

Graphic Design: The first two years

**BFA GRAPHIC DESIGN
SCHOOL OF ART, DESIGN, AND ART HISTORY
JAMES MADISON UNIVERSITY**

The Graphic Design program at James Madison University is rooted in fundamental design principles, research, and applications while addressing current and emerging technologies through digital practice.

100/200-level graphic design projects range in medium and content, with solutions reflecting various investigations of design methodologies while enabling students to practice both traditional and digital ways of making.

SUGGESTED SEMESTER SEQUENCE OF COURSES

SECOND SEMESTER FRESHMAN YEAR

GRPH 101 Digital Media Design I

FIRST SEMESTER SOPHOMORE YEAR

GRPH 200 Image Making

GRPH 206 Typography I

SECOND SEMESTER SOPHOMORE YEAR

GRPH 201 Digital Media Design II (*this course is not included in the review*)

GRPH 208 Portfolio Review

Please note, this is a suggested sequence. GRPH 201 Digital Media Design II is not included in the review.

The competencies in which an entry-level graphic design student should demonstrate in their portfolio submission for the GRPH 208 Portfolio Review.

The 200-Level Portfolio will:

- a. Show implementations of the fundamental elements and principles of graphic design.
- b. Demonstrate a basic working knowledge of computer, non-computer and typographic based design methods, process and craft as vehicles to enhance the communicative value of graphic design.
- c. Show recognized problem-solving skills as an opportunity to theorize, hypothesize, intellectualize, and conceptualize to create unique graphic design.
- d. Reflect an ability to analyze, define and clarify a target market.
- e. Display a fundamental understanding of quality graphic design.
- f. Present a body of graphic design solutions, reflective of one's knowledge and abilities.
- g. Effectively present project solutions in a professional manner.

The graphic design faculty will hold one portfolio feedback session each semester. Time and date TBD. These sessions offer advice on improving the students portfolio and feedback on content but are in no way a guarantee of passing the review. It is strongly recommended that students participate in the feedback sessions.

GRAPHIC DESIGN FACULTY

Trudy Cole
coletl@jmu.edu

David Hardy
hardydl@jmu.edu

Carissa Henriques
henriqca@jmu.edu

Rich Hilliard
hilliard@jmu.edu

Questions:

Dawn McCusker

Graphic Design Coordinator

mccuskdm@jmu.edu
540.568.6500

GRPH 208

Portfolio Review

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All BFA Graphic Design majors must register, participate, and pass the Portfolio Review before moving forward to 300 level coursework within the major. GRPH 208 does not meet as a class. It is a portfolio review that is held in the fall and spring, one week before registration for the next semester. The review is conducted by the graphic design faculty. **An information session open to all students will be held each semester to describe the portfolio review process and answer any questions.**

PORTFOLIO CONTENT

GRPH 101 Digital Media Design I

All projects

GRPH 200 Image Making

All projects

GRPH 206 Typography I

All projects unless taken concurrently

COMPUTER REQUIREMENT – Required

The purchase of an apple laptop equipped with Adobe Creative Cloud is required once a student passes GRPH 208 for use in 300-level and above graphic design courses.

Hardware

Apple MacBook Pro - Laptop Computer (*latest version*) with the largest display size is recommended.

Software

Adobe Creative Cloud subscription. Make sure to get student pricing when you sign up. We use Photoshop, Illustrator, and InDesign almost daily.

CONTENT

To qualify for this review students must have completed the courses listed with the exception of Typography I, the only course that can be taken concurrently (see *PORTFOLIO CONTENT*). In order to best demonstrate the students competencies in each course, all work must be submitted from Digital Media Design I, Image Making and Typography I. Only projects from these three courses are accepted for review. Projects may be reworked for the review.

CONTENT PRESENTATION

PHYSICAL PORTFOLIO

For reviews that require physical portfolio, all projects should be contained within one carrying case. The portfolio case does not need to be costly, Michaels sells an inexpensive one or you can use any portfolio case you already own. 11"x17" is a suggested size. For ease of viewing and professional presentation, please group the work from each class and label with the class name. Students need to have their name and ID number on the OUTSIDE of the case and a copy of their transcripts inside.

ONLINE PORTFOLIO

For reviews that are done online, students will upload a PDF portfolio of all projects. Online instructions for building the PDF are given at the beginning of the semester.

REVIEW WEEK

Physical or online portfolios are reviewed two weeks prior to the beginning of registration. Exact dates for the review is determined each semester.

CREDIT/NO CREDIT NOTIFICATION

Students are notified of the results either in the physical portfolio or through e-mail for online. Students not accepted into the graphic design program the first time may resubmit their portfolio the next semester. Please note, students may resubmit to the portfolio review only one additional time.