



Dear Applicant,

Congratulations on your decision to apply to the Graphic Design program at The New England Institute of Art. We look forward to you joining our many talented and successful students and graduates in this creative and rewarding field.

Please look over the enclosed Graphic Design Skills Assessment packet carefully. The purpose of the Graphic Design Skills Assessment is to create a benchmark for the progress of your work at The New England Institute of Art. After your fourth semester and again at the end of your eighth semester, you will be asked to submit a portfolio for review by faculty and design professionals. The projects in this packet now will be used to help us chart your progress from the beginning to the end of the program. They are indicative of the type of projects you will be asked to create in your first semester. At this point in your education, we are most concerned with your ability to create good concepts, communicate ideas clearly, and organize information effectively. We are not interested in the level of your software skill, so don't be concerned if you are not familiar with graphic design software. In addition, these projects will help us to see where we might need to make adjustments to the Graphic Design program to ensure that you and your fellow students are getting the best education possible.

Please make an effort to complete these projects in a timely manner to the best of your ability. The Assessment should be completed and sent in to your Assistant Director of Admissions before you begin classes. Once received, your projects will be evaluated and assigned a score. If you are accepted and choose to attend The New England Institute of Art, the projects will then be placed in your file in the Registrar's office. Projects will not be returned to you. Five weeks after the start of classes, you may visit the Registrar's office and ask to see your evaluation. The projects will remain in your file, however, for use by faculty in your mid-program portfolio review.

If you have any questions about the Assessment or the projects, please direct them to the Chair of Graphic Design or the Assistant Chair of Graphic Design. Do not ask your Assistant Director of Admissions. It is important that you complete the projects yourself since they will be used as a comparison for your own progress. The Graphic Design faculty at the College care about your education – we want to create a partnership with you in a challenging environment where you are encouraged to work to your full potential. We need to know your strengths and your weaknesses.


Good luck—we hope you choose to begin your college education at The New England Institute of Art.

Sincerely,

Stephanie D. Warnesky
Chair of Graphic Design
The New England Institute of Art

GRAPHIC DESIGN
Skills Assessment

2007-2008



DEAR APPLICANT,

The Skills Assessment for the Graphic Design major is a component of the Admissions procedure designed to help The New England Institute of Art evaluate your unique qualifications for admission to the Graphic Design program of study.

Careful attention to the direction and craft are **important** in the evaluation of your submission.

This packet contains **three** assignments with accompanying templates:

#1 DRAWING #2 CONCEPT #3 VISUAL COMMUNICATION

PLEASE FOLLOW THESE INSTRUCTIONS:

1. Submit **all three** completed assignments **at the same time**.
2. Three assignment labels are in this packet. **Print or type your name clearly** on the label for each assignment. Complete and securely tape the label to the **bottom left corner** on the **back** of each respective assignment. Submit the written component of each assignment **on a separate sheet**. Type your name and the name of the assignment clearly at the **top left corner** of the **front** of the sheet.
3. Submit All assignment components **in the same mailing envelope** to:

The New England Institute of Art
Admissions Department
10 Brookline Place West
Brookline, MA 02445-7295

ASSIGNMENTS

ASSIGNMENT #1: DRAWING

- Objective **Draw a group of three “exhausted” paper bags.**
- Materials
- Graphite Pencil
 - 11”x14” bristol or other heavy drawing paper
 - Paper lunch bags or grocery bags
- Instructions
1. Arrange the paper bags to **visually depict a feeling of “exhaustion.”**
 2. Produce a drawing that convinces a viewer of this feeling of exhaustion. Use these elements of art to guide your solution to this assignment: line, shape, value, texture, space.
 3. Use the **entire** 11”x14” piece of paper, with no border.
 4. Apply fixative (or hair spray) to prevent smearing. **Do not mount your drawing.**
 5. You must draw from direct observation. **Do not use a computer or a photograph.**
 6. Securely tape the Assignment #1 Project Label on the back in the bottom left corner.
- Written Component On a sheet of white paper, type 125–150 words to explain how your drawing shows “exhausted” paper bags. Describe the elements of art that you used to visually depict : exhaustion” in the bags. Type your name and Assignment #1 at the top left corner.

ASSIGNMENT #2: CONCEPT

- Objective **Using the supplied necktie template, create a design that expresses your unique personality.**
- Materials
- Choose **one** of the following heavy art papers and cut it to 11”x14”: 2-ply bristol, Canson drawing paper, or watercolor paper
 - One or more of the following: ink, paint, pencil, collage. **Do not use a computer.**
- Instructions
1. Trace the tie shape template onto the center of your 11”x14” piece of paper from the above choices.
 2. Create a design to **fit entirely within the traced border** that communicates who you are and what is important to you. Consider how you will use balance, harmony, rhythm, proportion, and unity in your solution.
 3. Securely tape the Assignment #2 Project Label on the back in the bottom left corner.
- Written Component On a sheet of white paper, type 125–150 words to explain how your solution expresses your personality. Describe how you used the design principles mentioned above to visually communicate who you are and what is important to you. Type your name and Assignment #2 at the top left corner.



ASSIGNMENT #3: VISUAL COMMUNICATION

- Objective **Design a symbol for three of the six subjects listed below.**
- Materials
- Three 11”x14” pieces of 2-ply bristol board
 - One or more of the following: ink, paint, pencil, collage, or illustration software
- Instructions
1. Choose **three** of the following: • Tattoo Parlor • Skateboard Park • Ant Farm • Vegetarian Zone • Earthquake Zone • Checkers Area
 2. Trace one 5”x 5” Assignment #3 shape template included in this packet onto the center of each piece of bristol. Use the **same or a different** template for each symbol.
 3. Create a symbol to fit entirely within each shape. The shape acts as the outline for the symbol; give thought to how you will place the image within this shape. Do not use type as part of your symbol design.
 4. Use **black plus one additional color** only.
 5. Securely tape the Assignment #3 Project Label on the back in the bottom left corner.
- Written Component On a sheet of white paper, type 200 - 250 words to describe why you chose the specific colors, media, imagery, etc. to create all three of the symbols. Type your name and Assignment #3 at the top left corner.



ASSIGNMENT LABELS

ASSIGNMENT #1: DRAWING Draw a group of three “exhausted” paper bags.

Name _____

Date _____

Address _____

City _____ State _____ Zip _____

Telephone _____ E-mail _____

I verify that the work submitted to NEiA in this Skills Assessment is my own and has not been copied in any way.

Signature _____

ASSIGNMENT #2: CONCEPT Using the supplied necktie template, create a design that expresses your unique personality.

Name _____

Date _____

Address _____

City _____ State _____ Zip _____

Telephone _____ E-mail _____

I verify that the work submitted to NEiA in this Skills Assessment is my own and has not been copied in any way.

Signature _____

ASSIGNMENT #3: VISUAL COMMUNICATION Design a symbol for three of the six subjects listed below.

Name _____

Date _____

Address _____

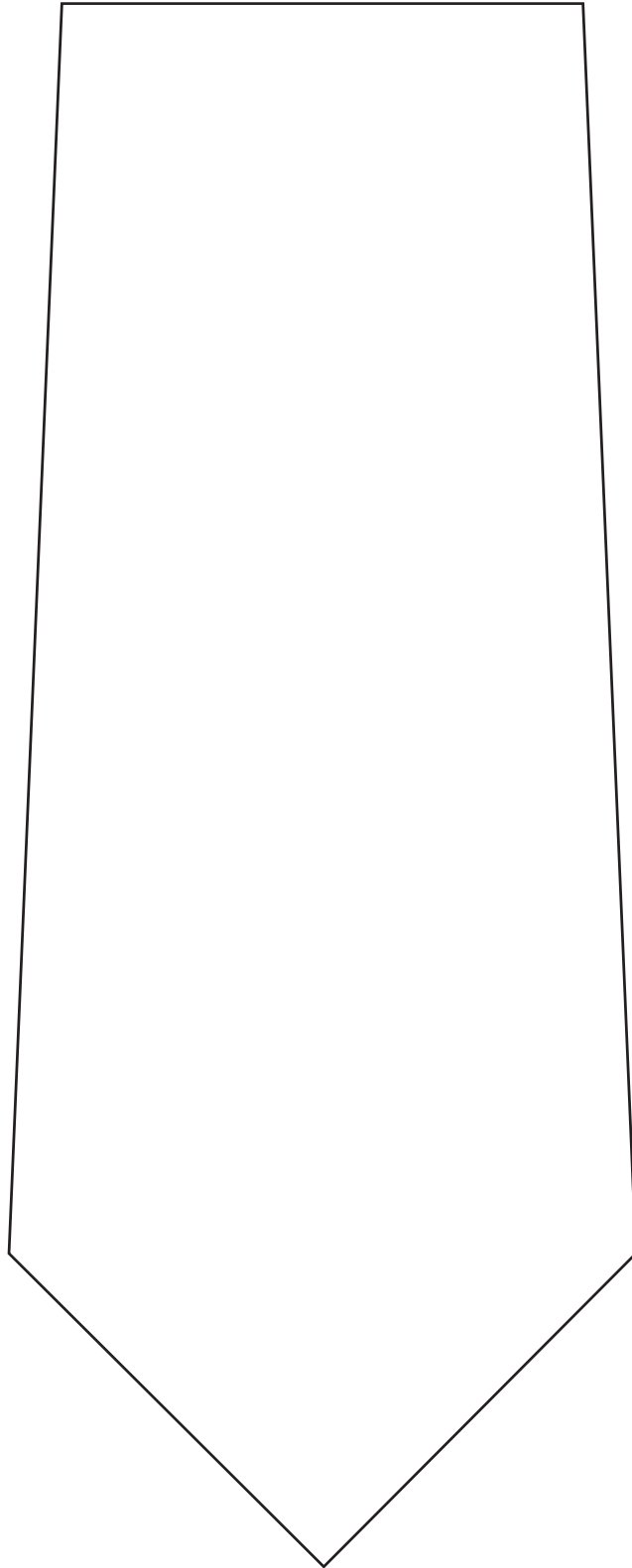
City _____ State _____ Zip _____

Telephone _____ E-mail _____

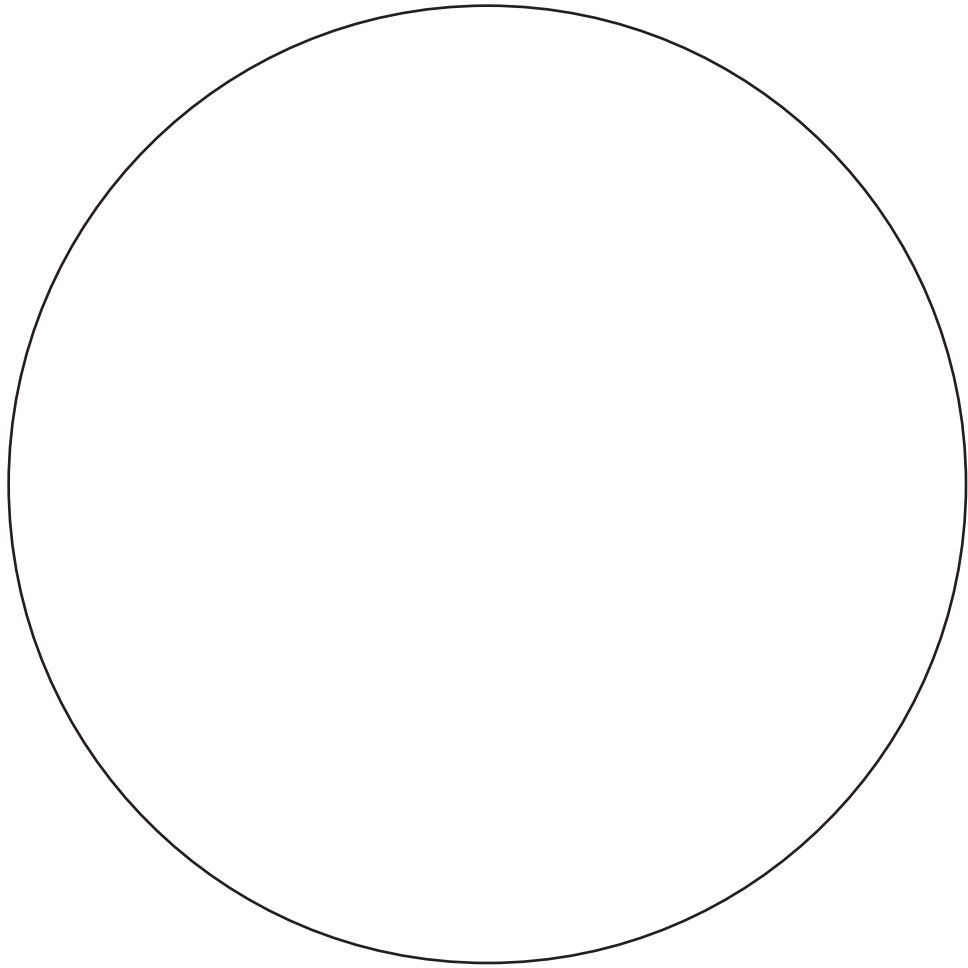
I verify that the work submitted to NEiA in this Skills Assessment is my own and has not been copied in any way.

Signature _____

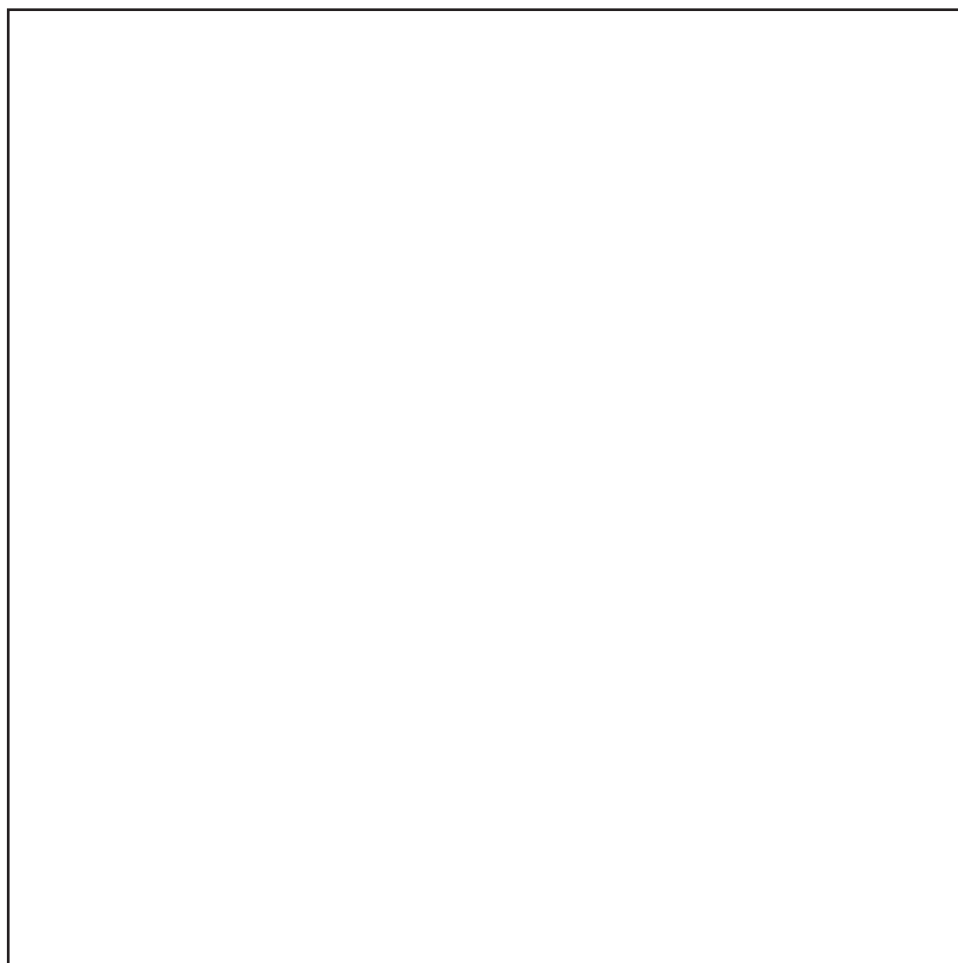
ASSIGNMENT #2 SHAPE TEMPLATE



ASSIGNMENT #3 SHAPE TEMPLATE



ASSIGNMENT #3 SHAPE TEMPLATE



ASSIGNMENT #3 SHAPE TEMPLATE

