



The Pre-Communication Review is a two-stage process consisting of a first-round Portfolio Review and a second round of Personal Interviews. Applicants will submit their portfolios, including artwork and their final project from ART 151, and a current Degree Audit Report (DAR). Portfolios must be submitted digitally as a Behance website. A link to the site must be provided.

**Portfolio**

The Behance portfolio should contain a total of 9 pieces maximum of college-level artwork selected to demonstrate your range of skills and abilities. The final project from ART151 is required. The eight additional pieces of work need to include a mix of physical and digital projects from all the Foundations courses you are enrolled in or completed at the time of application.

*Required Selection from Pre-Communication Design Coursework*

Your final project from ART 151: Pre-Communication Design must be included in your portfolio. Create a Behance project page that includes your final project. Use the title, “ART 151 Final Project” and provide a brief description indicating how your work achieves the goals listed in the evaluation criteria below. Both the project itself and your written description will be considered in the evaluation.

**Evaluation Criterion: Problem Solving**

Communication designers are creative problem solvers. Your video should address how you identify, examine, and creatively address complex problems.

*Goal: The final video from ART 151 demonstrates my ability to identify, examine, and creatively address complex problems.*

<b>Exemplary</b> Extraordinary Performance 5 points	<b>Mastery</b> Full Competency 4 points	<b>Developing</b> Approaching Competency 3 points	<b>Beginning</b> Basic Execution 2 points	<b>Incomplete</b> Missing Assigned Elements 1 point	<b>Missing</b> No apparent attempt 0 points
Demonstrates thinking about how intended and unintended stakeholders/audiences will be affected; real and perceived matters are addressed in thoughtful detail; concepts from many disciplines are combined to create a clearer view of the concept being addressed	Demonstrates thinking about how intended stakeholders/audiences will be affected and suggests that unintended issues may have been considered; real and perceived matters are addressed; concepts from several disciplines are combined to create a clearer view of the concept being addressed	Demonstrates thinking about how only intended stakeholders/audiences will be affected; perception is ignored and only direct issues are addressed; concepts from design-related disciplines are combined to explore the concept being addressed	Demonstrates limited thinking about how intended stakeholders/audiences will be affected; direct issues are addressed at a basic level; concepts from only art and graphic design are applied to the concept being addressed	Demonstrates cursory thinking about effects of design; issues are basically addressed or even ignored; personal style and wants are applied to the concept being addressed, ignoring the larger context that surrounds the issue	No apparent effort to think and work beyond the surface level

**Evaluation Criterion: Design Process**

Communication designers use an iterative design process to help solve creative problems. Your video should showcase your ability to follow and communicate a design process.

*Goal: The final video from ART 151 showcases my ability to follow, record, and communicate a design process.*

<b>Exemplary</b> Extraordinary Performance 5 points	<b>Mastery</b> Full Competency 4 points	<b>Developing</b> Approaching Competency 3 points	<b>Beginning</b> Basic Execution 2 points	<b>Incomplete</b> Missing Assigned Elements 1 point	<b>Missing</b> No apparent attempt 0 points
All steps and processes are clearly documented in	All steps and processes are clearly documented;	Most steps and processes are clearly documented;	Steps and processes are sporadically documented	Steps and processes are often missing and	No documentation effort is apparent

extreme detail; thinking, research, and design are documented so readers can understand the learner's strengths and innovative approaches	thinking, research, and design are all well-documented and reveal the learner's abilities	thinking, research, and design are documented but do not always demonstrate a clear development process	and are sometimes missing details; thinking, research, and design portions of the process aren't always clearly demonstrated	documentation feels "thrown together"; thinking, research, and design portions of the process don't seem to be valued	
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### Selections from Foundations Coursework

For each of the evaluation criteria below, select the most appropriate project from your foundations coursework and create a Behance project page using the criterion title as the project title and provide a brief project description indicating how you feel the work you have chosen best fits the goal for each criterion. Both the project and your written description will be considered in the evaluation.

#### Evaluation Criterion: Visual Composition

Communication designers use visual composition to arrange aesthetic elements to create usable, useful, and understandable work. Select the work that you feel best achieves the goal listed below.

*Goal: This piece best demonstrates my ability to utilize the elements and principles of design (form, shape, line, texture, space, balance, unity, contrast, repetition, pattern, and emphasis) to create an aesthetic visual composition.*

<b>Exemplary</b> Extraordinary Performance 5 points	<b>Mastery</b> Full Competency 4 points	<b>Developing</b> Approaching Competency 3 points	<b>Beginning</b> Basic Execution 2 points	<b>Incomplete</b> Missing Assigned Elements 1 point	<b>Missing</b> No apparent attempt 0 points
The selected piece represents the use of all principles and elements design. Displayed a clear effort in regard to aesthetic decision-making	The selected piece shows most of the principles and elements of design. Displayed a clear effort in regard to aesthetic decision-making	The selected piece shows a few of the principles and elements and principles of design. Displayed some effort in regards to aesthetic decision-making	The selected piece shows more than one of the principles and elements of design. Displayed little effort in regard to aesthetic decision-making	The selected piece shows one principle or element of design. Displayed little effort in regard to aesthetic decision-making	The selected piece shows no principle nor element of design. Displayed no effort in aesthetic decision-making

#### Evaluation Criterion: Color

Communication designers use color to evoke all kinds of emotions to enhance the concept or idea being expressed in their creative work. Select the work that you feel best achieves the goal listed below.

*Goal: This piece best demonstrates my ability to create work that utilizes color to enhance the concept or idea being expressed and showcases my knowledge of color relationships and schemes.*

<b>Exemplary</b> Extraordinary Performance 5 points	<b>Mastery</b> Full Competency 4 points	<b>Developing</b> Approaching Competency 3 points	<b>Beginning</b> Basic Execution 2 points	<b>Incomplete</b> Missing Assigned Elements 1 point	<b>Missing</b> No apparent attempt 0 points
The selected piece demonstrates the ability to choose and apply color in a way that enhances the idea/concept being expressed. Demonstrates an advanced knowledge of color relationships and schemes	The selected piece demonstrates the ability to choose and apply color in a way that enhances the idea/concept being expressed. Demonstrates a knowledge of color relationships and schemes	The selected piece demonstrates the ability to choose and apply color in a way that is appropriate for the idea/concept being expressed. Demonstrates a knowledge of color relationships and schemes	The selected piece demonstrates the ability to choose and apply color in a way that is NOT appropriate for the idea/concept being expressed., however there is still a demonstration of knowledge related to color relationships and schemes	The selected piece demonstrates the ability to choose and apply color in a way that is inappropriate for the idea/concept being expressed. No demonstration of knowledge related to color relationships and schemes	No color utilization or demonstration of knowledge related to color relationships and schemes

#### Evaluation Criterion: Drawing Ability

Communication designers use drawing to quickly represent ideas and create believable and tangible prototypes for clients. Select the work that you feel best achieves the goal listed below.

Goal: This piece best demonstrates my ability to develop a believable, detailed, and compelling drawing through the use of controlled abstraction, shading, perspective, and/or line quality.

<b>Exemplary</b> Extraordinary Performance 5 points	<b>Mastery</b> Full Competency 4 points	<b>Developing</b> Approaching Competency 3 points	<b>Beginning</b> Basic Execution 2 points	<b>Incomplete</b> Missing Assigned Elements 1 point	<b>Missing</b> No apparent attempt 0 points
The selected piece demonstrates the ability to create a believable and detailed drawing. Controlled abstraction, shading, perspective, and/or line quality are used to add interest and enhance the believability of the drawing	The selected piece demonstrates the ability to create a believable and detailed drawing. Controlled abstraction, shading, perspective, and/or line quality are used to add interest to the drawing	The selected piece demonstrates the ability to create a believable drawing that is somewhat detailed. Little use has been made of controlled abstraction, shading, perspective, and/or line quality	The selected piece includes few details to make the drawing believable. Very little use of controlled abstraction, shading, perspective, and/or line quality	The selected piece lacks almost all detail OR it is unclear what the drawing is intended to be. Very little use of controlled abstraction, shading, perspective, and/or line quality	No drawing identified

**Evaluation Criterion: Concept**

Communication designers use concepts to make complex content and ideas easier to understand. Select the work that you feel best achieves the goal listed below.

Goal: This piece best demonstrates my ability to effectively develop and communicate content or ideas.

<b>Exemplary</b> Extraordinary Performance 5 points	<b>Mastery</b> Full Competency 4 points	<b>Developing</b> Approaching Competency 3 points	<b>Beginning</b> Basic Execution 2 points	<b>Incomplete</b> Missing Assigned Elements 1 point	<b>Missing</b> No apparent attempt 0 points
Complex concepts are elegantly communicated via unexpected and surprising content combinations; concepts are emotionally and intellectually invigorating; conceptual content is challenging, insightful, and understandable	Complex concepts are clearly communicated; concepts are emotionally and intellectually challenging; conceptual content is challenging, deep, and understandable	Basic concepts are clearly communicated; concepts spark intended thinking and feelings; conceptual content is understandable and sometimes deep	Basic concepts are not always communicated well; conceptual content is understandable but not surprising or unique	Basic concepts are not communicated effectively; conceptual content is understandable on a basic level	No apparent attempt to develop a unique concept

**Evaluation Criterion: Exploration of Media**

Communication designers try different creative tools and techniques. Select the work that you feel best achieves the goal listed below.

Goal: This piece best demonstrates my ability to try and combine different creative tools and techniques.

<b>Exemplary</b> Extraordinary Performance 5 points	<b>Mastery</b> Full Competency 4 points	<b>Developing</b> Approaching Competency 3 points	<b>Beginning</b> Basic Execution 2 points	<b>Incomplete</b> Missing Assigned Elements 1 point	<b>Missing</b> No apparent attempt 0 points
The selected piece explores, masters, and implements challenging and unexpected creative tools and techniques into work	The selected piece investigates and implements a wide range of creative tools and techniques into work	The selected piece implements expected, "safe" creative tools and techniques into work.	The selected piece uses only "expected" creative tools and techniques to produce work; media selections based on personal preference	The selected piece uses creative tools and techniques in an unoriginal way.	The selected piece does not consider creative tools and techniques as a valuable component of the design

**Evaluation Criterion: Attention to Detail**

Communication designers pay close attention to detail and impeccable hand and digital craft skills. Select the work that you feel best achieves the goal listed below.

Goal: This piece best demonstrates my ability to create work with careful attention to detailed execution and high quality of hand and/or digital craft.

<b>Exemplary</b> Extraordinary Performance 5 points	<b>Mastery</b> Full Competency 4 points	<b>Developing</b> Approaching Competency 3 points	<b>Beginning</b> Basic Execution 2 points	<b>Incomplete</b> Missing Assigned Elements 1 point	<b>Missing</b> No apparent attempt 0 points
Every detail is addressed with considerate,	Every detail is addressed and expertly executed;	Most details are addressed and well-executed; every	Some details are addressed and well-executed but	Many details were missed and these hurt the overall	Work is sloppy, seems rushed, and is ill-formed

deliberate, thoughtful attention; unexpected details are addressed to elevate the quality of the work; no part of the work lacks attention	some unexpected details are addressed to elevate the quality of the work; no part of the work lacks attention	"expected" detail is addressed, though there are no surprises; a few parts of the work lack attention	some have been ignored; even some "expected" details are missed; many parts of the work lack attention	quality of the work; missed details distract viewers; a lack of attention is apparent	
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**Evaluation Criterion: Risk-Taking**

Communication designers take risks that may include going beyond the original parameters of an assignment or brief, introducing new materials and forms into your work, tackling controversial topics and/or concepts, or advocating unpopular ideas or solutions. Select the work that you feel best achieves the goal listed below.

*Goal: This piece best demonstrates my ability to take risks in my creative practice.*

<b>Exemplary</b> Extraordinary Performance 5 points	<b>Mastery</b> Full Competency 4 points	<b>Developing</b> Approaching Competency 3 points	<b>Beginning</b> Basic Execution 2 points	<b>Incomplete</b> Missing Assigned Elements 1 point	<b>Missing</b> No apparent attempt 0 points
The selected piece demonstrates an ability to actively seek out and follow through on untested and potentially risky directions or approaches	The selected piece demonstrates an ability to incorporate new directions or approaches	The selected piece demonstrates an ability to consider new directions or approaches but does not fully incorporate them in the final solution	The selected piece somewhat demonstrates an ability to consider new directions or approaches and does not incorporate them in the final solution	The selected piece demonstrates little deviation from the given guidelines	No evidence of risk taken.

*Wildcard Selection*

For the evaluation criteria below, select any piece you wish and create a Behance project page using the criterion title as the project title and provide a brief project description indicating how you feel the work you have chosen best fits the goal for each criterion. Both the project and your written description will be considered in the evaluation.

**Evaluation Criterion: Creativity**

Communication designers use their imagination to create unexpected and interesting visual work. Select the work that you feel best achieves the goal listed below.

*Goal: This piece best demonstrates my original thinking and imagination, as well as my ability to create in unexpected ways by taking advantage of interesting visual or conceptual components.*

<b>Exemplary</b> Extraordinary Performance 5 points	<b>Mastery</b> Full Competency 4 points	<b>Developing</b> Approaching Competency 3 points	<b>Beginning</b> Basic Execution 2 points	<b>Incomplete</b> Missing Assigned Elements 1 point	<b>Missing</b> No apparent attempt 0 points
Unexpected and innovative outcomes; imaginative; integrates many disparate and unconventional concepts and influences	Novel and engaging outcomes; integrates a few disparate concepts and influences	Expected and "normal" outcomes; integrates a few expected concepts and influences	Basic outcomes that have been tried before; integrates no new concepts and/or influences	Uneven outcomes that mimic the work of others; integrates no new concepts and/or influences	No evidence of original thought or attempt to create novel outcomes

## Interview

If your average portfolio score is 3.0 or above, you will be invited to participate in an admissions interview. At least 30 applicants will be interviewed. In the interview, you will be asked questions related to your daily life, creative work, design process, inspirational people, and other academic coursework at Miami. Additionally, you will be asked to critique design work that you didn't create. Evaluation criteria for the interview are listed below.

<b>Exemplary</b> Extraordinary Performance 5 points	<b>Mastery</b> Full Competency 4 points	<b>Developing</b> Approaching Competency 3 points	<b>Beginning</b> Basic Execution 2 points	<b>Incomplete</b> Missing Assigned Elements 1 point	<b>Missing</b> No apparent attempt 0 points
<i>The candidate demonstrated exceptional knowledge of the communication design program. Great poise and eye-contact. Detailed, clear, and specific answers to questions. Relates creative skills and references work in their portfolio. The interview/critique is thoughtful and insightful, and innovative</i>	<i>The candidate demonstrated thorough knowledge of the communication design program. Good poise and eye-contact. Detailed and specific answers to questions. Relates creative skills and references work in their portfolio. The interview/critique is thoughtful and insightful</i>	<i>The candidate demonstrated some knowledge of the communication design program. Inconsistent poise and eye-contact. Some detailed and specific answers to questions. Relates creative skills and references work in their portfolio. The interview/critique is somewhat thoughtful and insightful</i>	<i>The candidate demonstrated little knowledge of the communication design program. Limited poise and eye-contact. Few detailed and specific answers to questions. Has a hard time relating creative skills and referencing work in their portfolio. The interview/critique is superficial</i>	<i>The candidate demonstrated no knowledge of the communication design program. No poise and eye-contact. Inappropriate answers to questions. Does not relate creative skills and reference work in their portfolio. The interview/critique is unclear, jumbled, or poorly worded</i>	<i>Did not participate in interview/critique</i>

Communication Design Portfolio and Interview Criteria · Last Updated March 2021