



Electronic Design & Multimedia at The City College of New York

PENTAGRAM PORTFOLIO PROGRAM APPLICATION GUIDELINES

(updated 4/19/21)

AUDIENCE:

The Pentagram Portfolio Program is exclusively available to current students and recent graduates from The City College of New York's Electronic Design & Multimedia (CCNY EDM) Program. BFA EDM + BA Digital Design Concentration students from upper-level courses and recent graduates since 2019 are invited to apply.

Students' submitted projects should demonstrate a solid understanding of typography and a strong adherence to craft. Students should also have reasonable Photoshop skills and at least rudimentary animation skills. Students with a concentration of projects in typography, digital imaging, UI/UX, and/or animation are encouraged to apply.

DEADLINE AND DELIVERY:

Applications for the Pentagram Portfolio Program are due by Monday, June 14, 2021.
Late or incomplete applications will not be considered.

Applications should be uploaded to Dropbox by Monday, June 14, 2021 and shared with **mark.smith78@login.cuny.edu**.

Additionally, please send a direct email to **msmith4@ccny.cuny.edu** to notify us that you have submitted your files.

Complete applications will contain the following 4 items:

1. Completed Google form: <https://forms.gle/AKb4fngJrPJCzyk7>
2. 45-second video introducing yourself
3. PDF / Keynote showing a minimum of 5 projects
4. Project descriptions and captions designed within your PDF / Keynote

Please label your Dropbox folder as LastName_FirstName, and make sure all internal components are clearly labeled with your name and the file contents.

For example:

LastName_FirstName_PDF_Portfolio

LastName_FirstName_Keynote_Portfolio

LastName_FirstName_Video

Second-round finalists will be contacted for an in-person interview at Pentagram in July. Accepted students will be notified by Monday, August 2, 2021. The one-year Pentagram Portfolio Program begins Fall 2021 semester and ends Spring 2022 semester.

All accepted students will enroll in ***Special Topics ART 49595: Pentagram Portfolio Program*** for Fall 2021 and Spring 2022 (zero-credit / zero-tuition course).

Recent grads who are accepted into the program must complete a non-degree application with CCNY, by deadline of August 13, 2021, to enroll in the class as a non-degree student. To submit a non-degree application online, please visit:

<https://www.cuny.edu/admissions/non-degreevisiting-studentsseniors>

HOW TO APPLY (4 STEPS):

1. Please complete the Pentagram Portfolio Program GOOGLE FORM.

LINK: <https://forms.gle/AKb4fngJrPJCzyk7>

2. Please include a maximum 45-second VIDEO introducing yourself.

Please tell us:

__your name

__your age

__where you live

__when you will graduate (*or, for recent grads, please tell us the year you graduated*)

Then, give us more insight into your design world.

Suggested topics might include:

__your current pursuits in school or after graduation

__the design areas you are hoping to pursue

__your interest in the Pentagram Portfolio Program

Videos can be informal, should be MOV or mp4 format, and can be generated from a phone or laptop. Please include your name within your file name: LastName_FirstName_Video

3. Please include a PDF OR KEYNOTE SHOWING A MINIMUM OF 5 PROJECTS, either completed as a class assignment, as client-based work, or completed on your own.

Projects should be presented as a PDF for static or interactive work and a Keynote for animated work. If your presentation includes any animation projects, you should

prepare a Keynote, otherwise you can prepare a PDF. Please review formatting specs within the next section.

PROCESS WORK should be included alongside your final work, as an important and valuable way to demonstrate your design thinking. Process work will vary according to the nature of the project, and can include preliminary sketches, mood boards, case studies, inspiration pages, storyboards, and style guides such as color palettes or font choices.

Process work for animation can include thumbnails, storyboards, character model turns, expression sheets, pose sheets, prop designs, and background designs.

BFA EDM Thesis and Animation Master Class students may include their process / production books as project documentation, either in its entirety or in part.

Projects that contain multiple pieces within a shared visual system or a set count as one project. For example, a brand identity project might include a logo or wordmark as well as applications using those elements, including business cards, letterhead, posters, a book, a website, environmental graphics, social media applications, and additional swag, depending on who the client is and how the work is to be used.

For all projects, strong focus should be placed upon craft, concept, and execution.

4. Each project must include a BRIEF DESCRIPTION AND ANY NECESSARY CAPTIONS.

Students should include this information as a designed component on your PDF / Keynote. Keep in mind, this PDF / Keynote document will be reviewed as a design project, itself, and should be crafted with considerations toward hierarchy, grid, and type + image integration.

For each project, please include the following:

- ___ Project title (example: for a book jacket design you would list the name of the book; for a branding project you would list the name of the client; if your project is theme-based, then your title is the name of the theme)
- ___ Project classification (example: book, poster, website, illustration, infographic, brand identity, etc.)
- ___ Class name and semester / year, if applicable
- ___ Maximum 3-sentence narrative description

FORMATTING SPECS:

Please use the following specs for PDF and Keynote:

For PDF (static or interactive work):

- ___ Please set up canvas size as 1920 x 1080 px
- ___ Keep font size for descriptions and captions within 12–18 px
- ___ **Please include your name on your PDF title page** and also within your file name: LastName_FirstName_PDF_Portfolio

For KEYNOTE (animated work or a combination of static / interactive / animation):

- ___ Please set up canvas size as 1920 x 1080 px
- ___ Keep font size for descriptions and captions within 12–18 px
- ___ **Please include your name on your Keynote title page** and also within your file name:
LastName_FirstName_Keynote_Portfolio

For Print:

It is optimal for print-based work to be printed and photographed. Mock-ups may be used sparingly or thoughtfully.

For Interactive:

Interactive work should be displayed in fully interactive form whenever possible. If you have a large number of interactive projects, it is a good idea to use the website format. Interactive work should be included in the following ways:

Interactive Work Submitted in PDF/Keynote:

Creative Coding sketches: Screenshot of sketch and clickable link to project online

Website: Screenshot of Website and clickable link to project online

Unity: Screenshot of project and clickable link to screen-recorded video documentation or online build

Figma/Sketch: Screenshot of design and clickable link to interactive project online

For Animated:

If your presentation includes any animation projects, you should prepare a Keynote.

Animated Work Submitted in Keynote:

- ___ Video embedded directly in Keynote
- ___ Minimum resolution of 1920 x 1080
- ___ Files should be mp4 (h264)
- ___ Animations that are longer than 1 minute must list a cue time for a 1-minute section

QUESTIONS?

EDM faculty mentors are available to answer questions or to provide students with feedback on their applications.

For questions regarding the Pentagon Portfolio Program, please contact EDM Program Director and Professor Mark Addison Smith: **msmith4@ccny.cuny.edu**.

For print or brand identity work questions, please contact Professor Sherry Muyuan He: **mhe@ccny.cuny.edu** or Professor Carrie Hamilton: **chamilton@ccny.cuny.edu**.

For interactive or animated work questions, please contact Professor Stalgia Grigg: **sgrigg@ccny.cuny.edu**.