Impaction Overview

Introduction

The Bachelor of Fine Arts in Graphic Design has been developed to prepare students for professional practice and/or preparation for admission to graduate level study. The goal of the program is to provide the community with a comprehensive visual problem solver that has a strong aesthetic ability coupled with a clear understanding of the strategic and conceptual challenges facing them in practice.

The number of students applying to the Graphic Design program at Sacramento State has consistently exceeded the available resources for the past 20+ years. To maintain a high level of quality in education, and allow for graduation in a timely manner, enrollment will be limited and controlled by an annual supplemental application and portfolio review. Over the past 5 years between 75-90 students submit a supplemental application and portfolio each year. We are able to accept 40 students every year.

Upon entering the university or if you are a current student beginning the lower-division course work you should declare yourself as an Expressed Interest in Graphic Design major. Expressed Interest is a designation for undergraduate students interested in pursuing an impacted major but who may not declare or be assigned by the department/program of their intended major upon admission to the university. Please note that Expressed Interest is the same as being Undeclared.

To gain entrance to the upper-division courses and become a Graphic Design major you must submit a supplemental application and portfolio. The review will take place once per academic year in the spring semester. All lower-division course work that contributes to the portfolio must be completed or in progress to apply for the portfolio review. It is recommended that all lower division major requirements be completed before entering upper division study.

Course Requirements

Before submitting applications and portfolios, it is recommended that students complete the following courses:

Lecture Courses
DSGN 4   Design and Thinking
GPHD 5   Introduction to Graphic Design
GPHD 20 History of Graphic Design
INTD 20 Design
PHOT 20 The Photographic Self

Portfolio Generating Courses
GPHD 25 Visual Basics
GPHD 30 Visual Basics II
PHOT 11   Digital Imaging
INTD 25   Design Fundamentals

Students may be enrolled in the following classes during the semester the portfolio is submitted: GPHD 30, PHOT 11, INTD 25, any lecture course. This does not constitute a recommendation that a student take three studio courses at one time.

Transfer Students

● Please note at this time you will need to complete one to two semesters at Sacramento State before applying for entry to upper division coursework and acceptance into the major. If you are accepted you will have a minimum of 4 semesters of full time major coursework to complete the degree requirements.

What you will submit

● Please see the list below for an overview of what is typically required to submit for consideration.
• an application form
• a digital PDF of collected work
• a physical portfolio of collected work that is the same as what is submitted digitally

Portfolio Content
• photographic imagery board
• abstract messaging board
• free-message composition board
• graphic translation board
• 3-D rendering board

Photographic imagery
One or more boards displaying three completely original photographic images/compositions (analog or digital) produced by the applicant. These visuals can be retouched, layered, and composited images, but no aspect of the composition or layout should be the work of someone other than the applicant.

Messaging composition
A single board displaying four separate messaging compositions of the applicants design, that each communicating a different idea or concept. The compositional elements of these designs are limited to the use of black and white abstract vector forms (points, lines, shapes) avoiding realistic imagery whether raster or vector based.

Abstract composition
A single board displaying a large abstract composition of the applicant's design. The compositional elements of this design are limited to the use of black and white abstract vector forms (points, lines, shapes) avoiding realistic imagery whether raster or vector based.

Graphic translation
A single board displaying three designs of the applicant's creation and a photographic image of the subject used as the foundation for these designs. These translations should NOT be of the pose or point of view displayed in the image. They should make use of black and white abstract vector forms (points, lines, shapes, etc.) to recreate the foundational image in various positions. One of the three designs should be a neutral graphic translation of the object, while the other two should be translations that communicate separate secondary idea or concept.

3-D Rendering
One or more boards displaying three completely original three dimensional renderings (analog or digital) produced by the applicant in INTD 25 or equivalent course.

Review Process

- Portfolios will be reviewed and ranked by all current full-time faculty of the Graphic Design Program. A portfolio's ranking will be determined by the scores each Professor gives a submission in the areas covered in the Evaluation Criteria, and then combined with the applicants current cumulative GPA.

  Every reviewer will provide a separate score for each area, that will then be averaged together, and then modified by the student's GPA. The student's GPA and criteria area Formal Arrangement will each make up 30% of the portfolio's ranking, while the areas Communication and Craft will each make up 20%.

  Once every portfolio is ranked, the number of highest ranking portfolios corresponding to the space available for new majors (typically 40) will be notified and asked to confirm their desire to enter the major. If an accepted applicant chooses not to enter the major, the student with the next highest portfolio in the ranking will be notified and asked to confirm their acceptance, until all available spots are filled.

Local Admission Priority Policy

- A supplemental application must still be submitted in order to be considered for the major. Local area applicants are not guaranteed admission to the major. Students identified as a local area applicant by the university will be awarded a 0.1 GPA boost to their cumulative GPA.

Evaluation Criteria

- Formal arrangement criteria
  All submissions are evaluated on their ability to create evocative experiences through the arrangement of visual forms. This typically requires the understanding of visual gestalts, creative manipulation of visual elements, ability to abstract an image, and skill in organizing and rendering visual forms and three dimensional space.

  Communication criteria
  Communication is scored on the design's ability to produce the specified idea or concept in the mind of the audience. In some submissions this will take the form of abstract ideas that need to be conveyed. In others, it will be an object or animal that the given design must sufficiently look like to communicate it well.

  Craft criteria
  Craft is evaluated on the ability of the applicant to follow directions and produce with the greatest attention to detail using the required materials. The submitted portfolio materials should be accomplished without any defects. The craft criteria includes the quality of printing and trimming; accuracy in measurements and alignment; inclusion of all labels and texts as requested; free of dirt, dents, glue residue, stains, paper streaks, etc.

Submission Timetable

● The application and a digital version of the portfolio are due near the middle of the spring semester, typically corresponding to the last week of March, and should be turned in to your GPHD 30 instructor or major advisor if not enrolled in GPHD 30. All applications must be submitted digitally (no paper submissions) and should include your digital portfolio (remember, no modifications to your work should take place after this submission).

Students do not need to submit a transcript, we will access your Sacramento State transcripts (on MySacState) to verify your current Sacramento State GPA and cumulative GPA. If you are a recent transfer student, and do not have a record of your GPA in MySacState, you should submit the official transcript to the office of the Department of Design (Mariposa 5001) by March 29–30, 2021.

The physical portfolio is due the last Wednesday or Thursday of spring instruction before finals week, but will typically be turned in with your GPHD 30 class.

- March 29–30, 2021: submit application and a digital PDF of the portfolio
- May 12-13, 2021: submit the physical portfolio