

Graphic Design: Portfolio Requirements

Application Review Process:

Applications are reviewed in the order they are received. Applications meeting the criteria of program prerequisites and portfolio review will be offered a seat in a program section, if available. Accordingly, early preparation and submission is recommended. If your portfolio is not successful, deficiencies will be noted and you will be given the opportunity to address them and re-submit your application, as time permits.

Portfolio Requirements:

You will see what you are required to submit starting on page 2.

Portfolio Assessment:

Your submission demonstrates your potential to build on your skills in the program. Prospective Graphic Design students should be able to communicate ideas in both verbal and visual form, working with images and text. The form and content of your application are very important. Successful applicants typically show concrete evidence of visual communication skills, including attention to the details of spelling, grammar and the technical quality of images. The originality, aesthetic and effectiveness of the work are highly valued in the successful candidate, as is the presentation of your submission.

Portfolio Submission:

Once completed, you may send your portfolio through one of the following methods:

- If sharing through a **link/URL**, send an email to: Admissions@nscC.ca
 - ♦ Please include your name, your W-number, the program you are applying to, and the link in the body of the email.
 - ♦ Verify that the link is active and accessible from any computer.
 - ♦ Ensure files are well-organized; reflect the names of the portfolio components; and can be easily located, opened, and read by computers other than the one you used to create your portfolio.
- If submitting **digitally**:
 - ♦ Acceptable file formats:
 - .pdf
 - Microsoft Word document
 - .rtf
 - .txt
 - .jpg
 - ♦ If submitting as **attachments to an email**, send to: Admissions@nscC.ca

- The maximum size of the email cannot exceed 25Mb
- Please include your name, your W-number and the program you are applying to in the body of the email.
- Ensure files are attached to the email; well-organized; reflect the names of the portfolio components; and can be easily located, opened, and read by computers other than the one you used to create your portfolio.
- ◆ If submitting on a **memory stick**:
 - Please include your name, your W-number and the program you are applying to with your submission.
 - Ensure files are well-organized; reflect the names of the portfolio components; and can be easily located, opened, and read by computers other than the one you used to create your portfolio.
 - Send to:
NSCC Admissions
PO Box 220
Halifax, NS B3J 2M4
 - Alternatively, you can bring your memory stick to any NSCC campus and it will be forwarded to the Admissions Department
- If submitting **printed copies**
 - ◆ Please do not submit original copies of photos, painting, drawings, or illustration.
 - ◆ Do not staple or bind your work, although you may want to consider using protective plastic sleeves
 - ◆ All submitted components should be easily identifiable, so ensure all pieces have your name on them, are clearly labelled, and organized in the required format
 - ◆ Submit your paper portfolio to:
NSCC Admissions
PO Box 220
Halifax, NS B3J 2M4
 - ◆ Alternatively, you can bring your portfolio to any NSCC campus and it will be forwarded to the Admissions Department

Portfolio Requirements:

Logo Design Assignment (2 parts)

Client Information: Graphic Designers solve communication problems. With this in mind, design an original logo that addresses a communication problem faced by **one** of the following:

- **WindFarm Incorporated:**

A large fictitious corporation wants to become a recognizable energy option for communities and business in Nova Scotia. They need a logo design that represents movement, growth, energy and environmental responsibility. They would like the colour and form to reflect a natural setting (the windmills are often placed where the wind is best caught) but would also like to appear professional and reliable.

- **InnerTech:**

A medium-sized computer repair company needs a logo design that represents technology, professionalism, friendliness and dependability. They would like the colour and form to reflect cutting edge technology, approachability and reliability.

▪ **Dragon Fruit Café:**

A small local business specializes in Fair Trade Coffee, organic fare and baked goods. The Café will also provide local artists a place to display and sell their work. They need a logo design that represents local flavour and colour. They would like the colour and form to reflect an organic, grassroots, artistic business.

Requirements

- Logo design specifications
 - ◆ A maximum of two colours plus white
 - ◆ Include the appropriate name ('WindFarm Inc' or 'InnerTech' or 'Dragon Fruit Café') somewhere in the logo
- Idea generation sketches—minimum of 8

Create thumbnail sketches showing your different ideas for the company logo. These should be completed on paper by hand. You can use any media you wish including pencil, ink, paint, coloured pencil, etc. All your thumbnail sketches should include the name of the company, and they must be copies of your own original designs.
- Final logo design—maximum of 1

Based on your research and thumbnail sketches, choose the best concept to represent the client's new company and create a finished logo design. A finished logo design should consider presentation, attention to detail and technical execution. When you are designing your logo you should ensure that it is scalable and does not lose definition when reduced in size. With this in mind, you can produce your logo any size up to 8.5x11 letter paper. You may complete this final logo design by hand using traditional drawing and painting materials or you may complete it using any software program. If your final piece is completed by hand it must be either scanned or digitized.

A selection of personal portfolio pieces

You are required to select and submit a minimum of 8 pieces of visual design work that you have created and consider appropriate to support your application to this program. Examples of this might include brochures, logos, newsletters, posters, magazine pages, packaging, advertisements, drawing, painting, digital imaging or photography.

Portfolio Checklist:

Please complete this checklist prior to submitting your portfolio, which will help you organize your submission and ensure that it has all of the required components.

Completed	Portfolio Components
	Logo Design Assignment – Idea Generation Sketches (minimum of 8)
	Logo Design Assignment – Final Logo Design (maximum of 1)
	Personal Portfolio Pieces (minimum of 8)

Graphic Design Portfolio Assessment

Your total score must add up to a minimum of 6. If you score 1 in more than a single category you might consider applying to the Applied Media & Communication Arts program in order to develop the skills needed for entry to the Graphic Design program.

Scoring	3	2	1	0
Logo Design Assignment— Idea generation sketches <ul style="list-style-type: none"> ▪ Concept ▪ Design development 	Minimum of 8 ideas Demonstrated within the given guidelines, several of which are suitable for further development	Minimum of 8 ideas Demonstrated within the given parameters	Inappropriate or insufficient ideas submitted, guidelines not adhered to	No evidence provided/ Submission not suitable for entry to program
Logo Design Assignment – Final Logo <ul style="list-style-type: none"> ▪ Adherence to specs ▪ Design ▪ Technical ability ▪ Presentation 	Adhered to all given instructions Appropriate final choice for development Well executed in appropriate medium Clearly and carefully presented	Adhered to most given instructions Appropriate final choice for development Sufficiently executed in appropriate medium Adequately presented	Not enough of the requirements met.	No evidence provided / Submission not suitable for entry to program
Selection of portfolio pieces Typography, originality, presentation, layout, composition technical ability, visual rhythm balance, format	Easily demonstrates ability for entry level	Some work is sufficient for entry level	Work is of an insufficient standard for entry to this program	No evidence provided / Submission not suitable for entry to program