

Applicants to the Graphic Design program are required to complete a portfolio assignment. Additional program requirements can be found on our website.

The Portfolio Assignment allows us to assess your creativity, problem-solving ability and general technical skills. Complete the following design related tasks (visual responses) and statement-of-intent (written responses). Depending on the individual it may require approximately eight hours for its proper completion.

Each **Visual Response** question should be completed on separate 8 1/2 inch by 14 inch (legal size) standard general purpose white paper unless otherwise specified. Please submit the **Written Responses** on 8 1/2 inch by 11 inch (letter size) standard general purpose white paper to be attached to the questionnaire (preferably typewritten).

Visual Responses (answer all three questions)

Note: Complete the responses to the best of your ability. Keep photocopies of your answers in case your submission becomes lost in transit.

Visual Response 1: Complete *one* of the following (Option A or Option B):

- (A) Take or locate a photograph of a building that will show both front and side views. Prepare a detailed drawing of this construction expressed with two-point perspective. Please include the original or photocopy of the photograph with your response. Complete your drawing on general purpose white paper measuring 8 1/2" x 14" (horizontal format). Render the work in black HB pencil, using a ruler to assist with the perspective.
- (B) Compose and hand render your own self portrait using black or colour pencils. This drawing should be placed on white 8 1/2" x 11" paper (vertical format).

Visual Response 2: Complete *one* of the following (Option A or Option B):

- (A) Create an interesting still-life composition using five (5) household objects that have good contrasting tonal values from light to dark. Draw this study in coloured pencil on 8 1/2" x 14" white paper using either a vertical or horizontal format maintaining a 1" border all around.
- (B) Enclose a colour photocopy or printout of an original colour drawing, painting or digital art that you have recently completed. Provide the approximate date that the artwork was produced. The colour photocopy or printout should not exceed the 8 1/2" x 14" dimensions.

Visual Response 3: Create three different original hand drawn designs of home page layouts for a series of websites.

Pick three topics from the following six categories:

1. Favourite hobby or past-time.
2. Favourite individual or team sport activity.
3. Favourite musical genre—not a specific artist or group as such.
4. Favourite visual artist or graphic designer.
5. A social cause or issue of personal significance to you.
6. An historical figure or personal hero or heroine.

Each home page should contain a logo or logotype identifier, four navigational elements or buttons and a background graphic. All three horizontal designs should measure 6" wide x 3 1/2" high and be rendered in colour pencil.

Present or fasten all three designs on one vertical sheet of white paper measuring 8 1/2" x 14."
Below each frame include a sentence briefly describing each site.

Written Responses (answer both questions)

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1. Locate a confusing and ineffective newspaper advertisement or web page that relies primarily on type, rather than imagery, to communicate its message. Include a copy of the above mounted on white standard general purpose paper.
Explain your reasoning for your choice and identify why it fails to communicate. (200 - 250 words)
2. What are your personal and career objectives and how do you feel the completion of a graphic design program will help fulfill them. Also explain what role a graphic designer should play in our society (300 - 350 words).

QUESTIONS? If you have any questions about completing this assignment, please contact the program coordinator:

Andrew McLachlan

amclachlan@sl.on.ca

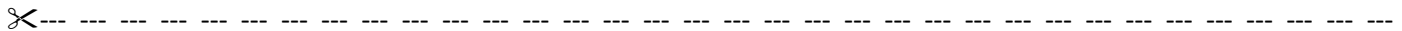
613.544.5400 ext. 1141

IMPORTANT: If the College does not receive your completed portfolio assignment, any offer of admission to the Graphic Design program will be revoked. Due date for completion is posted in your portal: slc.me

SUBMIT YOUR COMPLETED ASSIGNMENT

Bring with you to Spring Open House
Saturday, April 4, 2020
Kingston Campus
St. Lawrence College

OR **Mail** to: Graphic Design Applications
College Admissions Office
St. Lawrence College
100 Portsmouth Avenue
Kingston, ON K7L 5A6



Please clip and attach this portion to the front of your answers.

I have personally responded to all questions without the undue assistance of another individual:

Name (please print)

Signature

Email address

Student#

Date

For office use only: Date Received by Admissions: _____

Received by: _____