

# artv 297: vcd bfa portfolio review

*\*A focus is 4 courses (12 credits) with the same prefix chosen by the student at the 300+ level outside of the major; for example, four 300+ courses in GEO (GEO 301, GEO 306, GEO 314, GEO 415).*

## general information and policies

A BFA degree from the NKU Visual Arts Program is a professional degree offering the opportunity to develop depth and specialization in a creative, design practice. Conversely, a BA degree from the NKU Visual Arts Program is a general studies degree offering breadth of understanding through exposure to an area of artistic activity (a minor or focus\* outside the major is required for a BA to help achieve this). A minor or focus is *not* required for the BFA. The degrees vary only slightly in total number of credits required; the main difference is in the make-up of the requirements.

The Visual Communication Design BFA degree offers a deep, comprehensive scope of study and a competitive advantage in portfolio development. The degree carries a level of distinction, and as such, has requirements for eligibility and elevated standards for completion.

ArtV 297 VCD Portfolio Review is the registration mechanism through which a student applies for candidacy to the professional BFA visual communication design degree within the NKU Visual Arts Program. Portfolio Review is a critique forum where a student's progress and skill level in their studio work and over all performance are evaluated for acceptance into the BFA program by the faculty.

**Eligibility** All Visual Communication Design students intending to earn a BFA are required to apply through ArtV 297 VCD Portfolio Review. A student is a candidate for a BA in Visual Communication Design until they are accepted into the BFA program through this Portfolio Review process. To be eligible for Portfolio Review, a student must have earned 60 credit hours prior to the review and must have an over all GPA minimum of 2.5. BFA candidates must maintain this GPA minimum through graduation to obtain the BFA degree.

## vcd bfa portfolio requirements

The portfolio should contain a mixture of approximately 15 projects representative of the student's strongest work as outlined below:

- **Visual Communication Design — 10 projects** from any of the following courses:
  - ArtV 215: Visual Communication Design I
  - ArtV 217: Typography I
  - ArtV 315: Visual Communication Design II
  - ArtV 317: Typography II
  - ArtV 325: Techniques in Visual Communication Design (if taken)
  - ArtV 330: Interaction Design for Visual Communication (if taken)
- and/or*
- ArtV 417, 425, 415, 427 (if taken)
- ArtD 310: **Drawing II — 1 project**
- ArtO 210: **Basic Photography — 1 project**
- **Painting I** (ArtP 230) **or Printmaking** (ArtR 272 or ArtR 375) — **1 project**
- **Student choice — 1 or 2 projects** from any of the above-listed courses, other studio classes taken within the Visual Arts Program at NKU, or work from extra-curricular projects
- Sketchbooks / evidence of the design process
- Written responses to the questions appearing on page 2 of this document. Submit the document through the ArtV 297 Canvas page.
- A PDF of the student's *unofficial* transcript should be uploaded to the ArtV 297 Canvas page. The student is to note the major GPA on the transcript with a PDF sticky note prior to submission.

## review process: what to expect

(continued)

**Registration** Students must be enrolled in ArtV 297 at the time of the review. The review is held each fall and spring on a Friday near mid-term. Due to the coronavirus shift to online portfolio reviews, students are scheduled for individual time slots that are listed on Canvas. Specific dates and details are sent through Canvas by the end of the first week of classes.

**Review Day** The portfolio is sent to the faculty via Canvas approximately one week before the review date in the form of a designed PDF or web site link. The student meets with the full-time design faculty in a 20-minute, conversational interview over the portfolio beginning at the student's sign-up time. The student must be prepared to verbally explain their process and ideas on several projects in the portfolio, as well as their responses to the written questions.

**Results** Admission to the BFA program is based on the work of the student and the review meeting. Criteria that are considered include: concepts / creativity, design process, color, typography, design, craftsmanship, verbal and written communication, professionalism, presentation skills, attitude and commitment to learning as demonstrated in classes, class participation and class preparation. Admission requires a unanimous vote by the full-time Visual Communication Design faculty. An evaluation form is used for each candidate that indicates the results of the review; students receive a copy of this form after the review decisions are finalized. Students are permitted to seek advice from the VCD faculty while preparing their portfolio in the months/weeks ahead of the review date. Once accepted into the BFA program, students must officially change the major from BA to BFA within myNKU. Students should do this soon after acceptance so that the degree audit can more accurately reflect progress toward graduation.

Students who do not pass the review and intend to reapply are eligible to do so a second time, one year later. It is recommended that students interested in applying again meet with a VCD faculty member to discuss the results and a plan for reapplication. Students who are going to reapply may continue with the BFA course requirements in preparation for the reapplication.

## written questions\*

Candidates must provide written responses to the questions below (up to and no more than 100 words per response). A PDF of the final, type-written document must be submitted by the student for review by all full-time VCD professors one week prior to the portfolio review date (submit document via ArtV 297 Canvas upload).

- 1: What is your design philosophy?
- 2: What resources do you use for your ideas?
- 3: What motivates you to design?
- 4: How do you use the elements and principles of design in your work?
- 5: How do you view your handling of craft?
- 6: What do you consider to be your strengths?
- 7: What skills need further development?
- 8: How is your work informed by history and contemporary practice?
- 9: What are your professional goals?
- 10: How will you contribute to the BFA program?

\*Use your personal letterhead so that your name is included. It should look like a designer crafted the document.

*Mid-Term Grade Exception*  
Mid-term grades will not be provided since ArtV 297 is a 0-credit event with a grade of P/F, and is not conducted with the university's mid-term grade timeline. Feedback on the applicant's portfolio, however, is offered in advance of the review as described in this document. Results of the review are via individualized evaluation sheet that is available for pick-up from the Visual Arts office the week after reviews take place. Students are notified via email when these are available.