



GRAPHIC DESIGN BFA

Application Instructions & Forms (Rev. 1/8/2016)

1. APPLICATION

Please submit the following application materials by the application deadline to the Graphic Design BFA email address (graphic_design_bfa@uvu.edu) in the first of two **PDF file attachments** entitled: **Lastname_BFA_Application**.

- **Letter of intent** outlining why a BFA degree is desired and a list of the qualifying strengths possessed by the student. Also include:
 - **Student name** and **student ID number**.
 - **Area of emphasis** for which student is applying, i.e. Graphic Design.
 - **Student contact information** including phone number, address, and email.
- **Student transcript** including highlighted completion of, or enrollment in, required courses (unofficial transcript is acceptable). You must verify this with your advisor.
- A completed **Graphic Design BFA Application Form** (see p. 2).
- Optionally include a Graphic Design BFA Pre-2013–2014 Catalog Year Academic Advisor Verification Form IF you are on a catalog year earlier than 2013–2014 (p. 3).
- Please review the BFA Application Details on pages (p. 5–7) to evaluate and verify that you meet the requirements and understand the process.

2. PORTFOLIO

Please submit a portfolio consisting of **6–10 pieces of your best graphic design work**, focusing on quality rather than quantity. Submit your portfolio by the application deadline to the Graphic Design BFA email address (graphic_design_bfa@uvu.edu) as the second of two **PDF file attachments** entitled: **Lastname_BFA_Portfolio**. (The PDF portfolio and application attachments cannot exceed 10 MB.)

- The portfolio should consist primarily of graphic design pieces including:
 - **Print design** (posters, magazines, packaging, etc.)
 - **Branding** (logos, stationery, integrated branding, etc.)
 - **Digital design** (UI/UX web sites & apps, motion graphics, etc.)
- **URL links** for motion graphics and/or interactive design should be included in the project description section of a dedicated page of the PDF with supporting screen shots.
- Applicants may also include examples of drawing, painting, photography, illustration, and concept sketches that demonstrate **other significant artistic abilities**.
- All portfolio work should be formatted in the InDesign **BFA_Portfolio_Template** available on the Graphic Design Blog. You will also need to install the **Source Sans Pro** font from Google Fonts.
- Include only graphic design projects **completed exclusively by you as coursework in the UVU/A&D graphic design program**. Transfer students may utilize work completed as part of class assignments at their former school(s). Do NOT include work completed outside of design classes i.e. at design employment, or internships.



GRAPHIC DESIGN BFA

RETURN THIS COMPLETED FORM WITH YOUR APPLICATION

APPLICATION ATTEMPT STATUS (Mark only one line for this particular application):

- Original Application** (First Attempt) Spring Semester Year: _____
- Re-Application** (Second Attempt) Spring Semester Fall Semester* Year: _____
- Re-Application** (Third Attempt) Spring Semester Fall Semester* Year: _____

* Note: Fall Semester submissions are generally NOT an option—to be announced if/when the option is available for a particular semester

Student Name: _____ Student ID Number: _____

Permanent Contact Address: _____

Phone: _____ Email: _____

APPLICATION CHECKLIST

The first of two **PDF file attachments** entitled: **Lastname_BFA_Application** should include:

- Letter of intent** (including all required information)
- Student transcript** (highlight required courses completed and/or in progress during application semester)
- Completed Graphic Design BFA Application Form** (include *this* form with your application)
- If you are on a catalog year earlier than 2013-2014, include a completed Graphic Design BFA Pre-2013-2014 Catalog Year Academic Advisor Verification Form** (include the form on p. 3 with your application)

The second of two **PDF file attachments** entitled: **Lastname_BFA_Portfolio** should include:

- Graphic Design Portfolio** (formatted in the InDesign **BFA_Portfolio_Template**)

Academic Advisor (print):

Signature:

Date:

After the BFA application materials have been reviewed, students who do not meet the application qualifications will be notified and will be provided with information on why they were disqualified.



GRAPHIC DESIGN BFA PRE-2013-2014 CATALOG YEAR ACADEMIC ADVISOR VERIFICATION FORM

TO BE FILLED OUT ONLY BY AN ACADEMIC ADVISOR (IF NECESSARY)

This form should be completed and submitted ONLY IF student applicant is on a catalog year earlier than 2013-2014

RETURN THIS COMPLETED FORM WITH YOUR APPLICATION

Student Name: _____ Student ID: _____ Catalog Year: _____ (Prior to 2013-2014)

A&D CORE COURSE & GRADE REQUIREMENTS

For the purposes of eligibility for application to the Graphic Design BFA Program student catalog year, list core course requirements, graphic design course requirements, minimum grade requirements, and grade earned for each course:

Required Course (completed and/or currently enrolled in)	Min. Req. Grade	Grade Earned
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

GPA REQUIREMENTS

UVU overall GPA Required: _____ Earned: _____ A&D GPA Required: _____ Earned: _____

Academic Advisor (print): _____ Signature: _____ Date: _____

PORTFOLIO EVALUATION CRITERIA

Faculty members in the Graphic Design Area (Graphic Design BFA Portfolio Review Committee) will assess Graphic Design BFA application portfolios based on the following criteria:

DESIGN

Hierarchy – Is scale and emphasis utilized in your composition in a way that implies importance in the order of presentation?

Negative Space – Have you effectively utilized balance and empty space in your layouts?

Pacing – Is the information in your multi-page, print, web, or motion graphics projects presented in a clear and meaningful sequence?

Graphic Elements – Have you effectively used line, shape, color, pattern, and/or texture?

IMAGE

Selection – Have you chosen high-quality and impactful images that are a good fit for your designs?

Creation – Have you created high-quality illustrations and/or photographs or demonstrated skill in determining effective size, crop, and placement of your images?

TYPOGRAPHY

Selection – Have you demonstrated the ability to choose high-quality typefaces that are a good fit for your designs?

Pairing – When using more than one typeface, have you chosen typefaces that work well together?

Typesetting – Have you demonstrated skill in working with various aspects of type including size, leading, kerning, tracking, alignment, and rags?

Stylization – Have you used typography creatively in your layouts and/or created customized letter forms?

COMMUNICATION

Clarity – Is the information in your projects presented in a clearly understandable manner?

Creativity – Are the concepts in your projects engaging, clever, and impactful?

PRESENTATION

Variety – Have you included projects from a variety of media such as print, branding, UI/UX, and motion graphics?

Individuality – Is your personal style or voice evident in the selection of the projects you've presented?

Craftsmanship – Have you demonstrated excellence in your technique and finishing? Did you produce high-quality images that clearly show off your work?

PARTICIPATION

Improvement – Have you demonstrated notable improvement during the classes you have taken at UVU?

Work Ethic – Have you consistently demonstrated the desire and ability to work hard on class assignments?

BFA APPLICATION DETAILS

SUPPLEMENTAL INFORMATION

The Graphic Design BFA Program in the Department of Art & Design at Utah Valley University is primarily for students considering a career in graphic design. Students must apply to be accepted into the BFA Program.

- The Graphic Design BFA degree offers a more rigorous and advanced program of study than do non-BFA degrees.
- Several 3000- and 4000-level graphic design courses are restricted to Graphic Design BFA students only.
- This degree is the only UVU/A&D four-year degree with an officially designated “Graphic Design” emphasis/title.
- BFA students generally benefit from having a stronger portfolio when they graduate.
- A BFA degree is helpful (and is often necessary) for students who wish to pursue graduate school.

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 A&D Department. These are general degrees having no specialized “graphic design” emphasis.
- Reapply during a subsequent application period. Students are limited to applying/reapplying to the Graphic Design BFA Program a total of 3 times.

REVIEW DATES & DEADLINES

Reviews are generally held in March of each year. Watch for posters advertising the application, listen for in-class announcements, and/or check the A&D Graphic Design Blog for additional information. Missing the submission deadline will void any application. Include all required materials and portfolio in your application. Based on GPA, course completion, and portfolio strength, a limited number of applicants are accepted into the program. Students who apply during one semester and are not accepted are invited to reapply during a subsequent semester. **Students are limited to applying/reapplying to the Graphic Design BFA Program a total of 3 times.**

GRAPHIC DESIGN BFA APPLICATION QUALIFICATIONS

Refer to the course catalog for specifics on BFA Program application requirements, including but not limited to:

- Minimum UVU GPA requirements
- Minimum A&D GPA requirements
- Minimum A&D course completion including minimum allowable grades earned

If accepted into the Graphic Design BFA Program, bear in mind that:

- Minimum GPAs and grade-earning requirements continue to be in place throughout the duration of the BFA-degree-earning process.
- If accepted into the Graphic Design BFA Program, students must complete a BFA Project. Minimum grade maintenance for ART499R BFA Project is required in order for the student to graduate.

**REQUIREMENTS
OF COURSE
COMPLETION**

A&D Core Course completion requirements (for 2013–2014 or later catalog year):

Students may apply for candidacy in the Graphic Design BFA program during the semester in which they will have finished completing a minimum total of ten (10) required completed courses including **ALL** of the following five (5) courses **with a grade of B- or better**: (*see enrollment cap)

- **ART 1110 Drawing I**
- **ART 1120 2D Design**
- **ART 1130 3D Design**
- **ART 1400 Graphic Computer Applications**
- **ART 1420 Introduction to Graphic Design**

Graphic Design (for 2013–2014 or later catalog year):

Students may apply for candidacy in the Graphic Design BFA program during the semester in which they will have finished completing a minimum total of ten (10) required completed courses including **ALL** of the following three (3) courses **with a grade of C or better**: (*see enrollment cap)

- **ART 1410 Typography I (Type & Layout I)**
- **ART 2400 Production Design (1430/2400 Digital Prepress)**
- **ART 2430 Branding I (Graphic Design I)**

Additional Course completion requirements (for 2013–2014 or later catalog year):

Students may apply for candidacy in the Graphic Design BFA program during the semester in which they will have finished completing a minimum total of ten (10) required completed courses including **at least** two (2) courses **with a grade of C or better** from the following list: (*see enrollment cap)

- **ART 2490 Portfolio I**
- **ART 1050 Photo I**
- **ART 2440 Motion I**
- **ART 2480 UI/UX Design I**

If you are on a catalog year earlier than 2013-2014, have your academic advisor fill out a Graphic Design BFA Pre-2013–2014 Catalog Year Academic Advisor Verification Form (included on p.3 of this document).

* **Enrollment cap**–Students are limited to being enrolled for no more than two (2) required courses total during the semester in which they are applying to the BFA Program.

**VERIFICATION
PROCESS**

After the BFA application materials have been reviewed students who do not meet the application qualifications will be notified and will be provided with information on why they were disqualified.

**ART 2490
PORTFOLIO I**

Students wishing to have feedback and assistance with preparing their BFA portfolios for application to the Graphic Design BFA Program should enroll in the ART 2490 Portfolio I course. Feedback on BFA portfolios will not be provided by A&D Graphic Design faculty outside of the Portfolio I course.

**PORTFOLIO
PREPARATION
TIPS**

- Include only very strong pieces. Focus on quality rather than quantity.
- A larger number of very strong pieces will score higher than a portfolio with fewer strong pieces.
- A portfolio containing very strong pieces alongside very weak pieces indicates that the student cannot differentiate between strong and weak design and is cause for concern.
- The A&D Graphic Design Program delegates the responsibility of ascertaining which pieces to include and/or exclude in a portfolio for review to the individual students.
- Inclusion of strong drawing, painting, photography, illustration, and concept sketches is a plus.
- Motion and interactive pieces most likely work best in their moving/interactive/native formats. These should be provided as URL links on the dedicated PDF page.
- Students who better demonstrate strong aptitudes in a broader range of skill sets will likely score higher than students with a narrow range of skills.
- The BFA program requires students to work independently on their BFA project which requires a high degree of self-motivation, resource management, and for students to have the ability to assess and make decisions on their own.

**FOLLOWING
PORTFOLIO
REVIEWS**

- Within a week after the BFA Portfolio Review, an email will be sent to each student who has applied indicating whether or not he/she has been accepted including information on why they were/not accepted into the degree program.
- A portfolio score report will also be provided to each applicant. The report will provide feedback relating to strengths and weaknesses as evidenced by the portfolio for each of the criteria listed on p. 4.
- Registration blocks will be removed as students are considered to be formally matriculated into the UVU/A&D Graphic Design BFA Program. Students will then be able to register for BFA-only courses. Minimum GPA, course completion, and BFA project requirements will continue to remain in effect in order for the student to remain in the program.