

Graphic Design Sophomore Review

Entrance into the Graphic Design program at Colorado Mesa University includes the successful completion of a portfolio review. The Entrance Exam contains questions covering design concepts, composition, and technology. The review is offered at the completion of ARTG 215 Graphic Design I and ARTG 221 Graphic Design II courses.

Transfer students not enrolled in Graphic Design I and II must also complete and pass the review successfully for entrance into the program.

Portfolio Submissions should include:

1. Ten (10) Digital Examples of Graphic Design Artwork on a CD
Examples should be in the form of one pdf.
The file name must be lastname.firstname.pdf
If submitting an animation it should be submitted as an independent .mov or mp4 file
(example: one .pdf with 9 pieces & one .mov or mp4 equals 10)
A paper CD sleeve will be provided
2. Five (5) Printed Pieces of Graphic Design Artwork
Work should be placed within an 11x17 format
Examples may be taken from the above digital examples or other print examples
A folder will be provided for the print and digital submissions

The examples should represent excellence in design and may include artwork from any of the categories listed below. Work should show a strong sense of the typography and design hierarchy. Submit a maximum of two pieces per category.

corporate collateral

print/digital collateral i.e. stationary package, mark, identities, promotional collateral

applied illustration

illustration applied to print/digital collateral

information architecture

print/digital info graphic displaying the ability to organize information

typographic solution

composition predominantly made of type, exposing comprehension of typography

color theory

print/digital collateral showing a basic understanding of color

way finding system

collateral showing the ability to design for large spaces

multi-page layout

print based design i.e. pamphlet, brochure, magazine, news paper

multi-page layout

digital based design i.e. pdf, presentation, online catalog

package design

shows the understanding of working in a three dimensional space

series

print collateral i.e. book covers, wine labels

form & application design

print/digital collateral showing ability to create design with high functionality

digital design

web, app or device

applied vector illustration

illustration created in adobe illustrator, then allied to collateral

applied raster illustration

illustration created in adobe Photoshop, then allied to collateral

motion design

time based animation/graphics