The following criteria will be utilized to evaluate each student’s work in the Graphic Design Sophomore Review.

To be considered for admission to the Graphic Design Program, each piece presented must exhibit excellent craftsmanship and portfolio quality presentation. Please refer to the attached diagram for mounting your work.

The work must be presented on clean cut black on black mat board, the paper each piece is printed must also be clean cut, and glued flat to each board.

**The evaluation scale is as follows:**

4 = Excellent  
3 = Above Average  
2 = Average  
1 = Below Average  
0 = Unacceptable  
NA = Not Applicable

**VISUAL STRUCTURE OF ELEMENTS / LAYOUT AND COMPOSITION**

Use of hierarchy to direct the viewer’s eye and to organize the elements.

**BASIC TYPOGRAPHIC SKILLS**

Work should demonstrate basic knowledge of typography as taught in *Introduction to Graphic Design* and *Graphic Design Applications*.

**CONCEPTUAL ABILITIES**

Idea, metaphor, and/or concept are communicated clearly. In other words, the viewer must be able to understand the message with little or no effort.

**EXECUTION OF CONCEPTS**

The treatment of the elements are congruent with the concept. For example, a poster for the elderly would demonstrate sensitivity to its demographic by using appropriate type sizes, colors, placement of elements, etc..

**DESIGN SENSIBILITIES / AESTHETICS**

The piece/work not only meets its purpose but it is also pleasing, attractive, and engaging. The application and treatment of the design elements demonstrate sophisticated design choices at the student’s level at the time of the review.

**PROFESSIONALISM**

Student finished setting up his/her work on time, left his/her area clean, followed the instructions on the website regarding the quantity and type of pieces to show, etc..

**Craftsmanship / Presentation**

Work is presented neat, clean, arranged straight on the wall, cuts on mat are clean and straight, no pencil marks, glue marks, or other marks detracting from the work. Pieces are glued flat on the board, no bubbles or glue blobs are present, etc.. Please refer to the attached diagram provided to you for mounting your work.
How to mount your work for the SOPHOMORE REVIEW

Live Art

1"  1"

1"  1"

1.5"

Black board