

Eligibility

The Texas A&M-Commerce Department of Art's upper level Visual Communication courses in Art Direction, Design and New Media are reserved for students who have participated in the portfolio entry process. The entry process is a tool for the VisCom faculty to see a student's mastery of their foundations. The portfolio pieces requested are varied to give each student an opportunity to show their personal strength, whether it be visual, conceptual, writing, etc. The goal of the portfolio is for a student to convey potential and passion.

The application process for the portfolio entry review is open to any undergraduate student who meets the following criteria:

- Students need to complete at least 18 hours of art foundation courses* as described in the undergraduate catalog and the student will have completed the University studies** requirements of Texas A&M-Commerce. Students transferring from other institutions may refer to the course equivalencies chart on the art department website for these requirements.
- The student must have an overall GPA of at least 2.5 and an art foundations GPA of at least 3.0.

*Other visual foundation courses may be substituted for the art foundation courses on an individual basis with the completion of 18 hours being preferred.

**Minor extensions may be granted for the completion of University requirements, but exceptions must be granted by the Director of VisCom.

Application

The portfolio for the Fall 2019 Entry Review will consist of the following items in the order listed below. All portfolio elements should be contained in a single, multi-page pdf. The ability to follow and execute instructions is an element of the review.

- I. **Cover Page**-should contain your name, cwid and area of emphasis. If you haven't decided, please choose your top choice. Choices: art direction, design, and new media. The design of this page is up to you.
- II. **Application for Portfolio Entry Review**-filled out. A current *unofficial* copy of your university transcript with art foundation courses highlighted should be scanned and entered after your application.

III. Creative Pieces

1. **Visual Narrative**-Write a narrative describing one of the three choices; A-ad, B-poster or C-motion located on the entry review page of the web site or the program blog. You may download the information. The narrative should be at least 250 words and no more than 300 words. Students answer the narrative providing a descriptive perspective, who the piece was addressing and what their chosen piece is trying to say to the audience with the purpose of incorporating visual vocabulary into their writing. The page should be titled with *your name* and *student id* centered at the top of the page with *Visual Narrative of A, B or C*, (depending on your selection) directly underneath it. Using spell-check is not only encouraged but recommended.
2. **Perspective Drawing**-choose or produce a drawing that exhibits an understanding of one or two point perspective. This drawing can be from a course or produced for the portfolio.
3. **Photograph**-black and white or color. This photo should show an understanding of composition.
4. **Self Portrait with Container**-Produce a self-portrait with container. The definition of container is visually defined by you. You may use the medium of your choice. This piece is an opportunity to exhibit conceptual thinking, craft and originality.
5. **Field Trip**-Go to a paint or hardware store and pick out five paint color chips. You may use individual colors from different strips, but you must have five colors. Scan your chips. Apply a one color chip to define the purpose of a room in your college home, you must use five rooms. Rename the colors to describe your room choices. A room can be defined as anything with a door, for example a closet or a porch. Write two complete sentences about why you applied that color to the room. You can only use a color once. Layout all color scans, their new names and their two sentence rationale on one page.
6. **a and b. Free Choices**-Please provide two pieces that show areas of personal visual strength that may not be recognized in the pieces above. If the chosen piece is 3-dimensional, please provide a photograph. Up to 4 different views of a 3-dimensional piece may be provided.

All items listed should be organized in the order shown above and included in a single, multi-page pdf. Each of the six creative pieces should have the number it's fulfilling and at least one sentence about the piece in the lower right hand corner of each page .5" from the bottom and .5" from the right side of the pdf in a readable font, no larger than 10 pt. This large document can be sent using any free document transfer software or drop box to: lee.hackett@tamuc.edu




These seven creative pieces will be used by the Visual Communication faculty to evaluate:

Ability to communicate through writing	Understanding of color
Drawing ability	Ability to follow instructions
Understanding of positive and negative space	Craftsmanship
Design	Basic photographic skills
Concept	Unique Individual skill set
Composition	

Faculty recommendation.

Each student is required to have one faculty recommendation. The faculty member can be a current or former University or Community College instructor the student has had a course with. The faculty member does not have to teach in the art department.

The VisComRecommendation.pdf should be emailed to faculty for their response. Their file should be named with your first and last name followed VisCom Rec as the title. Example: JohnDoeVisComRec.pdf

The recommendation should be emailed directly to Lee Hackett at: lee.hackett@tamuc.edu

The recommendation email must be received by Sunday, April 7 at midnight for the student portfolio to be considered complete.

Portfolio Due Date

Sunday, April 7 at midnight.

Notification of outcome

Notification and acceptance is a two part process.

ONE-All students will be notified of review outcome via the e-mail address provided on the application form.

Notification will happen as soon as possible after the review.

TWO-Students who are invited into the program must reply by e-mail with an acceptance/decline for their seat in the VisCom program for the Fall of 2019 within three days of the notification.

Misc.

No faculty member may help a student in building this portfolio, either through critique or piece selection.

A.



Lemon.

The Volkswagen missed the boat. The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it, Inspector Kurt Kneiser did.

There are 3,300 men at our Wolfsburg factory with only one job to inspect Volkswagens at each stage of production. 3,300 Volkswageners are produced daily; there are more inspectors

than cars!

Every shock absorber is tested (spot checking won't do), every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors on each car off the line onto the Funktionsträgerband (car test stand), into up to 180 check points, get ahead to the automatic

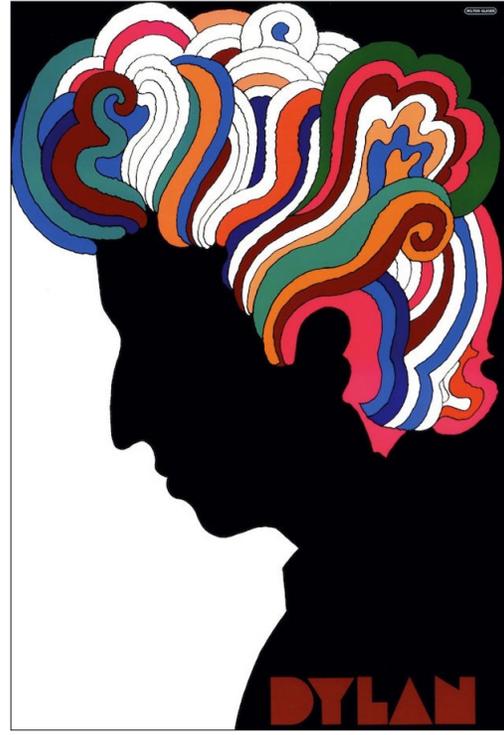
brake stand, and say "ho!" to one VW out of fifty.

This preoccupation with detail means the VW runs longer and requires less maintenance, by and large, than other cars. It also means a used VW depreciates less than any other car!

We pick the lemons you get the plums.



B.



C.



<https://www.youtube.com/watch?v=QmOJj6Z6tAM>