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 images that demonstrate your best and most recent work. The work can include class projects, professional work experience or personal assignments.

It is understood that applicants may or may not have access to computer classes and software. LCAD Design + Digital Media recruits a broad range of talent with the key focus on creative thinking and imagination.

PORTFOLIO GUIDELINES

- **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 web development, video and 3D images.

- **Typography** – Assignment: Creatively illustrate a word through typographic representation. Pick a word and choose a typeface to best creatively portray the meaning of the word. The assignment can be created by hand, on the computer or using both methods. Submit creative examples.

- **Poster Layout** – Include a poster that uses an image or vector graphic, a headline and text as body copy.

- **Narratives and Motion Work** – Communication and visual storytelling is the cornerstone of good design. It is important for the student to be able to visualize a creative thought or tell a story over multiple frames.
  - **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.

- **Drawing Samples and Personal Work**
  - **Drawing:** Please submit examples of your drawing that could include figure or observational work, if available.
  - **Personal work:** Please submit any other artwork or creative material that could include mixed media, collage, t-shirt, skate or surfboard graphics, logo or layout design, photography or other.
OPTIONAL SUBMISSIONS
• Graphic Design and Computer Images
• 3D and Computer Animation
• Video and Photography
• Illustration Work
• Hand Drawn Design
• Typography
• Apps and User Interface
• Any and All Artistic Work

MAJORS AVAILABLE
Design + Digital Media
Design + Digital Media with Action Sports Emphasis
Design + Digital Media with Illustration Emphasis

SENDING YOUR PORTFOLIO (IMAGE FORMAT)
Submit your portfolio to the Office of Admissions. When submitting your portfolio by mail, a digital CD is preferred. Digital portfolio images should be saved as .jpg files that are no larger than 1 MB each. Your portfolio should include an inventory list that identifies each work by number, title, media and completion date. Each image should be labeled as follows 01_ (APPLICANT’S LAST NAME), 02_ (APPLICANTS LAST NAME), etc. Portfolios with prepaid return postage will be returned via the US Postal Service. LCAD is not responsible for lost or damaged portfolios.

Portfolios should be sent to:
Laguna College of Art + Design
Office of Admissions
2222 Laguna Canyon Rd.
Laguna Beach CA 92651

Please contact your admissions counselor if you would prefer to send your portfolio via email.