



ENTERTAINMENT DESIGN 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.

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

PORTFOLIO GUIDELINES

The following is not a list of requirements but rather a list of guidelines and suggestions for your admissions portfolio.

OBSERVATIONAL WORK Pieces made in front of subject matter without the assistance of the photograph. Examples include: still life, figure, self-portrait and landscape. Emphasis should be placed on strong demonstrations of line, tone, form, value and object/ground relationship.

LIFE DRAWING Observational drawings of people, and/or animals, with emphasis on dynamic poses, strong silhouette value and clear actions/attitudes. A mix of posed studio drawings and work done outside the studio is desirable. Suggested venues for sketching are parks, zoos, beaches, restaurants, museums and malls.

ENVIRONMENTAL PIECES Images from observation and/or from the imagination expressing a sense of place, story or mood. Examples: interior or exterior architecture or landscape space. The image created from imagination can be fantastical or naturalistic.

RENDERINGS FROM PHOTOGRAPHIC REFERENCE A more refined drawing that shows light, shadow, form and surface textures from photographic reference. This could include images of people, animals or objects. Focus should be on accuracy and realistic fidelity.

CREATIVE PROBLEM SOLVING Fully realized illustrations and entertainment designs including related development work that demonstrates the process of visually solving a problem through the use of thumbnails and sketches.

SEQUENTIAL ILLUSTRATIONS Images that communicate four key moments in a story. The story could be an original or existing story. Illustrations and designs can be black & white or color. Topics could include: Characters, props, vehicles, and environments. Focus should be on storytelling in a medium and process of choice including sequential works.

THEMED ENTERTAINMENT DESIGNS Images that communicate a creative environment, world or experience with the various elements that function in that space.



ADDITIONAL SUGGESTIONS:

- 3D program submissions of your choice
- Sequential works; comics, books and storyboards
- Work showing strong color usage
- Digital paintings

DEFINITION OF TERMS

OBSERVATIONAL DRAWING Sketches created in front of subject matter without the assistance of the photograph. Photographs should not be used in the process of observational drawing.

GESTURE DRAWING A looser, quick drawing which captures the essence of an action with more emphasis on personality and movement than detailed anatomy.

THUMBNAIL A small rough sketch that shows a basic composition and idea used in the process of developing a more refined preliminary draft or final work.

DRAFT A preliminary drawing or study that will become the basis for the final illustration. Usually done in a black and white medium. A color version is considered a comprehensive preliminary study, or concept art.

RENDERING A more refined drawing that shows light, shadow, form and surface textures.

THEMED ENTERTAINMENT DESIGN Visual depictions of a place, experience and elements related to; stage events, film/set production, parks/zoo's/restaurants/ etc.

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.