates the results of the review. Students receive notification of the results by receiving a copy of this form in the mail. It is also indicated on the transcript with a grade of P or F. Students who do not pass the review and intend to reapply are eligible to do so one more time and must meet with a graphic design faculty member at the beginning of the spring semester to discuss the results and a plan for reapplication.