

Freshman Admission Process 2009-2010

GVSU Department of Art and Design

Admission to Grand Valley State University does not automatically include admission to programs in the Department of Art & Design. All incoming freshman are required to submit a portfolio of their work and an assigned essay for evaluation by a departmental admission's committee. **Applicants, however, must already have been accepted to Grand Valley State University in order to participate in the Art and Design admission process.** For Grand Valley's admissions information phone 1-800-748-0246 or visit GVSU's web site at <http://www.gvsu.edu>

The Art and Design admissions committee will be looking for a diverse group of students, who are likely to succeed in our rigorous programs, including foundations, upper level emphasis areas and general education classes. Your portfolio, essay and completed application should provide us with an indication of your skills, experience, academic qualifications and sensitivities in art, along with your personality, work ethic and creativity. The committee evaluates five areas that add up to 100% of your Entrance Portfolio score: eight to twelve pieces of art 50%, essay 25%, extracurricular activity 10%, ACT score 10%, GPA 5%.

We realize that each one of you comes to GVSU with different backgrounds and experiences. If you have very little formal art instruction or feel that your portfolio is lacking, please still apply and give us a chance to get to know who you are artistically. Even with an average portfolio, you may be admitted on an articulate essay, academic strength or an obvious passion in your artwork. We are truly looking for a variety of skills, talents and backgrounds and will be judging applicants on their individual strengths and merits.

Scheduled Entrance Portfolio Evaluation Dates

Art History Major and Minor

Students pursuing the BA degree in art history do not need to submit an application to be admitted to the Department of Art and Design. To declare this major, fill out the Major Declaration Form in the departmental office in the Calder Art Center or at a summer orientation session.

Studio Emphasis

You may apply to the Art and Design Department in the following two ways:

1. Bring your portfolio to the Calder Art Center between 9:30 A.M. and 12:00 noon on your scheduled date. An optional one-half hour informational session will begin at 10:00 and 11:00. Parents and students are welcome to attend as portfolios are reviewed. An optional tour of the facilities will follow each session. Portfolios will be returned within one hour after delivery. To effectively evaluate us, we encourage you to apply in person so that you may see our facilities, view student work and find out more about our program.
2. If you prefer, you may submit your portfolio by CD at the time you send your other application materials. CDs will be returned if a self-addressed envelope is provided.

No matter which method you choose, please select an evaluation date below. We must receive your completed application and essay at least ten days before the date you select. A letter informing you of your application status will be sent within two weeks of your evaluation date. .

- Saturday, November 15, 2008 9:30am-12pm
Completed application form and essay due by November 5
- Saturday, January 31, 2009 9:30am-12pm
Completed application form and essay due by January 21
- Saturday, March 14, 2009 9:30am-12pm
Completed application form and essay due by March 4
- Saturday, April 11, 2009 9:30am-12pm
Completed application form and essay due by April 1
- Friday, June 12, 2009 9:30am-12pm
Completed application form and essay due by June 2
- Friday, August 14, 2009 (class availability can not be guaranteed)
Completed application form and essay due by August 4.
(You must bring your portfolio in person on August 14.)

Portfolio Contents

Eight to twelve pieces of art work that best represent you as an artist. Use your portfolio to present depth within one particular direction or a diverse range of media, abilities, and interests. Areas of art and design that could be included are: drawing, sculpture, metalsmithing, printmaking, illustration, graphic design, painting, digital media, and ceramics. We strongly prefer seeing drawings from life as opposed to copies from photographs. You may include work done in summer and Saturday classes as well as personal work done without supervision. One of the pieces may be a sketchbook that contains drawings you do for fun, works used to generate ideas, or studies of objects and people. This work, other than sketchbooks, should demonstrate:

Compositional unity and variety	Effective use of the entire image area or space in 3-dimensional work
Sensitive use of materials	Evidence of time and effort spent to complete work
Creative expression of ideas	Drawing from life (if drawings are included)

Any paintings should be dry, and three-dimensional work should be sturdy enough for evaluators to handle. All work should be clearly labeled with your name.

Do not go to the expense of having your artwork mounted, matted or framed, although it should be protected. You should spray art with fixative when the drawing material can be easily rubbed off. Messy drawing materials can also contaminate your other work as well. You can also use cover sheets to protect two-dimensional work. Cover sheets go on top of the art and should be the same size as the sheet of paper they are covering. They should be attached to the art with tape at the top only. The tape should touch only the back of the artwork. Taping the cover sheet on more than just the top edge makes it difficult for us to uncover your art and increases the chances of damage to the work.

Please do not wrap your art. Wrapping makes it difficult for us to unpack and pack your portfolio. You want the evaluators to spend their time admiring your work, not your packing materials. For ease of handling, 2-dimensional work should be delivered in an inexpensive portfolio carrying case and 3-dimensional work in boxes.

Photographic Images

If you choose to send your work digitally, please provide us with clear, sharply focused images on CD that give a true representation of the surface and color of the art work. Inexpensive cameras tend to take poor quality and distorted photographs. We recommend using a high quality digital camera. Three-dimensional work may be represented by two to three images shot from different angles. Detail images may also be submitted for larger 2-dimensional and 3-dimensional work. If you send your work digitally, you may submit work on Macintosh compatible CD's. Website URL addresses and or HTML files are acceptable as well. Work should be presented in Powerpoint or as jpgs. The size of each image should be 800 x 1100 pixels with a resolution of 72 ppi. Videos should be submitted as Quick Time movies. Be sure to put your name on CDs.

Have the artwork fill the image area as much as possible and make sure that the background is neutral. Make sure that the artwork is evenly lit and has no glare spots. Don't use a flash. Three-dimensional art should be lit somewhat from the side, so that surfaces are defined for the viewer through light and shadows. The background should be neutral and contrast with the 3-dimensional work. Remember that if you submit photographed art, we have never seen the original work, so we are totally dependent on the quality of your images. A good piece of art improperly photographed is likely to be judged as poor work.

Scholarships

All applicants will automatically be considered for freshman art scholarships. Letters of awards will be mailed to recipients during the last week of April.

Essay Instructions

GPA, test scores, and portfolio materials give the art and design faculty key information about your educational background and skills, but an essay helps us to know you better as an individual and as a student. Choose one of the following topics listed below and compose a type-written (250-500 words) response to the prompt. There is no right or wrong answer for these essays, but we are looking for essays that are clearly written, well organized, and demonstrate a student's thoughtful consideration of the topic.

Please write the question at the top of the first page of your response and include your name at the top of each page. Submit the essay with your application form.

How is art and design related to daily visual experience?

OR

Discuss a work of art or creative endeavor that has had an influence on you, and explain that influence.

Application Checklist

- Acceptance to GVSU
- Completed Art & Design application form.
(To be sent in 10 days before one of the schedule dates on front page.)
- Essay (Completed at home and sent in with application form)
- Portfolio: 8 to 12 original pieces of art to be brought to campus
or
Portfolio: 8 to 12 pieces of art represented by CD to be sent with other materials.

***Reminder:** New students must attend a university registration/orientation. Reserve a date with Admissions immediately. If you don't reserve a spot, you will lose your admission to Grand Valley State.

GVSU Department of Art and Design Studio Emphasis Areas

The Grand Valley State University Department of Art and Design cultivates the philosophy and personal vision of each student in preparation for a professional career and continued education in the visual arts. Students focus on the philosophical, communicative and aesthetic relationships of diverse media and technology, and are nurtured with individual attention by faculty composed of nationally recognized practicing professionals. The department prepares undergraduate students to be literate and intellectually flexible within a complex and expanding profession, in order to become capable of meaningful visual communication within our society and culture.

The program is oriented toward individuals interested in pursuing careers in art and design, within the academic context of a broad liberal arts education, aided by state-of-the-art facilities and technology. A rigorous core foundation program, with a strong emphasis on drawing and creative problem solving, instills motivated students with the necessary technical and theoretical disciplines to succeed in a NASAD-accredited program.

Art Education

The Art Education Program is for committed artists who are interested in earning teacher certification along with their bachelor's degree. In addition to rigorous studio training, students receive grounding in the diverse uses and meanings of art, teaching and learning theory, and cultural anthropology as it applies to social research and community service.

These theoretical underpinnings are complemented with practical experiences in the field, as students deliver art lessons to children in a variety of educational settings. We approach teaching as an art form, which requires the exercise of creativity, sensitivity, and highly developed skills in visual and verbal communication.

Ceramics

Ceramics is a wide-ranging program emphasizing contemporary and traditional methods of working with clay. Various approaches to ceramics are explored - sculpture, functional pottery, the vessel, installations, and mixed media - according to students' interests. Over the course of the program, students become competent studio professionals, learning to formulate clay bodies, mix and apply glazes, and fire many types of kilns. Students are encouraged to draw from other fine art disciplines, and mixed media is possible at all levels of the program.

Metalsmithing

The Metalsmithing program emphasizes the exploration and the mastery of techniques and ideas in an atmosphere that encourages innovation and experimentation. Students learn to design and create fine-art jewelry, small sculpture, and hollowware. They are encouraged to experiment with traditional as well as non-traditional techniques, including mixed media. Whether their work is primarily utilitarian or conceptual, students are required to engage and articulate historic origins, content, formal issues and criticism.

Sculpture

The Sculpture Program provides a structured but open environment combining training in established methods and materials with exploration of non-traditional strategies for making, installing, and interacting with sculptural objects. In- and out-of-the-studio experiences direct students' intellectual inquiry, creative activity, and practical skills in making and thinking about art.

Sculpture students have access to fully equipped wood-working, metal fabricating, foundry, and general use facilities. Students are encouraged to incorporate other studio processes (metalsmithing, ceramics, printmaking, etc.) into their sculpture. Electronic technology is an available aspect of studio practice, with three-dimensional computer modeling a regular part of the curriculum.

Painting

It is the goal of the Painting program to shape the development of thoughtful, capable, inventive painters. We seek to contribute to the development of artists who are aware of their relation to the larger art world and the social, cultural and historical context in which they create, and who are capable of engaging meaningfully as artists in these fluid and changing worlds. Exposure and experience in a range of media, materials, techniques, processes, concepts, and contexts serve to establish a broad based framework of meaningful learning in painting, from introductory to advanced individual work.

Printmaking

Students in the Printmaking Program at Grand Valley gain extensive experience making and printing by hand intaglio (etching) and relief (woodcut and engraving) prints. Initial emphasis is on mastery of techniques, tools, and materials. Upon this is built an understanding of printmaking's unique expressive potential, and finally the development of one's individual expression. Our technology is as old as the first repeatable visual statement; its use began the "information age." Students interested in drawing, in craft, and in the potential of the multiple image will be attracted to this discipline.

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see our website for more information: www.gvsu.edu/art

Illustration

The Illustration Program prepares students to compete successfully in today's market. The professional world of illustration is competitive and stylistically diverse, and only illustrators with broad-based knowledge, good business sense, superior research and technical skills, and sustained commitment will succeed.

The program's introductory course gives students an overview of the profession, allowing them to make informed decisions about their professional direction. Completing the program, students learn to balance historical perspective with contemporary awareness, aesthetic sensitivity with a professional practicality and traditional craft with individual creativity. Aided by academic advising, peer critiques, and discussions with professionals, students align their unique personal and artistic strengths to find their illustration focus.

Graphic Design

Through the cultivation of ideas and exploration of conceptual and expressive methods, the student of Graphic Design at Grand Valley develops a personal visual language. Our curriculum provides students with the tools to hone their intellectual and technical skills, and create meaning within specific social and cultural contexts. Students' abilities are focused to bring typography, image, symbol, and color together to express thought provoking ideas and to communicate information succinctly.

The Graphic Design faculty share the discoveries and realities of a design career, providing students with the command of technology, analytical versatility, and practical experience necessary for competitive, diverse careers.

Visual Studies

The field of Visual Studies combines established practices in Contemporary Art involving digital, temporal, interactive, and presentational practices with a theoretical discourse specific to such practices. Visual Studies reflects the interdisciplinary approaches that are increasingly used in contemporary art practice. The emphasis reflects two major shifts in the visual arts: the use of digital media and context as a primary consideration in the creation and presentation of visual works.

Visual Studies is comprised of 6 studio courses. The courses are available as electives for majors in other studios, open to non-majors, and organized in a studio emphasis area that students can major in. The Civic Studio, Curatorial Studio, and Space Studio courses focus on studio practice that foregrounds considerations of context and presentation. Time Studio, Image Studio, and Interactive Studio focus on studio practice that incorporates new technologies.

The Visual Studies emphasis works to equip artists with a solid set of technical, conceptual, political and social capacities needed for effective cultural work. For more on the program visit: <http://visualstudies.art.gvsu.edu>.

see our website for more information: www.gvsu.edu/art