BFA APPLICATION PACKET AND PORTFOLIO

Earn a BFA in
ELECTRONIC DESIGN & MULTIMEDIA
AT THE CITY COLLEGE OF NEW YORK

Division of Humanities & the Arts, Department of Art
The Robinson Center for Graphic Arts & Communication Design

with courses in
TYPOGRAPHY
DESIGN FOR PRINT
PRINT PRODUCTION
DIGITAL ILLUSTRATION
DESIGN FOR THE WEB
DIGITAL VIDEO
MULTIMEDIA
3D MODELING AND ANIMATION

INTENSIVE, INDIVIDUAL INSTRUCTION
STATE-OF-THE-ART FACILITIES
INDUSTRY PARTNERSHIPS
INTERNSHIP MENTORING
ACTIVE STUDENT COMMUNITY
AFFORDABLE COST

BFA APPLICATION OVERVIEW

APPLICANTS MUST SUBMIT A PORTFOLIO THAT FOLLOWS THE BFA GUIDELINES LISTED BELOW

PORTFOLIO GUIDELINES

ADMISSION TO THE BFA IS A SEPARATE PROCEDURE IN ADDITION TO ADMISSION TO CITY COLLEGE.

A portfolio review is required for admission to the BFA program. The portfolio should demonstrate aptitude; finished, professional work is not a criterion. The committee is looking for raw ability, ability to think critically, talent and motivation.

HOW TO APPLY
1. Complete the Art Department BFA Electronic Design & Multimedia application and follow the procedures for submitting your portfolio.

2. **Contact the Admissions Office, (212) 650-6977,** for information on admission and application procedures to City College and CUNY.

3. Applicants to the BFA program should **list the code number for the BFA in Electronic Design & Multimedia (0127)** as their first choice on the CUNY Freshman Application.

You may be accepted into City College and not be accepted into the BFA Program after a portfolio review.
A student may enter the BA program, and then transfer to the BFA after completing level 10000 and 20000 courses in the major and developing a portfolio. However BFA admissions are competitive, and transfer from the BA to the BFA is not automatic or guaranteed.

Students are strongly encouraged to apply to the program before completing 65% of credits toward the major. Failure to do so may negatively impact the chance of acceptance.

The BFA has a GPA requirement of 2.5 for current and transfer students.

Applications to the BFA are considered in Fall and Spring: deadlines are **February 15th for Fall** (September) admission, and **October 1st for Spring** (February) admission.

You can download the BFA application from the EDM website.
http://edm.arts.ccny.cuny.edu/edm/

Information regarding City College Admissions please contact the **Admissions Office** at: (212) 650-6448 or admissions@ccny.cuny. edu. Contact the **Office of Financial Aid** at (212) 650-5819 for grant, scholarship, and loan information.

The Art Department does not have any role in admissions to CCNY / CUNY. Contact the Admssions office if you have questions about your admission to The City College. General information about admissions is at: **https://www.ccny.cuny.edu/admissions**

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WHAT IS THE ELECTRONIC DESIGN & MULTIMEDIA BFA?

The Bachelor of Fine Arts (BFA) in Electronic Design and Multimedia is a professional specialization in design for print and interactive media which integrates a variety of digital media into all stages of design and production.

HOW IS THE BFA DIFFERENT THAN THE BA?

City College offers a BFA in Electronic Design & Multimedia as well as a Bachelor of Arts in Studio Arts with a Digital Design concentraiton. Every course (with the exception of the BFA Thesis course) can be taken by any CCNY student who has fulfilled the pre-requisite courses.

The BFA (Bachelors in Fine Arts) is a 75-credit (approximately 24-course) major whereas the BA in Studio Art is a 45-credit (approximately 15-course) major. It is possible to complete either degree in four years, but students in the BFA program usually are not able to take many electives outside of the Art Department offerings.

BA students' diplomas with indicated that they have earned a "Bachelor of Arts" degree, whereas BFA students' diplomas indicate a "Bachelor of Fine Arts in Electronic Design & Multimedia."

Unlike the BFA major, BA in Studio Art majors is not a portfolio application (though the Art Department does require BA students to maintain a 2.5 GPA and take a couple of art courses prior to declaring the major). Further details about the two programs can be found at www.ccny.cuny.edu/art

WILL HAVING A BFA IMPROVE MY JOB OPPORTUNITIES?

Most employers care more about your portfolio than the specific degree you have earned. However, the BFA's intensive requirements and capstone thesis project [a 15-week self-directed project] do help you build and put into practice the skills necessary to reach your full potential and put together the best possible portfolio.

WHEN CAN I APPLY & HOW?

We review applications twice a year. The submission deadline for Spring admission is October 1st and the deadline for Fall admission is February 15th. Please see the application steps on the following page. **We DO NOT review applications after deadline.**

DO I HAVE TO APPLY TO BOTH CITY COLLEGE AND THE EDM PROGRAM?

Yes. To enter the EDM BFA you must be admitted to both City College and the program itself. **These are two separate application processes.** This document explains the EDM BFA application process. For details on applying to City College please visit www.ccny.cuny.edu/admissions or call the **Admissions Office** at (212) 650-6977.

HOW DO YOU DECIDE WHO TO ADMIT TO THE BFA PROGRAM?

Our primary considerations are:
1) The applicant's portfolio demonstrates working with concepts (not just technique), a personal artistic "voice," and a sense of design. Portfolios that primarily show technical skills (e.g., ability to use Flash, Photoshop, HTML, etc.) without demonstrating concept & design skills are not looked upon favorably.
2) The quality of the assigned portfolio artworks (see the next page for details) are an important determining factor.
3) The applicant's transcript(s) showing the ability to maintain at least a 2.5 grade point average.
4) The applicant's writing skills as demonstrated in the application essay.
5) The presentation of the application materials (organized and well-designed).

We do not pre-screen portfolios. We are also considering your judgement in how you put your portfolio together.

WHEN WILL I FIND OUT IF I'M ADMITTED?

We contact our applicants 4-6 weeks after the application deadline.

WHAT I AM ADMITTED TO CITY COLLEGE, BUT NOT TO THE BFA PROGRAM?

You can still enter City College and take art and design courses with the intention of reapplying to the BFA program or entering becoming a BA in Studio Arts major. It is not uncommon for students to apply multiple times before being accepted to the program. **However, students are strongly encouraged to apply to the program before completing 65% of credits toward the major. Failure to do so may negatively impact the chance of acceptance.** If the bulk of your credits are in another discipline like CS, engineering or architecture, we can be flexible about the 65% credit limit.

WHO CAN I CONTACT IF I HAVE FURTHER QUESTIONS?

Professor Mark Addison Smith can be contacted at **msmith4@ccny.cuny.edu**

PORTFOLIO SUBMISSION GUIDELINES

The acceptance to the BFA program is based on the portfolio you submit as well as your transcript and essay. Portfolios are examined for evidence of aptitude and potential.

Some applicants may have previous preparation in high school or college, others may be self-taught. Consideration is given to students who show evidence of talent, energy and motivation regardless of prior formal preparation.

There are several ways to submit your portfolio:
Upload to DropBox with a link to **mark.smith78@login.cuny.edu**
Also send a direct email to msmith4@ccny.cuny.edu to notify us that you have submitted on DropBox. You can also submit on a DVD-ROM, or a USB drive, although DB is preferred.

Your portfolio should consist of **8-10 pieces** of artwork done on your own or in class, **PLUS** three projects from the assignment list below. Optionally, a text document or printout can give details about any of the artworks.

You can include artwork done for class assignments, but sometimes assigned class work does not best demonstrate the applicant's personal voice and creativity. We look at the concept of the work as well as the visual design and use of typography. Select works that are conceptually strong.
BE SURE TO INCLUDE YOUR APPLICATION, ESSAY AND TRANSCRIPT IN THE DROPBOX.

OPTION 1: DIGITAL SUBMISSION by DropBox, CD-ROM/DVD-ROM or USB drive [DropBox preferred]
Do not submit a portfolio in the form of a website, Powerpoint file, or Flash file. The portfolio should consist of 8-10 artworks (plus 3 assigned works, see below) that are formatted as follows:
- The digital files should be in a single folder on the disc.
  The folder should be named with the applicant's last and first names separated by an underscore (e.g., Doe_Jane).
- Still images must be either JPEG or TIFF files, **maximum dimensions of 1920x1200**.
- **Images must be correctly rotated for viewing.** JPEG and TIFFs that are larger than 3 MB will not be opened or reviewed.
- Students wishing to submit a website as one of the portfolio items should put the website in subfolder (under the main folder with the applicant's name) or supply a URL.
- Other print documents may be submitted as a PDF. **If the PFD size is large, resave as a 'Reduced Size PDF.'**
- Video can be submitted in QuickTime format or as MP4.
- Flash can be submitted as a .swf file.
- CD/DVD files must be submitted on a Macintosh and Windows readable disc or USB drive with the "BFA application," the applicant's name, and the date written directly on the disc.
- **Discs WILL BE DISCARDED after being reviewed and WILL NOT BE RETURNED. USB drives will not be returned.**

OPTION 2: PRINTED PORTFOLIO [we DO NOT encourage print portfolios]
- 8-10 artworks (plus 3 assigned works, see below) submitted on 8.5" x 11" print-outs
- Submit ONLY if the prints are high quality. Poorly printed images may negatively impact the applicant's chance of acceptance.
- **DO NOT submit original works. Print Portfolios WILL NOT BE RETURNED.**

REQUIRED PORTFOLIO ASSIGNMENTS
Portfolios must ALSO include THREE of the four possible assignments:
- A. A self portrait in any media, digital or traditional
- B. A poster promoting travel
- C. A 2-color logo for a music company
- D. A visual representation of transparency

REQUIRED ESSAY
ALL students must provide a **brief (250 word) essay printed out or included as a .doc or pdf file.**

The essay should discuss a work of art or design that has had a significant impact on you, but **DO NOT DISCUSS YOUR OWN WORK.**
Please describe the work, explain how it affects you personally, and how it relates to the kind of artwork or design you would like to do.

ELECTRONIC DESIGN & MULTIMEDIA

BFA: BACHELOR OF FINE ARTS IN ELECTRONIC DESIGN AND MULTIMEDIA (EDM)

• **Admission to the BFA is separate from admission to the College.**
• **BFA admissions** require a portfolio review and evaluation of a writing sample. Faculty evaluations also consider motivation and work habits.
• **Applicants** are strongly encouraged to apply prior to completing 65% of the major's requirements.
• **Students in the BFA must complete a Senior Thesis project** and an internship as a graduation requirement and maintain a 2.5 GPA.

ART DEPARTMENT REQUIREMENTS

Art Department CORE Requirements

These two courses are required by the Art Department, but **their credits are counted as part of the CORE/CLAS requirements.**

WORLD ARTS (prerequisite to Art 20000 courses and required of all Art Majors) ART 10000 3cr.

WRITING REQUIREMENT (CLAS writing requirement, required for all Art Majors to be taken after ENG 11000) ART 21000 or other 20000/level writing course

ART HISTORY REQUIREMENTS (12 cr)

ART 21067 History of Design **OR** **ART 21068** History of Graphic Design **PLUS** three Art History courses at the 20000 level or above. 1/Group I, 1/Group II and 1/either Group I or Group II

ART DEPARTMENT STUDIO REQUIREMENTS (9)

ART 10100: 2-D Design 3 cr.

2-D Design Group: Choose one from among
   ART 10200: Intro. Drawing, **ART 10400:** Intro Photo
   or **ART 10500:** Intro. Painting

3-D Design Group: Choose any 10000-level 3D media course

TOTAL ART HISTORY & STUDIO REQUIREMENTS (21)

EDM REQUIREMENTS

EDM MAJOR REQUIRED COURSES (39):

ART 29500: Typography 1; 3 cr.
ART 29510: Graphic Design Concepts; 3 cr.
ART 29520: Illustration; 3 cr.
ART 29526: Computer Imaging and Illustration; 3 cr.
ART 39510: Electronic Design I; 3 cr.
ART 39512: Digital Media Production; 3 cr.
ART 39540: Design for the World Wide Web I; 3 cr.
ART 39552: Programming for Artists 3 cr.
ART 39560: Digital Video; 3 cr.
ART 39590: Critical Issues in Design, Technology, and New Media; 3 cr.
ART 49590: Digital Design Portfolio; 3 cr.
ART 49598: Senior Thesis; 6 cr.

TOTAL EDM REQUIREMENTS (39)

BFA EDM STUDIO ELECTIVES (15)

Choose five (5) studio and design electives at the 20000-level or above.
Of the 5, at least two electives must be from 400-level courses

Possible electives include (but are not limited to):
ART 29530: Digital Photo 1; 3 cr.t
ART 39500: Typography 2; 3cr.
ART 39520: Illustration 2, 3cr.
ART 39522: Vector Illustration, 3cr.
ART 39528: 2D Animation Principles; 3 cr.
ART 39530: Digital Photo 2; 3 cr.
ART 39544: UX/UI Design, 3cr.
ART 39568: Concept Research, 3cr.
ART 39570: 3D Imaging 1; 3 cr.
ART 39580: Game Workshop 1; 3 cr.
ART 49510: Electronic Design 2; 3 cr.
ART 49518: Publishing Projects; 3 cr.
ART 49528: Topics in Animation; 3 cr.
ART 49540: Design for the Web 2; 3 cr.
ART 49552: Topics in Web Programming 3 cr.
ART 49560: Digital Video 2; 3 cr.
ART 49558: Multimedia Projects; 3 cr.
ART 49570: 3D Imaging 2; 3 cr.

TOTAL EDM ELECTIVES (15)
MAJOR REQUIREMENTS (75)
TOTAL COLLEGE CORE (30)
REMAINING COLLEGE ELECTIVES (15)

CREDITS FOR GRADUATION (120)

THE BFA IN ELECTRONIC DESIGN & MULTIMEDIA

Application for Fall _____   **Spring** _____
             (year)   (year)

Name_____
               last   first   middle
Address_____
                 street

_____
city   state   zip

_____
phone   email   website

Freshman Application_____   **Currently Attending CCNY**_____   **Transferring From Another College**_____

ACADEMIC HISTORY
High School(s)_____   **Date of Attendance**_____   **Date of Graduation**_____

College(s)_____   **Date of Attendance**_____   **Date of Graduation**_____

DEADLINE
Application deadlines are October 1st and February 15th

Application packets must arrive at City College on or before the deadline. Be sure you include a copy of this application form, your essay and unofficial transcript in your DropBox file

APPLICATION CHECKLIST
Please see the earlier pages in this document for details about the application materials.

[ ] **Transcript** (transcript may be Unofficial. We do not see transcripts provided to CUNY, so you must send us a copy)

[ ] **Portfolio** of 8-10 images art plus 3 assignments.

[ ] **Digital images** are submitted per the guidelines (No Photoshop, or Illustrator files, correct size, etc.)

[ ] **Essay**

[ ] **Application form**

IMPORTANT: If you are not already a City College student, you must **apply to the school in addition to applying to the EDM BFA program.**
For details about applying to City College please call The **Office of Admissions** at (212) 650-6977.

Upload your files to Dropbox with a share to mark.smith78@login.cuny.edu
For backup also send a confirmation email to msmith4@ccny.cuny.edu so we know you submitted to DropBox.

If you are mailing a DVD or Flash Drive address your application to:
Electronic Design and Multimedia
Professor Mark Addison Smith
Department of Art
City College of New York
160 Convent Avenue
New York, NY 10031

Alternatively the packet, labeled "Attention: Professor Mark Addison Smith," can be dropped off at the Art Office in room 109 in Compton-Goethals Hall. (**but not during the COVID-19 shutdown**)

APPLICATION MATERIALS ARE NOT RETURNED. DO NOT SUBMIT ORIGINAL ARTWORK OR ANYTHING THAT YOU WOULD WANT RETURNED.

APPLICATION
for the BFA in
ELECTRONIC
DESIGN &
MULTIMEDIA