PURPOSE OF THE SOPHOMORE REVIEW

All BFA Design and BFA Advertising sophomores are required to submit work for a **MANDATORY** Sophomore Portfolio Review by <mark>TUESDAY, APRIL 26, 2022</mark>. This review is a departmental requirement in order to be admitted to your junior year.

The primary intention of this review is to confirm that your work meets the standards of the department. Its purpose includes identifying and advising students whose work is less than satisfactory and it helps us to address problems so they don't become insurmountable.

NOTE: Students who do not pass the review must repeat the second year or attend summer classes.

This review will also help identify students who are excelling at the sophomore level, and who will be considered for invitations to special workshops with luminaries in the field, and registration for honors courses.

IMPORTANT: Spring 2022 sophomore transfer students will not be required to submit a portfolio in May. Your review will take place in August 2022, after you have completed your summer session courses. You will receive guidelines for the submission of your portfolio in late June. This August review is ONLY available to Spring 2022 transfer students, or students who do not pass the Spring Review. All other students must submit their portfolios in April 2022.

NOTE: Your review score will be sent to you by the end of June.

WHAT TO EXPECT FROM THE REVIEW

Your work will be reviewed by the department Chair, as well as by faculty who teach juniors. You will receive an evaluation that indicates the level of achievement attained, as well as the numerical grade that indicates where you stand within your category of performance.

NOTE: The portfolio review grade is final. Your portfolio grade will NOT appear on your transcript.

GRADING CATEGORIES

- Top Percentile (exemplary work): (3.7 – 4.0)
- High Level of Achievement: (3.0 – 3.6)
- Satisfactory: (2.6 – 2.9)
- Needs Improvement: (2.1 – 2.5)
- Unsatisfactory: (2.0)

NOTE: Students who fall into the Unsatisfactory category may be required to schedule regular check-ins with the Chair through the Fall 2022 semester.

JUDGING CRITERIA

The following will be taken into consideration when reviewing for honors courses, special internship opportunities, and targeted workshops:

1. Portfolio review grade/level achieved
2. Instructor recommendation(s)
3. 3.75 cumulative GPA or higher (mandatory)
4. Completion of at least two (2) consecutive terms of study at SVA

PORTFOLIO REQUIREMENTS

Attached is a detailed PDF of how to prepare your second-year studio work, inclusive of size limitations and specifications. Please read through the PDF thoroughly and make sure to follow the guidelines as presented.

NECESSARY DOCUMENTS TO SUBMIT

Your portfolio must be submitted with the following documents. **YOUR PORTFOLIO WILL NOT BE ACCEPTED/REVIEWED WITHOUT PROPERLY COMPLETED FORMS. THIS IS MANDATORY.**

1. Portfolio Review Evaluation Form (this form is attached to this email)
2. Unofficial transcript

IMPORTANT

Read and fill in the Review Evaluation Form carefully.

THE DEPARTMENT WILL NOT REVIEW YOUR PORTFOLIO IF THESE FORMS ARE NOT COMPLETED PROPERLY.

PORTFOLIO UPLOAD REQUIREMENTS

You must upload your portfolio to Award Force (a data collection platform) here: https://svadesignandadvertising.awardsplatform.com/.

After you click on the link, you will be prompted to enter your first and last name and your SVA email address and create a password. A verification link will then be emailed to you. Click on "add attachments" and then "submit entry."

You can upload your PDF, personal video**, and/or up to 2 videos **(Video files cannot be larger than 300MB, PDF files cannot be larger than 50MB)**

DUE DATE: Your portfolio must be uploaded by 11:59 PM EST on April 26, 2022.

(RECAP) YOU ARE UPLOADING THE FOLLOWING ITEMS:

- 1 PDF of your portfolio. File Naming: Lastname_Firstname_SophomorePortfolio2022.pdf
- 1 personal video**. File Naming: Lastname_FirstName_PersonalVideo.mp4
- 1-2 optional videos. File Naming: File naming protocol: LastName_FirstName_Project.mp4
- Portfolio Review Evaluation Form
- Unofficial transcript

You are required to make a brief video (use your phone) that helps us get to know you. No elaborate production required—just tell us about yourself, where you are (NYC, Shanghai, Pluto, etc.), and what your sophomore year was like. Tell us about a favorite portfolio piece if you want, or show us your cat. 30-60 seconds, so don't stress about it. **THIS VIDEO IS MANDATORY.

REQUIREMENTS AND PRO TIPS

- Your name and your SVA ID# must appear clearly on the first page of your portfolio PDF.
- Include process work as often as possible (sketches, notes, versions of finals). We're interested in how you think.
- Include projects from studio courses only—no professional/intern work.
- The design of your PDF should reflect YOU, though there is no need to overdesign it.
- Make sure your work is easy to see—don't make it small! We need to be able to see the details, like letter-spacing and font choices.
- Use mockups judiciously. Make sure the elements contained in mockups with multiple items (like the ones with rubber stamps and business cards) are appropriate to the subjects of your projects.
- No need to show the work from many multiple angles—straightforward is best, though occasional closeup details are useful.
- Check your spelling and grammar, people—take advantage of SVA's Writing Resource Center. They are there to help you.

PORTFOLIO PREP TIPS

- Make sure your images are of the highest resolution possible. Always.
- Don't let important design elements get lost. Again, we like to see the details!
- Ask your instructors for help—they will be happy to review your portfolio with you if you ask. Don't be shy.

AUTHENTICITY OF WORK

Page 92 of the 2021-2022 SVA Handbook states: "Plagiarism, generally the presentation of someone else's work as one's own, is prohibited and may result in a range of penalties including, but not limited to: failure of the course in which it occurred; possible dismissal from the College: or termination of employment. The policy includes misappropriation of still and moving images, artworks, recordings, and any other creative works not in the public domain."

Bottom line: Do not submit work that you did not create. Credit all collaborators on group projects, and be clear on what your role was if you were part of a team. Create your own illustrations if needed—don't pull other artists' or illustrators' work from the web unless you are clearly crediting it. Plagiarism is unethical and unprofessional. Don't do it.

QUESTIONS? ASK US!

For questions regarding the review, you can contact Kellie Rogers, Director of Operations, at krogers5@sva.edu. For questions regarding the upload, contact Stephanie Kim, Operations Manager, at skim246@sva.edu.