

# DIGITAL DESIGN PROGRAM

## Admission Requirements for Entrance into the BFA Digital Design Program

### Eligibility

Students who are applying for entrance into the BFA Digital Design emphasis (minors and majors) are required to submit a written statement, a designed portfolio and unofficial transcript(s) from UC Denver and all previous post-secondary education institutions, with the understanding that Digital Design is a fall start program. Students who meet the following requirements can apply. Upon acceptance you will earn exclusive access to upper-division Digital Design classes.

- You are an enrolled UC Denver student seeking admission to the BFA Digital Design Program.
- You have completed, or are in the process of completing, the following Foundation Studio courses: FA 1100 Drawing I, FA 1400 2-D Design, FA 2015 Intermedia Foundations, FA 2405 Intro to Digital Design and FA 2415 Typography. (FA 2405 and FA 2415 offered in the Fall only).
- A cumulative Fine Arts GPA of 2.75.

### Where and When

Properly prepared application packets must arrive by 5:00 P.M., April 1<sup>st</sup> (for Spring admission) or November 1<sup>st</sup> (for Fall admission) or on the following business day if the deadline falls on a weekend or holiday.

Application packets may be delivered to the Department of Visual Arts Administrative Assistant in room 815D of the CU building or mailed to the following address:

University of Colorado Denver  
Atten: Digital Design Portfolio  
Campus Box 177, PO Box 173364  
Denver, CO 80217

### The Evaluation Process

A committee of Digital Design faculty members will review the application packet. The decision for admission into the Digital Design emphasis will be based on your portfolio, written statement and grades/GPA. For acceptance, the committee will be looking for a high level of skill and sophistication in studio, written and presentation skills.

If you do not pass the review you have the choice of attempting the review process again the following semester or selecting another major. Students not passing their portfolio will be provided with a copy of the evaluation rubric.

### Evaluation

Portfolio will be evaluated based on organization, craft, quality, creativity of ideas, compositional skills, concepts and consistency. Further evaluation is based on your statement and overall Fine Arts performance to date.

The application will be evaluated on the following criteria:

1. **Presentation** - Is the portfolio well crafted and well organized in content and presentation? Are all the required components included?
2. **Visual Literacy** - Does the portfolio reflect sensitivity to design concepts and visual logic and does it demonstrate fundamental compositional understanding? Does the work communicate effectively?
3. **Technical Skill** - Does the portfolio reflect a strong knowledge of tools and materials and a strong aptitude for digital design skills?
4. **Conceptual Skill** - Do the portfolio and written statement demonstrate analytical thinking as it applies to visual art and design? Is there a developing conceptual exploration of the digital medium?

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5. **Written Statement** - Does the statement reflect an understanding of digital design and explain your goals as a student in the Digital Design emphasis? Are potential strengths and weaknesses addressed clearly?
6. **Academic Performance** - Do your grades reflect a commitment to learning and growth?

### Portfolio Packet Submission Requirements

**Presentation is important and will be given serious consideration in reviewing your application.** All written material should be clearly articulated, edited for accuracy and spell-checked.

#### Format

All applications must be submitted in a 9 ½" x 11" envelope. **DO NOT SUBMIT ORIGINAL ARTWORK.** Work will not be returned. The portfolio must include 10 -12 electronic examples of your creative work as a single PDF, a web contained on a CD, or as an interactive DVD. Include a brief explanation of the concept behind each piece and your creative process.

Your portfolio samples must be submitted electronically on CD-ROM or DVD. Transcript copies must be legible and complete.

**Include contact information, including NAME, ADDRESS, PHONE and EMAIL on each page in your packet and on all electronic materials and packaging.**

#### Written

Your written statement should address all of the following in a clear, detailed and accurate essay no more than 2 pages in length. Remember that the content of your answers has significant impact on your entering the Digital Design BFA program.

- Clearly state your Fine Art course work GPA.
- Describe why you would like to be a designer in the Digital Design program and what your goals and expectations are regarding design as a career. Include any special considerations that would be useful for the committee in making their decision, such as a high GPA, art-related extracurricular activities or professional experience.
- Reflect on the artists and designers who have influenced your artistic interests. Use at least two examples of their work, discussing both form and content.
- Identify your creative strengths and areas that need further development. How will you best utilize your strengths? How do you plan to resolve any deficiencies in your work and performance?

#### Course Transcripts

These may be an official or unofficial transcripts from UC Denver and previous post-secondary institutions.

#### Questions

If you have further questions please contact Brian DeLevie at [brian.delevie@ucdenver.edu](mailto:brian.delevie@ucdenver.edu)