

GRAPHIC DESIGN PROGRAM SECOND YEAR INFORMATION

Procedures for Admission 2011

Who Can Apply?

Lane's Graphic Design Program has open admission in its first year. Those who wish to apply for the limited places in the second year must meet the following requirements: Complete the core prerequisites required for second year program courses (GD 110, Art 115 or Art 115GD, 116, 119, 131, 216, 225; MUL 212, CIS 195). Core prerequisites must be passed with grade of B- or better to use it as a prerequisite and applicants must have an accumulative GPA of 3.0 or better.

The program takes a minimum of two years to complete, with many students choosing to take three years. Second year admission takes place in spring term of each year, with accepted students beginning their second year courses in the fall.

THE APPLICATION PROCESS

Application materials can be picked up in the Art & Applied Design office. To apply for admission into the Graphic Design Program, the following must be submitted:

1. An application form
2. A short essay
3. Verification of grades (A recent grade report or an unofficial copy of your transcripts. Sealed, official transcripts are *not* required.)
4. An envelope (provided by LCC) with the your address (for notification).
5. A portfolio of work
6. A portfolio assignment

How the Selection Process Works:

To insure impartial review, each applicant is assigned an identification number. This number is to be secured to the outside of the application portfolio. This number must also be put on the essay. If you are concerned about remaining anonymous during the selection process, cover up or remove your name if it appears on any work in your portfolio.

The reviewers independently review and score each portfolio and essay. To arrive at each applicant's total score, the components are weighted in the following percentages:

Portfolio: 80%
Essay: 20%

The Essay:

- The essay should be a maximum of two pages long, double-spaced and must be typed.
- It should address the following points:
 - Your reasons for pursuing a career in graphic design and
 - Your future educational and/or career goals.
- Do not put your name on the essay. Leave room at the top right hand corner of each page to write the number that will be assigned you when you turn in your application.
- If you are a student for whom English is a second language, please indicate that with the initials ESL at the top of each page.

Grade Point Average:

The grade point average should be based on *all* coursework, in *all* subjects, completed at all accredited institutions. If you wish, you can limit your computation to classes taken in the last two years.

Converting Semester Credits to Quarter Credits:

Use the following process to convert your GPA from the semester to the quarter system:

1. Find the section on your transcripts that lists *total credits* earned and *total grade points*.
2. If you were on a *semester* system, multiply your credits and grade points by 1.5 to convert them into the *quarter* system (which is used by LCC). (*continued next page*)

(grade point average continued)

3. Add all of the total credits and all of the total grade points earned from the various schools you have attended (including LCC).
4. Divide this new total grade point figure by the new total credit figure to get your accumulated grade point average (in quarter credits).

The Portfolio:

General Guidelines:

1. It is not necessary to buy an expensive portfolio case or to elaborately mount artwork. An inexpensive paper portfolio is fine.
2. The presentation of the work is not as important as the work itself. In fact, it is easier for the review committee if the portfolio is not elaborately package or presented.
 - a. Work does not need to be mounted although mounting it can serve to protect it.
 - b. If you do mount your work, it does not need a cover sheet or tissue overlay.
 - c. If you use a cover sheet or overlay, do not secure the bottom or sides with tape. It only makes it more difficult and time-consuming to review your work.
3. Make sure that your work is clean, adequately protected, easily accessible, and assembled in the proper order. Work that is out of order is hard to evaluate and will be downgraded.
4. Make sure that it's easy to remove your work, as a stack, from your portfolio.
5. Portfolios with knots on three sides are awkward to open and close and as such will not be accepted.
6. Making your portfolio case by hand will not give you any advantage in the evaluation process. It would be better to put the time and effort into improving the work in your Portfolio.

Work in the Portfolio:

Important Note: work may be hand or computer generated. Any web page must be provided on disk. No thumb drives. Disks must be well marked with category and assigned applicant/review number.

1. The portfolio should contain no more than 5 pieces (unduplicated).
2. The portfolio may be completed with LCC class work, work produced at other schools, or work produced independently.
3. It is permissible to rework class projects before you include them in the portfolio.
4. All work in the portfolio should be yours and yours alone.
5. Oversized or three-dimensional pieces can be represented with photographs.
6. If you must turn in work that is too large to fit in your portfolio:
 - a. Protect that work as much as possible without making it a hassle to unwrap.
 - b. Clearly identify the work with your assigned number.
 - c. Make sure you clearly note on (or in) your portfolio that there is additional work.
7. The work must be stacked in the following order and should represent the following categories:
 - a. I Drawing: To demonstrate drawing ability, technical skills, and composition (usually from work done in Art 131, Art 231, Art 232, Art 234, Art 237, Art 279 or Art 299).
 - b. I Design: To show design sense and craftsmanship (usually from work in Art 115; may include appropriate Typography or Photography projects).
 - c. I Typography example: To demonstrate the use of type as the primary visual communication element. Should show good hierarchy and readability, as well as technical ability and craftsmanship (usually from work completed in Art 119).
 - d. I Additional Piece: a piece of your choice. Work produced on the computer may be used in this category. Piece should speak to your potential as a graphic designer.
 - e. I Portfolio assignment: The assigned project is mandatory. It demonstrates problem solving ability, creativity, design skills, craftsmanship and the ability to follow instructions. A description of the current portfolio assignment is included in the application packet.

Note: If you are transferring to LCC or are using work produced outside of LCC for your portfolio, the purpose of your projects might not be clear to the Evaluation Committee. You may want to attach a short description of the assignment or project to those pieces.

OTHER INFORMATION

Q&A Session:

A Question and Answer Session concerning the portfolio review and admission process will be held this year on Friday, March 4, from 12:00 to 1:30. It will be held in Building 18 in room 201. (This room is in the northeast corner on the second floor of Building 18). This workshop is not required. It simply covers information in this document and allows for specific questions.

Notification:

A list of accepted students and alternates will be posted on the west door of the Art building and in the Art Office by Monday, May 23. Applicants will be listed by their confidential application number. You will also be notified by mail.

If you have questions about the admission process or the second year, talk to Program Coordinator, Jeff Goolsby, before the end of spring term. Program advising will not be available over the summer.

Confirmation of Intent to Continue:

To confirm intent to continue in the second year of the graphic design program, those who have been accepted must follow the steps below. These actions confirm your admission into the second year. If you fail to do them, your place may be given to an alternate.

1. Register for the classes (that have been reserved for you) by 8:00 a.m. the first day of classes in the fall.
2. Attend at least 50% of your reserved courses during the first week.

If there are extenuating circumstances that prevent you from doing these two things, you must contact the program coordinator (by phone or in person) to prevent being dropped from the program.

If You Decide Not to Enter the Program:

If, after having been accepted, you decide over the summer not to enter into the second year, please contact the art office (541-463-5411) to let them know as soon as possible so that we can let the alternates know.

Grade Requirements:

- Courses that are required for a degree or certificate must be passed with a grade of C or better. Pre-requisites for program courses must be passed with a B- or better.
- Major requirements must be taken for a grade, not Pass/No Pass.

Three-Year Students:

Many students decide to take more than one year to complete the second year requirements. The most common procedure for students who take more than one year to complete the second year of the program is to take the Graphic Design Production sequence one year and the Graphic Design sequence another.

Important Deadlines:

Q&A Session:	<u>Friday, March 4</u> , 12:00 to 1:30 PM, Bldg 18/201
Application Packet due:	<u>Thursday, April 28</u> , by 4:00 PM, Art Office, Bldg 11/101
Portfolio due:	<u>Monday, May 9</u> , 9:00 to 2:00 p.m. Bldg 17/104
Notification:	<u>By Monday, May 23</u>
Mandatory meeting if accepted:	<u>Friday, May 27</u> , 12- 1:30 PM, Bldg 18/201
Portfolios retrieval:	Dead Week & Finals Week

For Further Information: Jeff Goolsby :: 541 463-5371 :: goolsbyj@lanecc.edu