Portfolio Website Review Requirements for:

Bachelor of Fine Arts in **Graphic Design**

Colorado Mesa University — Department of Art & Design

All students entering the Graphic Design degree must successfully pass a Portfolio Website Review.

When the Review Occurs

- **CMU Students:** The review will be conducted at the completion of ARTG 221: Graphic Design II by all full-time and tenure-track Graphic Design faculty.
- **Transfer Students:** Transfer students must submit their portfolio in the form of a hosted website prior to acceptance into the degree program.

Evaluation Criteria

The portfolio website should demonstrate:

- A strong understanding of the Elements and Principles of Graphic Design
- Clear, effective concept development
- Functional visual hierarchy
- A demonstrated understanding of typography

Portfolio Website Requirements

A qualifying portfolio website must:

- Be hosted (publicly accessible, not a PDF or local file)
- Include two active social media links (professional or design-focused)
- Include a functioning contact form
- Showcase at least **ten** individual projects

Projects may include any design work completed in ARTG coursework, equivalent transfer coursework, or other prior work—such as freelance projects, personal projects, industry experience, or self-initiated studies that effectively showcases the student's understanding of graphic design fundamentals, including concept development, typography, hierarchy, layout, and digital or traditional production methods.