GRAPHIC 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 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 Graphic Design 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 4 to 6 creative examples.

- **Poster Layout** - Include a poster that uses an image or vector graphic, a headline and text as body copy. Please show 2 different layouts for the same poster work.

- **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 over 6 to 12 frames. Your 6 to 12 frame story can be created on the computer, through a photo series, in iMovie or other motion program or 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.
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 (video projects exempt). 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.