



LAGUNA COLLEGE OF ART+DESIGN  
**GRAPHIC DESIGN  
+ DIGITAL MEDIA**

## GETTING STARTED

LCAD is committed to supporting and guiding motivated students as they pursue a college education in the visual arts.

We welcome applicants from a wide range of educational and personal backgrounds who demonstrate creativity, curiosity, and potential for success. The LCAD Admissions Committee evaluates each applicant individually, considering academic achievement, artistic promise, and overall preparedness for college-level study.

## WHAT YOU NEED TO KNOW

### APPLICATION MATERIALS

- + Free online application   + Official transcripts
- + Portfolio   + Additional program-specific materials, if required

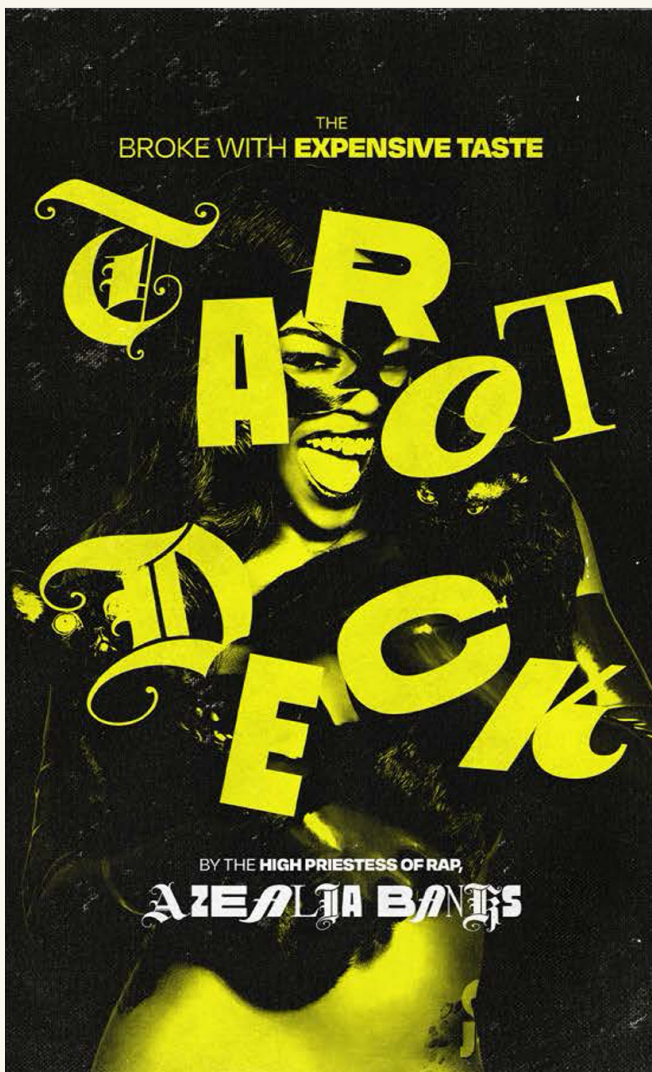
For complete details and to begin your application, visit [LCAD.edu](http://LCAD.edu)



## ADMISSIONS PORTFOLIO

The portfolio requirement is the most important aspect of your application to LCAD. Your portfolio should focus on your best and most recent work that demonstrates your strengths, interests and creative vision. LCAD recognizes that students enter college with diverse artistic abilities, therefore each portfolio is evaluated on an individual basis according to your declared major.

A portfolio submission should contain between 14 and 20 pages total, with a single page containing multiple images when necessary. The work can include class assignments, professional work experience and personal projects. High school students enrolled in AP Art during the application process are encouraged to submit that work as well.



**Consider including the following in your submission:**

### **TECHNICAL ABILITY**

Proficiency in the tools and foundational principles used to execute art and design. Technical skills display the expertise to bring your creative ideas to life. All majors excluding Graphic Design + Digital Media and the Game Design track should demonstrate ability in academic drawing techniques such as figure drawing, observational and life drawing, anatomy, proportion, gesture, and perspective.

### **CREATIVE PROBLEM SOLVING**

Developmental work that demonstrates the process of visually solving a problem through the use of thumbnails and drafts.

### **FINISHED WORK**

Art or design that has been fully resolved to communicate a clear creative vision.

### **MAJOR RELEVANCE**

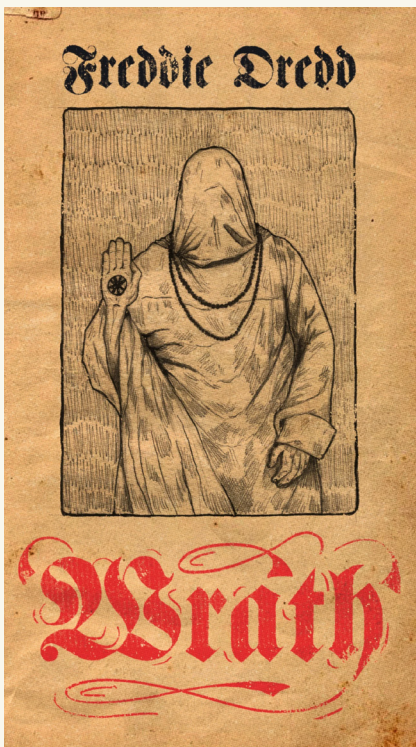
Each major at LCAD is focused on a specific creative industry, and your portfolio should reflect your interest in that professional practice.

### **VISUAL COMMUNICATION**

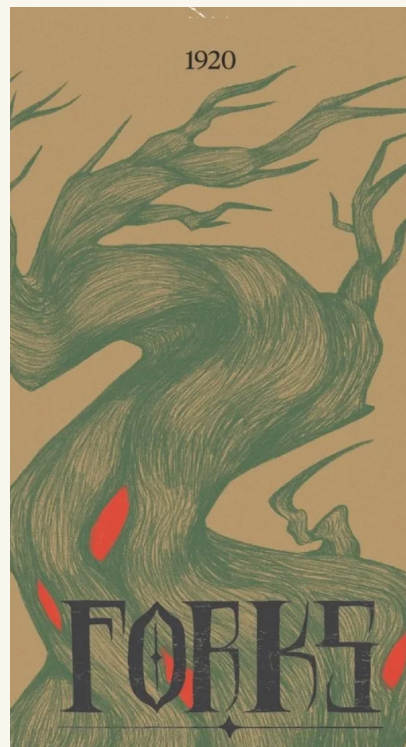
The use of visual elements to communicate a concept, convey an idea or evoke an emotion in a way that is memorable and accessible by providing context and clarity.

### **THEMATIC COHESION**

A cohesive collection of work united by a common theme, visual style, or subject matter. This approach can be used to explore a narrative concept via world-building or to show how one idea can evolve across multiple pieces.



Giselle Magallon



Giselle Magallon



Giselle Magallon



Suzelle Urrea



Giselle Magallon



Momoe Ando



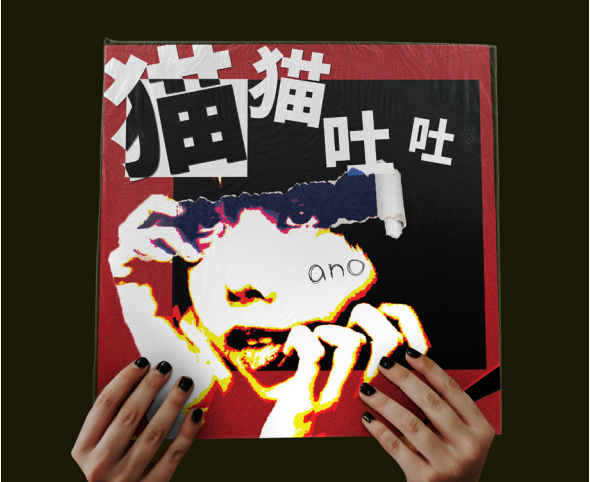
Giselle Magallon



Avery Tescher



Alanna Thompson



Mayuna Sakagami



Alanna Thompson

## LET'S MAKE IT HAPPEN!

### CAMPUS TOURS

Explore LCAD's campus.

Monday - Friday

10:00 AM, 2:00 PM, and 3:00 PM

### VIRTUAL TOURS

Contact [admissions@LCAD.edu](mailto:admissions@LCAD.edu)

### OPEN HOUSE

Join us at any of LCAD's Open House events throughout the year.

Fall Open House: November

Spring Open House: March

### CONTACT YOUR ADMISSIONS COUNSELOR

Application assistance

Portfolio reviews

Create your plan-of-action

### STAY SOCIAL

Web: [LCAD.edu](http://LCAD.edu)

Instagram: [@lagunacollege](https://www.instagram.com/lagunacollege)

YouTube: [youtube.com/aboutlcad](https://www.youtube.com/aboutlcad)

Facebook: [@lagunacollege](https://www.facebook.com/lagunacollege)

# LCAD

### LAGUNA COLLEGE OF ART + DESIGN

2222 Laguna Canyon Road

Laguna Beach, CA 92651

949-376-6000 | Fax: 949-715-8076

[admissions@lcad.edu](mailto:admissions@lcad.edu)

[LCAD.edu](http://LCAD.edu)

*Cover by Tanisha Shelke*

