

COMMUNICATION DESIGN DEPARTMENT: APPLICATION PROCESS FOR TRANSFER STUDENTS

ALL TRANSFER APPLICATIONS MUST BE POSTMARKED NO LATER THAN JANUARY 14, 2011.

Transfer from other colleges and universities into the Communication Design Department is limited to the Fall semester. The process requires application for admission to Kutztown University, as well as submission of a portfolio and an essay to the Communication Design Department.

1. **Portfolio Requirements:** You must submit a portfolio of your original work. This work should reflect individual experiences, abilities, styles or techniques, and skill level. A majority of the pieces should have been created during the last three years. Work can be in any medium, including drawings, paintings, watercolors, digital images, photographs, prints and three-dimensional pieces. Although not a requirement, if possible, include some work that reflects preparation for the Communication Design major. A Faculty Review Committee will evaluate portfolios for conceptual thinking, drawing skill, design and composition, and creativity.

Portfolio Format: Portfolios including ten (10) works must be submitted in print form. Please use 8.5" x 11" paper. Each printout must include a short description of the work, for example, original photograph, two-dimensional assignment in color, three-dimensional structure inspired by nature, drawing from observation or typographic study. For web sites, please include a screen shot and the URL if applicable. If there are pieces you submit which include the work of other artists or photographers, such as in a collage, please cite your sources. For digital images, please list the software you used to create the work.

2. **Essay Requirement:** Students must write and submit an original essay—200–250 words—that describes their career plans and how those plans relate to the field of communication design. Please include a hard copy of your essay with this application.

3. **Transcripts:** Include an unofficial copy of your college transcript(s) with this application.

4. Mail completed application packet to:
Transfer Portfolio Coordinator
Communication Design Department
Sharadin Arts Building
Kutztown University, Kutztown, PA 19530.

5. **Deadline:** The deadline for submission is Friday, January 14, 2011.

6. **Return of materials:** If you wish to have your work returned, please include a self-addressed, stamped envelope with sufficient postage.

I have read the terms stated above. I understand them and agree to adhere to them. I attest that the submitted artwork and essay are my original work. I also understand that the decision of the Faculty Review Committee is final.

Signature

Printed Name

Date of Birth (month, day, year)

Contact Information (email/telephone number)

Date

This sheet must be included with your packet. Place it on top of all other materials. Incomplete submissions will not be reviewed.

Please contact the Communication Design office at 610.683.4530 if you have questions about the application procedures. Questions specific to the portfolio should be sent to binnocen@kutztown.edu.