

# BFA

## APPLICATION PACKET AND PORTFOLIO

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

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

**INTENSIVE, INDIVIDUAL INSTRUCTION**

**STATE-OF-THE-ART FACILITIES**

**INDUSTRY PARTNERSHIPS**

**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, 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 further 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. 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 will be considered in both 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://www.ccny.cuny.edu/electronic\\_design](http://www.ccny.cuny.edu/electronic_design)

**Information regarding City College Admissions** please call the Admissions Office at: (212) 650-6448. Contact the Office of Financial Aid at (212) 650-5819 for grant, scholarship, and loan information.

## Frequently Asked Questions

### 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. Every course (with the exception of the BFA Thesis course) can be taken by any CCNY student who have 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 do not have to apply to the major (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](http://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 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.

### 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](http://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 work show 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).

### 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.**

### WHO CAN I CONTACT IF I HAVE FURTHER QUESTIONS?

Professor Ethan Ham can be contacted at [eham@ccny.cuny.edu](mailto:eham@ccny.cuny.edu) or by phone at (212) 650-7402.

# 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 two ways to submit your portfolio: on a CD-ROM (or DVD-ROM) or printed out on 8.5" x 11" paper. Either way, 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.

The Frequently Asked Questions on the previous page contains details on the criteria used in evaluating portfolios. It is acceptable to include artwork done for class assignments, but sometimes assigned class work does not best demonstrate the applicant's personal voice and creativity.

## OPTION 1: DIGITAL SUBMISSION ON A CD-ROM OR DVD-ROM

Please do not submit a portfolio in the form of a website, Powerpoint file, Flash file, or Acrobat 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 1024 x 768. 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).
- Video can be submitted in QuickTime format.
- Flash can be submitted as a .swf file.
- Files must be submitted on a Macintosh and Windows readable disc with the "BFA application," the applicant's name, and the date written directly on the disc.
- The discs WILL BE DISCARDED after being reviewed and WILL NOT BE RETURNED.

## OPTION 2: PRINTED PORTFOLIO

- 8-10 artworks (plus 3 assigned works, see below) submitted on 8.5" x 11" print-outs
- Applicants should consider the quality of the print-out. Poorly printed images may negatively impact the applicant's chance of acceptance.
- DO NOT submit original works. Portfolios WILL BE DISCARDED after being reviewed and WILL NOT BE RETURNED.

## REQUIRED PORTFOLIO ASSIGNMENTS

Portfolios must ALSO include THREE of the four possible assignments:

- A. A self portrait in pencil, charcoal or ink
- B. A poster promoting travel
- C. A 2-color logo for a music company
- D. A visual representation of transparency

## REQUIRED PORTFOLIO ASSIGNMENTS

ALL students must provide a brief (250 word) essay printed out or written on paper. The essay should discuss a work of art or design that has had a significant impact on the applicant. Please describe the work, explain how it effects you personally, and how it relates to the kind of artwork or design you would like to do.

# EDM BFA Major Requirements

THE CITY COLLEGE OF NEW YORK DEPARTMENT OF ART

# 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. These four courses must be taken from least three of the six distinct art history subject areas

### 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 sculptural 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: **Print Production**; 3 cr.

ART 39540: **Design for the World Wide Web I**; 3 cr.

ART 39550: **Multimedia Design I**; 3 cr.

ART 39560: **Digital Video**; 3 cr.

ART 39590: **Critical Issues in Design, Technology, and New Media**; 3 cr.

ART 49590: **Electronic Design Portfolio**; 3 cr.

ART 49598: **Senior Thesis**; 6 cr.

### TOTAL EDM REQUIREMENTS (39)

### BFA EDM STUDIO ELECTIVES (15)

Choose **any** five (5) studio and design electives at the 20000-level or above.

**Possible** electives include (but are not limited to):

ART 29530: **Digital Photo 1**; 3 cr.

ART 31807: **Digital Video 2**; 3 cr.

ART 39500: **Typography 2**; 3cr.

ART 39530: **Digital Photo 2**; 3 cr.

ART 39542: **Web Animation**; 3 cr.

ART 39570: **3D Imaging 1**; 3 cr.

ART 49510: **Electronic Design 2**; 3 cr.

ART 49518: **Publishing Projects**; 3 cr.

ART 49540: **Design for the Web 2**; 3 cr.

ART 49550: **Multimedia 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.**

## APPLICATION CHECKLIST

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

- Transcript (required of all applicants including those already attending City College)
- Portfolio of 8-10 works of art plus 3 assignments. Do not submit extra artworks—it will negatively impact your chance of being accepted.
- Essay
- This 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.

## MAIL THE APPLICATION PACKET TO:

**Electronic Design and Multimedia  
Professor Ethan Ham  
Department of Art  
City College of New York  
160 Convent Avenue  
New York, NY 10031**

**Alternatively the packet, labeled "Attn: Ethan Ham," can be dropped off at the Art Office in room 109 in Compton-Goethals Hall.**

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

**APPLICATION**  
for the BFA IN  
ELECTRONIC  
DESIGN AND  
MULTIMEDIA