



# 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.