

Transfer Admission Process 2009-2010

GVSU Department of Art and Design

Please review this entire document.

Admission to Grand Valley State University does not automatically include admission to programs in the Department of Art and Design. All incoming freshman and transfers 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 & 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, work ethic and creativity. The committee evaluates five areas that add up to 100% of your entrance score: portfolio 60%, essay 25%, extracurricular activity 5%, GPA 10%.

We realize that each one of you comes to GVSU with different backgrounds and experiences. If you have very little college 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

For all other emphasis areas, we must receive the completed application, unofficial transcripts and essay at least ten days before the delivery of your portfolio.

If we do not have the above information turned in, you will not be evaluated on the scheduled evaluation date.

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

Set-up of your portfolio is at 9:30 on your scheduled day. Tours of the Calder Art Center will be available.

The review will serve two purposes: To determine whether or not you are accepted into the program and if accepted, determine which studio courses may receive transfer credit. Transfer credit will be assigned based upon your portfolio while acceptance into the program will be determined by the portfolio as well as the other factors mentioned previously in this document.

To be considered a transfer student, you must have completed and received credit for at least one college or university studio art class. If you have attended or are currently attending a college or university but have not taken any studio art classes or have not received credit for the art classes you have taken, you must request and complete the application form for incoming freshman.

A letter informing you of your Art and Design application status will be sent within two weeks of the portfolio evaluation. If you have any questions about the admissions process or your admission status, please contact the Department of Art & Design at 616 331 3486.

Procedures for the Review

1. Upon arriving at the Calder Art Center, you will be assigned a room to display your work. Group the work according to the course. Please arrive 1/2 hour early to allow for set-up. Parents or friends may assist if you would like.
2. A faculty committee will review your work. You will not be present at this time.
3. Once your portfolio is reviewed, a member of the faculty will discuss your results. If accepted, you may enroll in classes within a few days. No tuition is due at this time.
4. If you cannot come on your appointed day, you must then wait until the next date when transfer portfolios are being reviewed and set up a new appointment. We cannot make individual appointments in between times.

Portfolio Contents and Organization

1. **You must present ALL work completed in art studio classes at other institutions of higher learning.** This cannot be stressed enough. Often students omit work thinking we only want to see what they believe is their "best work". We want to be the judge of that. Bring everything that was worked on whether it is finished or not. Bring sketchbooks, journals, loose pieces of paper, etc.
2. If you have not completed the types of drawings listed below in art courses taken at your previous college, you must create them as additions to your portfolio. Please label these drawings.

Three black and white full tone drawings from observation (not drawn from a photograph or copied from another artist's original work or any printed image). The subject matter and medium is up to you. Suggested media include: soft graphite pencil, charcoal pencil, vine charcoal, compressed charcoal, conté crayon or black and gray pastels. Your drawings should demonstrate:

Perceptual accuracy	Compositional unity and variety
Effective use of the entire image area	A full range of shading from light to dark
Sensitive use of materials	Evidence of time and effort spent to complete work

Two black and white line drawings from observation (not drawn from a photograph or copied from another artist's original work or any printed image). The subject matter is up to you. Use a graphite pencil, charcoal pencil or ink. Your drawings should demonstrate:

Perceptual accuracy	Compositional unity and variety
Effective use of the entire image area	Descriptive line variation
Sensitive use of materials	Evidence of time and effort spent to complete work

There is no need to mat or frame anything. Merely clean up work from finger smudges, put clean paper like newsprint between messy drawings such as graphite or charcoal and put them in chronological order.

Take drawings out of drawing pads. CUT OFF ALL SPIRALS. Line them up right side up as much as possible.

Group the work according to course for which you are seeking credit.

Good photos, 4"x 6" snapshots of 3-D work or large paintings will be acceptable as long as examples of smaller work is there to physically inspect.

Original Art Versus Photographic Images

We prefer to look at original work (not reproductions), even if the work is large and bulky. The faculty reviewers can tell much more about your skills and abilities by looking at original art than they can by looking at reproductions.

If you must present some of your work photographically, please provide us with clear, sharply focused prints and or slides that give a true representation of the surface and color of the artwork. Throwaway and inexpensive cameras tend to take poor quality and distorted photographs. We recommend using a high quality 35 mm 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.

Have the artwork fill the image area as much as possible and make sure that the background is neutral. Many artists put their work in front of a black cloth for photographing. 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 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.

Digital Art

If you wish to present a multimedia project or cannot provide printouts that accurately represent your digital files, you may submit work on Macintosh compatible CD's. Website URL addresses and/or HTML files are acceptable as well. Our department currently supports Photoshop, Illustrator, Freehand, InDesign, Flash, Final Cut Pro, Maya and Form Z. Be sure to label your name on the CD.

Essay Instructions

Transcripts, 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.

Why would you like to study the visual arts?

OR

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

Application Checklist

- Admission to GVSU
- Completed Art & Design application form.
(To be sent in before delivery of portfolio. See schedule on first page.)
- Unofficial transcripts from all colleges/universities attended (sent in with application form)
- Essay (Completed at home and sent in with application form)
- Portfolio: 5 drawings (3 full tone and 2 line, if not evident in your portfolio)
- Portfolio: All studio coursework from previous attended colleges/universities.

Background

Grand Valley State University's Department of Art and Design is fully accredited by the National Association of Schools of Art and Design (NASAD). It has a very rigorous foundation program as well as a comprehensive and in-depth course of study in studio disciplines. Students transfer to GVSU from community colleges, other four-year institutions or art schools. They bring a variety of work with varying expectations from their previous institutions. Some institutions do not have equivalent courses. Some only have similar courses.

The Art and Design Department at Grand Valley has a six-course Foundation Program. It consists of two drawing courses (ART 155 and ART 157) which are object based with an emphasis on fundamental techniques, composition, accuracy and basic materials, a two-course two-dimensional design sequence including a 2-D design course mainly in black and white media (ART 150) and a color theory course requiring the use of good composition (ART 152). In addition to these four courses, a student must complete a 3-D design course (ART 151) and a unique course called Creative Problem Solving (ART 153).

Freshmen typically take three studio courses each semester of their first year at GVSU. At the end of the Foundation Program, every student must submit all of their work from the six-course sequence for a foundation review. The work is reviewed by a committee of faculty who judge whether a student has sufficient quality and quantity of work to pass into the various studio and art education programs. Often students are asked to repeat one or more courses (see GVSU Catalog 2001-2002, p. 135, item 3. and p. 138). A student is allowed two attempts to pass the foundation review before being asked to leave the department and seek another major.

For Your Understanding

Success in the GVSU Art and Design Program is predicated on each student acquiring the basic skills and knowledge taught at the lower levels before advancing in the program. Therefore, we take our Foundation Program, introductory courses and their content very seriously and consider them essential for success in our program. Approaches to the teaching of art varies greatly from school to school. Some colleges, for example put Color and 2-D Design into the same course so there is not sufficient portfolio work to get credit for either course at Grand Valley. Many two-year institutions do not have a 3-D Design course or only require a project or two, which is included in the basic design course. Many colleges teach drawing with a more expressive emphasis. This comes much later in our program. No college that we know of has the equivalent of our Creative Problem Solving course (ART 153).

When judging transfer credit, we must consider only comparable courses to our program. For example, a color class must have been taken to be considered for color credit. A painting class, which obviously deals with color, cannot be used to receive credit for a color class. We also look at the quantity and quality of the projects and the emphasis/content of the course to judge whether it is comparable to our own. When judging work, we look to see if the work could pass our Foundation Review. It serves no purpose to receive credit for work that will not pass the review and will have to be taken over at that time. If credit is given for a foundation course, that work must be kept and will be reviewed as part of your foundation portfolio during the foundation review.

In some cases, advanced work may not be able to be judged for transfer credit, if a faculty in that area is not present during your review. An appointment with an area head should be arranged later for this purpose.

If you have further questions concerning the admission process, contact the Art and Design Department at 616 331 3486.

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

