BFA in Graphic Design  Gwen Frostic School of Art  Western Michigan University

Program Description:
The bachelor of fine arts in graphic design prepares the students to practice graphic design professionally. The combination of the study of theory and history, a mastery of in-studio visual communication methods, and an internship experience gives the students the knowledge and skills to develop conceptually and visually. The program expects students to set their career goals with confidence, to achieve them, and to be able to grow with the profession of graphic design as it changes in relation to society, art, and technology. The courses follow a sequence requiring a minimum of three years to complete after acceptance into the program. Graduates will earn a BFA in Graphic Design with 85 hours in Art (including 43 hours of graphic design studio courses) and 37 hours of general education courses for a total of 122 hours.

Students admitted to the program will begin their studies in the Fall semester and be assured a space in each design course as they progress through the program. However, the courses are only offered once each year and must be taken in their sequential order. Additional sections will not be offered in other semesters except for Art 3710 Special Topics.

For further information contact the Advising Office in the Frostic School of Art at (269) 387-2440.

Requirements for Application and Admission:
(Please read all sections carefully)

• Minimum prerequisites: Completion or enrollment in 12 hours of Art Basic studio foundation courses (Art 1040, 1050, 1070 and 1080) and 3 hours in Art History (Art 2200 or Art 2210).

• Transfer students must be admitted to the University AND accepted by application to the Frostic School of Art. Art majors with 12 credit hours of basic art courses (ART 1040, ART 1050, ART 1070, ART 1080) and three credit hours in art history (ART 2200 or ART 2210) may make application to a committee of graphic design faculty for candidacy to the BFA.

• Application form: Complete an application form (available from the Advising Office at the beginning of Spring semester) for admission for the BFA in Graphic Design. All statements must be typed and clearly state your specific interest in the program, your present knowledge about graphic design, and your personal goals at this point in time as they relate to the professional practice of graphic design as a career choice. Use past experiences in visual art, design, travel, education, and any other related experiences that may support your ideas. This statement is important and should inform the committee about your thinking process and your ability to articulate your ideas. Be sure your name is also on the typed statement and attach it to the application form. The deadline for these forms to be received by the Art Advising office is Monday, February 11, 2019.

• Transcript: A transcript (unofficial) is required listing credits earned and current enrollment status. These are to be submitted to the Art Advising office with the application. Transcripts may be obtained at Academic Records, 3rd floor of the Administration Building.

• Review: Note that these interviews are only conducted once a year during the Spring semester to select students for the following Fall semester. Students whose applications are approved will be posted in the Design Center, 3112 Richmond Center by 12:00 noon, Monday, February 18, 2019. Contact the Design Center at (269) 387-2435 to set an appointment time by 12:00 noon, Wednesday, February 20, 2019. Applicants that do not contact the Design Center will be presumed to have withdrawn their application.

Reviews will be held in studios on the third floor of the Richmond Center on the WMU campus. Check in at the Design Center, 3112 Richmond Center, at least 1 hour before the reviews begin in your assigned room to receive instructions for setting up your work. If your arrival is delayed call the Design Center promptly as late arrivals will disrupt interviews already in progress and cannot be accommodated. Students failing to attend their scheduled interview cannot be reconsidered for admission until the reviews in the following year.
Portfolio: A portfolio of artwork is required for the review. The portfolio should include 10 to 15 pieces of work demonstrating a range of experiences in any studio media and show your abilities in drawing, two- and three-dimensional design, and color. Freshman should include a range of work from of each of the four foundation courses as well as any other work from additional studio courses or experiences. Students who have more than one year in studio art should include work from their more advanced studio experiences such as advanced drawing, life drawing, painting, photography and intermedia, printmaking, metals/jewelry, ceramics, sculpture, and basic or foundation art courses. The work should demonstrate your understanding of visual language and visual organization as well as your skill with media and presentation. Attention should be given to presenting your work with care. Simple mats are acceptable but not necessary. You do not need to frame your work. A good quality CD is acceptable for showing large-scale work, 3-dimensional work, websites and video. We will have a laptop with projection available. Please indicate this need with your application.

Evaluation: You will be evaluated in the areas of drawing, composition, color, understanding of two- and three-dimensional space as applicable to each project, craftsmanship of any media used, concept development, overall visual presentation, and your ability to articulate your ideas.

Notification: The portfolio, academic performance, and results of the personal interview are all reviewed in evaluating the applicant’s potential in the program. Notification of the results of the reviews will be sent to all candidates on March 13, 2017. The number of applicants who can be accepted is limited. Applicants accepted will be given further instructions regarding scheduling and courses. Enrollments in all courses in the BFA in Graphic Design sequence are limited to students accepted into the program. Those students accepted will be assured space in each course in their design sequence. However, courses are sequential and offered only once a year.

Application Deadline for 2019 admission
Monday, February 11, 2019 4:30 p.m. Deadline for applications and transcripts to arrive at the Art Advising Office.
Monday, February 18, 2019 12:00 noon Qualified applicants will be posted at the Design Center at (269)387-2435. Call to schedule an interview.
Wednesday, February 20, 2019 12:00 noon Deadline for setting appointments for interviews.

Review Dates:
Friday, February 22, 2019 8:30 a.m. – 5:00 p.m. Reviews for students enrolled at WMU.
Saturday, February 23, 2019 8:30 a.m. – 5:00 p.m. Reviews for transfer students and WMU students.

Results:
Monday, March 11, 2019. WMU students may pick up letters in the Design Center (3112 Richmond Center). Responses will be sent to transfer applicants.

The reviews will be completed in classrooms assigned with three applicants per room. You must arrive at least 1 hour before reviews are scheduled to begin for the group in your assigned room. This allows for time to arrange your work for the review. Your room assignments will be posted at the Design Center (3112 Richmond Center). Check your room assignment and go directly to your room to set up your work.