Communication Design Foundation

Fall 2015 Portfolio Instructions  (Contains 9 Pages)

NOTE: Please do not submit any portfolio items to FIT until you have applied and received your LOG-IN INSTRUCTIONS in an email from the FIT Admissions Office.

Dear Communication Design applicant:

Thank you for applying to the Communication Design Foundation AAS Degree program. As part of the application requirements for this major, you must complete a portfolio. Please review and select either the online or in-person option below. Please note only one option may be selected.

We strongly encourage you to submit your portfolio as soon as possible. Please keep in mind that February 1, 2015 is the deadline for priority consideration for the Fall 2015 semester. You can confirm receipt of your portfolio submission by checking the status of your application online at https://MyFIT.fitnyc.edu/PortfolioReview.

Portfolio Review Options

• ONLINE – ePortfolio (Preferred)

The Online Portfolio Review option is the preferred method and the most efficient way to have your portfolio reviewed. To access the online option go to https://ePortfolio.fitnyc.edu/ Log in with your FIT Username and Password, then click on the tab labeled 'Portfolio' to get started.

OR

• IN-PERSON

Limited In-Person portfolio review dates are provided on a space available basis. To schedule an in-person portfolio review, click on the link to register for December 13 or December 14. The amount of time you spend on campus will depend on the number of participants. Please be prepared to be on campus for 2 to 3 hours. Please review the In-Person Portfolio Review Checklist on Page 9 for detailed instructions on what to bring with you.

Note: This evaluation is for the purpose of reviewing your Communication Design Foundation portfolio only. All other documents should be submitted directly to FIT Admissions.

If you wish to be considered for a major other than Communication Design Foundation, you may complete a Change of Major Request Form online at: MyFIT.fitnyc.edu. If you have chosen another Art & Design major, please follow the portfolio instructions for your new major choice. Please do not submit your portfolio online until your major has been changed and the instructions for your new Art & Design major choice appear on your ePortfolio page.
Communication Design Foundation
Portfolio Requirements

Welcome to the FIT Communication Design Foundation Portfolio. This portfolio submission consists of four parts: a Design Test, a Portfolio of Original Artwork, Written Essays, and a Portfolio Cover Page. We want to understand your creative process in both written and visual components. We ask that you put thought into your process and work to create original creative art that reflects your unique self-expression and special quirks. We want to see who you are in your design process. If you are a transfer student, you must also submit work from your previous classes.

The Communication Design Department's mission is to offer a broad foundation in two- and three-dimensional communication design and conceptual thinking combined with the development of hand skills, and exposure to new and emerging digital technologies.

• **PART ONE: Design Test**

The Design Test is a very important part of the total portfolio evaluation. Take time to put thought and effort into the concept, design, and execution of these projects. You are to create new projects for this test. Do not submit work done for other purposes. Because this is a test, we are unable to provide you with any additional information on how to execute the projects beyond what you receive here.

We are looking for you to use a variety of visual expressions to communicate your ideas and concepts. In addition, we ask for neatness, a high quality of technical execution, and evidence of organizational skills.

Carefully follow instructions for each project.

**PROJECT ONE: Self Portrait**

*We want to know who you are.* Create a self-portrait by hand, using any media, such as mixed media, colored pencil, cut paper, collage, or painted media. Tell us something about yourself with this portrait. We are interested in how you portray yourself and what you can tell us about yourself in this portrait.

Please write one paragraph about the concept for your portrait. Tell us what inspired you to compose this portrait.

**Note:** Choose a media that is *different* from the one you choose for **Project Two: Sequence**.

**Note:** For **ePortfolio** submission, please see *How to Submit Your ePortfolio: General Instructions* when you log into ePortfolio. Images submitted must be properly oriented (i.e. not upside down or sideways). Your images should be saved as JPEGs and re-sized to approximately 12 inches in the longest direction at 72 dpi (or 900 pixels). Your file names should use all lowercase extensions. *This applies to all of the ePortfolio image uploads listed in these instructions.*

For **ePortfolio** submission, take a digital picture of your self-portrait. Submit 1 digital photo of the self-portrait.

**Name the file as follows:** yourlastname_01_portrait.jpg. Also, when uploading your image(s) in step 2, use the ‘File Description’ text box on the image upload page to enter a *brief* paragraph about the concept for your portrait. Include media and size of piece.

For **In Person** review, bring the original self-portrait to the interview and be prepared to discuss what inspired you to compose this piece.
PROJECT TWO: Sequence

Part of a designer’s job is to clarify information for other people and to communicate visually. With this project, you will demonstrate that you can visually sequence an action for others to understand without using words.

In this test, you will visually present an instructional sequence of a physical action. Choose a physical action that requires a number of unique, differentiated steps such as tying shoe strings, tying a tie, starting a campfire, or making a milkshake. (However, DO NOT choose an example from the aforementioned list. Also, a bird in flight or a pirouetting ballerina are not good examples because they move in a continuous motion and are not direct actions or steps.)

Using only six images, illustrate the key six steps of the process that are necessary to complete the action you choose. You may not use words to describe the steps or actions. Project Two can be executed in any media, such as mixed media, colored pencil, cut paper, collage, painted media, or computer.

**Note:** Choose a media that is different from the one you choose for Project One: Self Portrait

For ePortfolio submission, take a digital picture of your sequence. Submit one digital photo of the entire sequence.

**Name the file as follows:** yourlastname_02_sequence.jpg. Also, when uploading your image(s) in step 2, use the 'File Description' text box on the image upload page to enter a brief paragraph about why you chose this sequence for your design test. Include media and size of piece.

For In Person review, bring the original Sequence artwork to the interview and be prepared to discuss what inspired you to compose this sequence for this design test.

PROJECT THREE: Three-Dimensional Design

Many of the assignments in the Communication Design Foundation are created by hand. Designers do not always work in two dimensions or only on a computer. With this project you will express another side of yourself within a three-dimensional space.

Create a three-dimensional model of an interesting “room” or space. It may be a room from your past, present, or your imagination. It may be abstract or literal, but you should emphasize the feeling of the room/space and incorporate color as an expression of the space. This project can be executed in any size and with any materials. It should not be executed on a computer.

For ePortfolio submission, take five digital pictures of your three-dimensional project and shoot the model on a clean, non-cluttered background. Your images must be shot from the following angles: front view, side view, top view, overhead aerial view, ¾ view.

**Name the files as follows:** yourlastname_03a_threedim.jpg, yourlastname_03b_threedim.jpg, yourlastname_03c_threedim.jpg, yourlastname_03d_threedim.jpg, yourlastname_03e_threedim.jpg. Also, when uploading your image(s) in step 2, use the 'File Description' text box on the image upload page to enter a brief paragraph that describes the importance of your room/space. Discuss the materials you used to make it and how they relate to your concept. Include size of the model.

For In Person review, bring the original 3D model to the interview and be prepared to discuss the importance of your room/space, the materials you used to make it, and how they relate to your concept.
PART TWO: Select OPTION A OR OPTION B

• OPTION A: Your Original Artwork – For students applying directly from high school or transfer students with no college level design coursework. (Transfer students with a design background will submit work from previous courses, see OPTION B below.)

PROJECT: Portfolio Submission

This is your chance to round out your portfolio submission. What else about your artwork do you want us to know? What else do you want to show us? All work submitted should be either new or very recent.

Provide between 10 to 12 samples of your original artwork. Work submitted need not relate specifically to communication design, but should demonstrate one or all of the following:

• Drawing ability
• Conceptual ability
• Sense of color, design, and composition
• Computer design skills
• Ability to work in a variety of media
• Your personal interest in art or design

You are the best judge of the work that will show your potential for growth, both academically and professionally. This is an invitation to present whatever you would like to make. We want to see your best work. Be unique. Be creative. Subject matter can be anything you like.

When creating your Original Work, we recommend that you draw from observation and do not copy photos of famous personalities or comic book characters. Any work that shows experience solving communication design, or typographic problems are welcomed, but not required.

To provide a variety of media, the following are **required** as part of the 10 to 12 original pieces that you will submit:

• **Two Drawings by hand**, using pencil, charcoal, pen or ink of people or objects from nature including still life, portraits, landscapes, or cityscapes

• **Two Pieces created on a computer**, using any software. One of the two pieces may be animation or interactive work. Upload a screen shot of the main screen or image and provide a URL for the live piece in the written description. Your animation or interactive work must be on a public web site, with no password. You cannot upload animation or interactive work to this ePortfolio.

• **Two to four pages from your sketch book**. Ideas and drawings do not need to be fully formed. Your sketches should indicate your creative process for any piece from the design test or your original work.

To complete this portion of your portfolio, you may include the following in any media:

• Abstract or semi abstract work
• Posters, invitations, or book cover designs
• Typography
• Photography
• Watercolor, wash, or paint
• Collage, cut out paper composition
• Jewelry, sculpture, or anything three-dimensional
For each piece, provide a one-sentence description of the concept behind the piece and include media and size of the piece.

For ePortfolio submission, scan or take a digital picture of each individual piece.

**Name the files as follows:** yourlastname_04a_originalwork.jpg, yourlastname_04b_originalwork.jpg, yourlastname_04c_originalwork.jpg, yourlastname_04d_originalwork.jpg, etc. Also, when uploading your image(s) in step 2, use the ‘File Description’ text box on the image upload page to enter a one-sentence description of the concept behind each piece and include the media and size of the piece.

For In Person review, bring your original artwork to the interview and be prepared to discuss the concept behind each piece.

• **OPTION B: Your Design Coursework**
  (For Transfer Students with College Level Design Coursework)

**PROJECT: Transfer Student Portfolio Submission**

If you are transferring from another art and design program(s) or school(s), submit design work that reflects courses taken at previous schools.

To fully understand the Communication Design Foundation program, it is recommended that you familiarize yourself with our curriculum. Please refer to the Communication Design curriculum page: http://catalog.fitnyc.edu/undergraduate/majors/twoyearassociatedegreeprograms/communicationdesignfoundatiormajor/ Click on each course for course descriptions.

The ePortfolio you submit will be used for placement and evaluation of transfer credits for design courses only. Students intending to transfer design studio credit are encouraged to submit at least two to six of your best examples, depending on the complexity of the project, from each design course for which you are requesting transfer credit. Include process sketches for each project.

For animation, interactive, web or other internet based work, upload a screen shot of the main screen or image and provide a URL for the live piece in the written description. Your animation or interactive work must be on a public web site, with no password. You cannot upload animation or interactive work to this ePortfolio.

**Note:** There is a 500mb max for the entire ePortfolio.

If you have taken classes in the following, provide examples from:

• Typography
• Page layout (multi-page, multi-column documents)
• Brand identity
• Three dimensional projects (including packaging design, exhibit design, product design, architecture or outdoor advertising)
• Graphic design
• Advertising
• Animation, interactive, web or other internet based work
In addition to submission of work created for class, transfer students are encouraged to submit up to 3-6 pieces of original artwork that demonstrates additional talent beyond the classroom. Original work submitted should be self-generated and demonstrate mastery in one or all of the following:

- Your personal interest in art, design, culture
- Drawing ability
- Conceptual ability
- Sense of color, design, and composition
- Personal works, maker projects, hobbies
- Ability to work in a variety of media

For each original artwork piece, provide a one-sentence description of the concept behind the piece and include media and size of the piece.

For ePortfolio submission, scan or take a digital picture of each individual piece.

**Name your coursework files as follows:** yourlastname_04a_coursenumber.jpg, yourlastname_04b_coursenumber.jpg, yourlastname_04c_coursenumber.jpg, etc.

**Name your original artwork files as follows:** yourlastname_05a_originalwork.jpg, yourlastname_05b_originalwork.jpg, yourlastname_05c_originalwork.jpg, etc.

When uploading your image(s) in step 2, use the ‘File Description’ text box on the image upload page to identify each project with course number and course name, year created, project name. For each piece, provide a one-sentence description of the concept behind the piece and include the media and size of the piece.

For In Person review, bring your original artwork to the interview and be prepared to discuss the concept behind each piece.

**PART THREE: Written Essays**

Please respond thoughtfully and note that your answers do not replace the essay/academic history that you are required to submit as part of your FIT/SUNY application.

For ePortfolio submission, you may type your answers in any format, either in the provided text area or you may upload a separate document with your answers. These questions must be copied and pasted and precede the answers. If you choose to upload a separate document, please name the file as follows: yourlastname_01_essay.doc, yourlastname_02_essay.doc, yourlastname_03_essay.doc. Uploaded files may be submitted in any of the following formats: .doc, .docx, .pdf, .txt.

For In-Person review, incorporate the questions and your answers into one document, print on 8 ½ inch x 11 inch paper and bring both questions and answers to your interview. Questions must precede the answers. Be sure to number your answers and **include your full name at the top of each page.**
Answer the following questions:

Essay 1. What is your inspiration?

In 300 words or less, explain what you turn to for inspiration when you are designing or what takes your breath away. It can be a magazine, an ad, a website, a place, even a dress or a piece of furniture. Describe the piece or give us the URL where it is shown. Tell us what in the design you find so inspirational, and explain why it helps to provide you with ideas. How does this image sum up your feelings about why you want to be a designer. How does it embody the best and most motivating aspects of design.

Essay 2. Describe yourself in five words. Please explain in a single sentence why you chose each word and how it relates to who you are.

Essay 3. In 250 words or less, provide an example of when your point of view differed from a teacher or employer during an evaluation of your performance. How did you handle the situation?

• **PART FOUR:** Communication Design Foundation Portfolio Cover Page (see Page 8)
  This page is required for your portfolio submission. Follow the instructions below for each mode of submission.
Communication Design Foundation
Portfolio Cover Page

PLEASE BE AWARE THAT YOU MAY CHOOSE ONLY ONE PORTFOLIO REVIEW OPTION:

• IN-PERSON: Print, complete, sign and date this page. Bring it with you as the first page of your portfolio. Do not glue, tape, staple, bind or affix this page to any surface.

• ONLINE – ePortfolio: Upload as per instructions. A PDF of this cover page and essay questions are provided on the ePortfolio site.

APPLICANT INFORMATION (REQUIRED):

NAME: ___________________________________________ FIT STUDENT ID: @____________________

(PRINT FULL NAME, clearly and legibly, as it appears on your application: First Name, Last Name.)

(Required to identify your application.)

MAJOR: ___________________________________________

(Required to identify your application.)

ENTRY TERM: FALL 2015

ADMISSIONS CHOICE: □ Two Year Full Time (Day) Associate Degree Program

□ Evening/Weekend Associate Degree Program

□ One Year Full Time (Day) Associate Degree Program (if qualified)

□ I am a Transfer Student. Note: The portfolio you submit will be used for placement and evaluation of transfer credits.

PRIOR COLLEGES OR UNIVERSITIES ATTENDED: ________________________________________________

ART AND DESIGN COURSEWORK STUDIED: (Provide course numbers and course names)

__________________________________________________________________________________________

DEGREE EARNED and YEAR GRADUATED:

__________________________________________________________________________________________

The work I am about to submit as my Portfolio submission for acceptance to FIT is my own work. I am the sole creator of this work and have abided by copyright laws when creating it. I understand that, if I am offered admission and it is later learned that my Portfolio submission is not my sole creation, the offer of admission may be revoked. Or, if I am already enrolled, I may be dismissed from the college.

SIGNATURE: ___________________________________________ DATE: ____________________________
In-Person Portfolio Review Checklist

WHAT TO BRING WITH YOU FOR YOUR IN-PERSON PORTFOLIO REVIEW:

Your completed Communication Design Foundation Portfolio, including:

**PART ONE:**  Design Test: Projects 1 to 3  Bring original work.

**PART TWO:**  Choose OPTION A  OR  OPTION B  Bring original work.

**PART THREE:**  Written Essays 1, 2 & 3
Print Questions and answers on 8 ½ inch x 11 inch paper.

**PART FOUR:**  Communication Design Foundation Portfolio Cover Page
Print, complete and present as the first page of your portfolio submission.

Please note that it is best to present original work. Designs that have been created on a computer should be printed and included. If you are submitting any portfolio pieces on disc or CD-ROM format, you MUST bring your own laptop to display your work. Please be prepared to discuss your ideas for both the Design Test and Your Original Work.

**NOTE:** All submitted portfolios are expected to be complete at the time of the portfolio review. It is your responsibility to arrive on time at your portfolio review with all of the required portfolio items listed above. If your portfolio is incomplete, you will not have full consideration of your selected major. Please be aware that we are unable to review applicants who arrive late.