Colorado Mesa University
Art and Design Department

Bachelor of Fine Arts in Graphic Design: Visual Design Program — Portfolio Website(s) Criteria

This document outlines the various examples of portfolio design works that can be submitted for the purpose of obtaining entrance into the Graphic Design program at CMU.

All students entering this degree, must pass a portfolio review. This content is covered within the 200-Level coursework for CMU students. Transfer students must submit their work in the form of a website(s) prior to acceptance into the degree program.

The examples should represent excellence in design and may include artwork from any of the categories listed below. Work should show a strong sense of understanding the importance of typography and design hierarchy.

Transfer students must pass the entrance exam and the portfolio website review successfully for entrance into the program regardless transfer coursework.

Submit a maximum of two portfolio works/pieces per category.

Corporate Collateral
Print/digital Collateral i.e. stationary package, logo marks, identities, or promotional collateral/design work.

Applied Illustration
Hand-done illustration applied to print/digital collateral.

Applied Vector Illustration
Illustration created in Adobe Illustrator, then incorporated into collateral/design work.

Applied Raster Illustration
Illustration work created in Adobe Photoshop, then incorporated into collateral/design work.

Information Architecture
Print/digital information graphic displaying ability to organize information with a strong hierarchy.

Typographic Solution
Typographic composition demonstrating comprehension of typography.

Color Theory
Print/digital collateral showing a basic understanding of color theory.

Way-Finding System
Collateral showing the ability to design site-based directional information for large spaces or locations.

Multi-Page Document Layout
Print based design with a multi-page format. i.e. pamphlet, brochure, magazine, newspaper, books, etc.

Design for digital-based platforms. i.e. pdf, presentation, online catalog, epublications.

Package Design
Shows understanding of working with a three-dimensional format.

Series
Print collateral. i.e. book covers, beer labels, t-shirts

Form & Application Design
print/digital collateral showing ability to layout designs with high functionality

Digital Design
Digital works. i.e. website, applications or User Interface (UX) design.

Motion Design
Digital work which is time based, including, video editing, animation/graphics, etc.