GRAPHIC DESIGN + DIGITAL MEDIA
PORTFOLIO GUIDELINES

To apply for admission to LCAD, you must present a portfolio of your best work that demonstrates your strengths, interests and artistic growth. LCAD recognizes that students enter college with diverse artistic backgrounds; therefore, each portfolio is evaluated on an individual specific basis.

Submit between 12 and 20 pages* that demonstrate your best and most recent work. The work can include class projects, professional work experience or personal assignments. If you are choosing an emphasis we suggest that you include pages of relevant work.

*A single page will contain multiple images/designs when necessary.

PORTFOLIO GUIDELINES
It is understood that applicants may or may not have access to computer classes and software. LCAD Graphic Design + Digital Media recruits a broad range of talent with the key focus on creative thinking and imagination. The following is not a list of requirements but rather a list of guidelines and suggestions for your admissions portfolio.

COMPUTER IMAGING Adobe Photoshop and Illustrator are key programs for designers. Please include in your submission any work created in these software programs or any work created in other software programs that could include website design, video work, motion graphics and 3D images.

TYPOGRAPHY Any projects utilizing typography as a primary element. This may include branding projects, layout, type exercises, letter press, hand lettering, screen printing, collage, etc.

POSTER LAYOUT Include a poster that uses an image or vector graphic, a headline and text as body copy.

EXAMPLE ASSIGNMENT Create a simple story or illustrate a narrative thought. Your story can be created on the computer, through a photo series, in an iMovie or other motion program, drawn by hand or developed in a collage.

PHOTOGRAPHY May be included however should be utilized in a larger design project. (Ex: album cover)

PERSONAL WORK Please submit any other design work or creative material that could include mixed media, collage, t-shirt design, skate or surfboard graphics, photography or other design projects.

ILLUSTRATION WORK/DRAWING Work that demonstrates a strong sense of design and composition.

APPS AND USER INTERFACE Projects used for platform applications such as iPhone, Apple Watch, iPod, etc.

VISUAL DEVELOPMENT of apparel, product and package design, including mockups, sketches and final products.

MAJORS AVAILABLE
GRAPHIC DESIGN + DIGITAL MEDIA
GRAPHIC DESIGN + DIGITAL MEDIA WITH ACTION SPORTS DESIGN EMPHASIS
GRAPHIC DESIGN + DIGITAL MEDIA WITH ILLUSTRATION EMPHASIS
FORMATTING YOUR PORTFOLIO

- Digital portfolio images should be saved as .jpg files that are no larger than 1MB each.
- Each image should be labeled as follows: (01_ Applicant’s Last Name_First Name), (02_ Applicant’s Last Name_First Name), etc.
- Your portfolio should include an inventory list that identifies each work by number, title, media and completion date.
- The admissions committee will review portfolios on a large horizontal monitor, please consider this when formatting portfolio pages.
- Pages of artwork should be visually legible at a full-screen view without the need of zooming or scrolling.
- Portfolios will be submitted online using our online application.