



Freshman Student Admission Process (FS)

Admission to Grand Valley State University does not automatically include admission to studio art or art education programs in the Department of Visual and Media Arts (VMA). Freshman who plan to earn a **BFA** in studio art or art education degree are required to submit a portfolio of their work and an assigned essay for evaluation by a departmental admission committee. **Applicants must already have been accepted to Grand Valley State University in order to participate in the Visual and Media Arts admission process.** For GVSU's admission information, call 1-800-748-0246 or visit the GVSU website at <http://www.gvsu.edu/admissions>.

Areas that **DO** require an Application and Portfolio submission of a portfolio of student work for evaluation by a departmental admission committee:

- Studio Arts Major
- Art Education Major

Areas that **DO NOT** require an Application or Portfolio:

- Art History Major and Minor
- Photography Major and Minor
- Studio Art Minor
- Film and Video Production. *Film and Video Production majors make formal application after taking their two pre-admission courses: Survey of Media Production Modes and Media Production I. No experience in media production is expected or required prior to admission.*

The VMA studio art and art education admission 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.

Scheduled Admission Portfolio Evaluation Dates for 2019-2020

Admission Review Day	Completed Application Due Date
Saturday, November 2 , 2019 - 10:30am	October 24, 2019
Saturday, January 18 , 2020 - 10:30am	January 8, 2020
Saturday, March 14 , 2020 - 10:30am	March 4, 2020
Saturday, April 18 , 2020 - 10:30am	April 8, 2020
Saturday, June 6 , 2020 - 10:30am *	May 27, 2020
Saturday, July 11 , 2020 - 10:30am *	July 1, 2020
Saturday August 8 , 2020 – 10:30am *	July 29, 2020

* Class availability cannot be guaranteed when registering at this time

REQUIRED APPLICATION MATERIALS

Your portfolio, essay, and completed application should provide us with an indication of your skills and experience, academic qualifications, art background, and work ethic. Your application is scored in four areas and weighted as follows:

- 8 - 12 pieces of art work 50%
- Typed Essay 25%
- Extracurricular activity 10%
- GPA 15%

We realize that everyone comes to GVSU with different backgrounds and experiences. If you have very little formal art instruction or feel that your portfolio is lacking, please apply and give us the opportunity 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.

GPA and Portfolio

Your GPA and portfolio materials give the Visual and Media Arts faculty key information about your educational background and skills, while the essay helps us to know you better as an individual and as a student.

Essay

For the essay, choose one of the following topics listed below and compose a 250 - 500 word essay addressing the selected topic. There is no right or wrong answer for these topics, 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 your response and include your name at the top of each page. Submit the essay with your application form.

Topic 1: Why would you like to study the visual arts?

OR

Topic 2: Discuss a work of art or creative endeavor that has influenced you and explain that influence.

Portfolio Submission

You may apply to the Department of Visual and Media Arts in one of two ways:

1. *IN-PERSON REVIEW:*

Set up your portfolio at the **Calder Art Center at 10:30 A.M. on your scheduled review date**. An optional one-half hour informational session will begin at 11:00am. Parents and students are welcome to attend this session as submitted portfolios are being reviewed. An optional tour of the facilities will follow the session. 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. *DIGITAL REVIEW:*

If you prefer, you may submit your portfolio by USB flash drive at the time you send your other application materials or indicate a web address where your portfolio can be viewed. USB drives will be returned if a self-addressed envelope is provided.

Regardless of which method you choose, please select an evaluation date. Your application and essay must be submitted at least 10 days before the date you select. A letter informing you of your Visual and Media Arts 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 Visual and Media Arts at 616-331-3486.

Portfolio Contents and Presentation

Your portfolio should include 8-12 pieces of artwork that best represents 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 Visual and Media Arts that could be included are: drawing, sculpture, metalsmithing, ceramics, printmaking, illustration, graphic design, painting, digital media, and visual studies. We strongly prefer seeing drawings from life as opposed to copies from photographs. You may include work done in summer and Saturday workshops and classes as well as personal work done without supervision. One of the pieces may be a sketchbook that contains drawings you created for fun, works used to generate ideas, or studies of objects and people. The remaining work in the portfolio should demonstrate:

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

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.

Please do not wrap your art. Wrapping makes it difficult for us to unpack and pack your portfolio. For ease of handling, two-dimensional work should be delivered in an inexpensive portfolio carrying case and three-dimensional work should be delivered in boxes.

Photographic Images and Video of Your Portfolio

If you present your work photographically due to the scale of a work or damage to a piece, please provide us with clear, sharply focused prints or digital images on a Macintosh compatible flash drive that gives a true representation of the surface and color of the artwork. Inexpensive cameras tend to take poor quality and distorted photographs. We recommend using a high quality digital camera or a current model smartphone.

Three-dimensional work may be represented by two to three images shot from different angles. Detail images may also be submitted for larger two-dimensional and three-dimensional work. Videos should be submitted as Quick Time movies (.mov).

Have the artwork fill the image area as much as possible and make sure that the background is neutral. Ensure 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 three-dimensional work. Remember that if you submit photographed art, we have never seen the original work, so we are relying on the quality of your photographed images. A good piece of art improperly photographed can often be judged as poor quality work.

You may bring photographs of your work on a Macintosh compatible flash drive. Work should be presented in a Powerpoint or as jpgs. The size of each image should be 800 x 1100 pixels with a resolution of 72 ppi. Be sure to put your name on the USB flash drive.

Scholarships

Applicants who apply on or before the fourth portfolio evaluation date (April), will automatically be considered for incoming student art scholarships. Letters of award of a scholarship will be mailed to recipients during the last week of April.

Credit by Exam

If you took an AP art class and received a score of 3 or better, the Department of Visual and Media Arts will award equivalency credit. Please send your score to GVSU admissions to receive proper credit. You can go to collegeboard.com to do this.

The Department of Visual and Media Arts will also award equivalency credit if you took the International Baccalaureate Exam and received a score of 4 or higher. Dual enrollment classes, equivalent to our Foundation courses taken at other colleges or institutions will receive equivalency credit. If you have any questions, please contact the VMA office at 616.331.3486.