Earn a BFA in ELECTRONIC DESIGN & MULTIMEDIA
AT THE CITY COLLEGE OF NEW YORK
Division of Humanities & the Arts, Department of Art
The Robinson Center for Graphic Arts & Communication Design

with courses in TYPOGRAPHY DESIGN FOR PRINT PRINT PRODUCTION DIGITAL ILLUSTRATION DESIGN FOR THE WEB DIGITAL VIDEO MULTIMEDIA 3D MODELING AND ANIMATION

INTENSIVE, INDIVIDUAL INSTRUCTION
STATE-OF-THE-ART FACILITIES
INDUSTRY PARTNERSHIPS
INTERNSHIP MENTORING
ACTIVE STUDENT COMMUNITY
AFFORDABLE COST

BFA APPLICATION OVERVIEW
APPLICANTS MUST SUBMIT A PORTFOLIO THAT FOLLOWS THE BFA GUIDELINES LISTED BELOW

ADMISSION TO THE BFA IS A SEPARATE PROCEDURE IN ADDITION TO ADMISSION TO CITY COLLEGE.

A portfolio review is required for admission to the BFA program. The portfolio should demonstrate aptitude; finished, professional work is not a criterion. The committee is looking for raw ability, ability to think critically, talent and motivation.

HOW TO APPLY
1. Complete the Art Department BFA Electronic Design & Multimedia application and follow the procedures for submitting your portfolio.

2. Contact the Admissions Office, (212) 650-6977, for further information on admission and application procedures to City College and CUNY.

3. Applicants to the BFA program should list the code number for the BFA in Electronic Design & Multimedia (0127) as their first choice on the CUNY Freshman Application.

You may be accepted into City College and not be accepted into the BFA Program. A student may enter the BA program, and then transfer to the BFA after completing level 10000 and 20000 courses in the major and developing a portfolio. However BFA admissions are competitive, and transfer from the BA to the BFA is not automatic or guaranteed.

Students are strongly encouraged to apply to the program before completing 65% of credits toward the major. Failure to do so may negatively impact the chance of acceptance.

The BFA has a GPA requirement of 2.5 for current and transfer students.

Applications to the BFA will be considered in both Fall and Spring; deadlines are February 15th for Fall (September) admission, and October 1st for Spring (February) admission.

You can download the BFA application from the EDM website. http://www.ccny.cuny.edu/electronic_design

Information regarding City College Admissions please call the Admissions Office at: (212) 650-6448. Contact the Office of Financial Aid at (212) 650-5819 for grant, scholarship, and loan information.
WHAT IS THE ELECTRONIC DESIGN & MULTIMEDIA BFA?

The Bachelor of Fine Arts (BFA) in Electronic Design and Multimedia is a professional specialization in design for print and interactive media which integrates a variety of digital media into all stages of design and production.

HOW IS THE BFA DIFFERENT THAN THE BA?

City College offers a BFA in Electronic Design & Multimedia as well as a Bachelor of Arts in Studio Arts. Every course (with the exception of the BFA Thesis course) can be taken by any CCNY student who has fulfilled the pre-requisite courses.

The BFA (Bachelors in Fine Arts) is a 75-credit (approximately 24-course) major whereas the BA in Studio Art is a 45-credit (approximately 15-course) major. It is possible to complete either degree in four years, but students in the BFA program usually are not able to take many electives outside of the Art Department offerings.

BA students’ diplomas indicate that they have earned a “Bachelor of Arts” degree, whereas BFA students’ diplomas indicate a “Bachelor of Fine Arts in Electronic Design & Multimedia.”

Unlike the BFA major, BA in Studio Art majors do not have to apply to the major (though the Art Department does require BA students to maintain a 2.5 GPA and take a couple of art courses prior to declaring the major). Further details about the two programs can be found at www.ccny.cuny.edu/art

WILL HAVING A BFA IMPROVE MY JOB OPPORTUNITIES?

Most employers care more about your portfolio than the specific degree you have earned. However, the BFA’s intensive requirements and capstone thesis project [a 15-week self-directed project] do help you build and put into practice the skills necessary to reach your full potential and put together the best possible portfolio.

WHEN CAN I APPLY & HOW?

We review applications twice a year. The submission deadline for Spring admission is October 1st and the deadline for Fall admission is February 15th. Please see the application steps on the following page.

DO I HAVE TO APPLY TO BOTH CITY COLLEGE AND THE EDM PROGRAM?

Yes. To enter the EDM BFA you must be admitted to both City College and the program itself. These are two separate application processes. This document explains the EDM BFA application process. For details on applying to City College please visit www.ccny.cuny.edu/admissions or call the Admissions Office at (212) 650-6977.

HOW DO YOU DECIDE WHO TO ADMIT TO THE BFA PROGRAM?

Our primary considerations are:

1) The applicant’s portfolio demonstrates working with concepts (not just technique), a personal artistic “voice,” and a sense of design. Portfolios that primarily show technical skills (e.g., ability to use Flash, Photoshop, HTML, etc.) without demonstrating concept & design skills are not looked upon favorably.

2) The quality of the assigned portfolio artworks (see the next page for details) are an important determining factor.

3) The applicant’s transcript(s) showing the ability to maintain at least a 2.5 grade point average.

4) The applicant’s writing skills as demonstrated in the application essay.

5) The presentation of the application materials (organized and well-designed).

WHEN WILL I FIND OUT IF I’M ADMITTED?

We contact our applicants 4-6 weeks after the application deadline.

WHAT I AM ADMITTED TO CITY COLLEGE, BUT NOT TO THE BFA PROGRAM?

You can still enter City College and take art and design courses with the intention of reapplying to the BFA program or entering becoming a BA in Studio Arts major. It is not uncommon for students to apply multiple times before being accepted to the program. However, students are strongly encouraged to apply to the program before completing 65% of credits toward the major. Failure to do so may negatively impact the chance of acceptance.

WHO CAN I CONTACT IF I HAVE FURTHER QUESTIONS?

Professor Annette Weintraub can be contacted at weintraub@ccny.cuny.edu.
The acceptance to the BFA program is based on the portfolio you submit as well as your transcript and essay. Portfolios are examined for evidence of aptitude and potential. Some applicants may have previous preparation in high school or college, others may be self-taught. Consideration is given to students who show evidence of talent, energy and motivation regardless of prior formal preparation.

There are several ways to submit your portfolio: on a CD-ROM or DVD-ROM, on a USB drive, or in a Dropbox with a link to weintraub@ccny.cuny.edu. The least preferable submission choice is hardcopy. Either way, your portfolio should consist of 8-10 pieces of artwork done on your own or in class, PLUS three projects from the assignment list below. Optionally, a text document or printout can give details about any of the artworks.

The Frequently Asked Questions [FAQ] on the previous page contains details on the criteria used in evaluating portfolios. It is acceptable to include artwork done for class assignments, but sometimes assigned class work does not best demonstrate the applicant’s personal voice and creativity.

**OPTION 1: DIGITAL SUBMISSION ON A CD-ROM/DVD-ROM, USB drive or Dropbox**

Please do not submit a portfolio in the form of a website, Powerpoint file, Flash file, or Acrobat file. The portfolio should consist of 8-10 artworks (plus 3 assigned works, see below) that are formatted as follows:

- The digital files should be in a single folder on the disc. The folder should be named with the applicant’s last and first names separated by an underscore (e.g., Doe_Jane).
- Still images must be either JPEG or TIFF files, maximum dimensions of 1024 x 768 pixels. Images must be correctly rotated for viewing. JPEG and TIFFs that are larger than 3 MB will not be opened or reviewed.
- Students wishing to submit a website as one of the portfolio items should put the website in subfolder (under the main folder with the applicant's name) or supply a URL.
- Other print documents may be submitted as a PDF. If the PDF size is large, resave as a ‘Reduced Size PDF.’
- Video can be submitted in QuickTime format or as MP4
- Flash can be submitted as a .swf file.
- Files must be submitted on a Macintosh and Windows readable disc or USB drive with the “BFA application,” the applicant’s name, and the date written directly on the disc.
- Discs WILL BE DISCARDED after being reviewed and WILL NOT BE RETURNED. USB drives will not be returned.

**OPTION 2: PRINTED PORTFOLIO [we DO NOT encourage print portfolios]**

- 8-10 artworks (plus 3 assigned works, see below) submitted on 8.5” x 11” print-outs
- Submit ONLY if the prints are high quality. Poorly printed images may negatively impact the applicant’s chance of acceptance.
- DO NOT submit original works. Portfolios WILL BE DISCARDED after being reviewed and WILL NOT BE RETURNED.

**REQUIRED PORTFOLIO ASSIGNMENTS**

Portfolios must ALSO include THREE of the four possible assignments:

A. A self portrait in any media, digital or traditional
B. A poster promoting travel
C. A 2-color logo for a music company
D. A visual representation of transparency

**REQUIRED ESSAY**

ALL students must provide a brief (250 word) essay printed out or written on paper. The essay should discuss a work of art or design that has had a significant impact on the applicant. Please describe the work, explain how it affects you personally, and how it relates to the kind of artwork or design you would like to do.
ART DEPARTMENT REQUIREMENTS

Art Department CORE Requirements
These two courses are required by the Art Department, but their credits are counted as part of the CORE/CLAS requirements.

WORLD ARTS (prerequisite to Art 20000 courses and required of all Art Majors)  ART 10000   3cr.

WRITING REQUIREMENT (CLAS writing requirement, required for all Art Majors to be taken after ENG 11000) ART 21000  or other 20000/level writing course

ART HISTORY REQUIREMENTS (12 cr)
ART 21067 History of Design OR ART 21068 History of Graphic Design PLUS three Art History courses at the 20000 level or above.1/ Group I, 1/Group II and 1/either Group I or Group II

ART DEPARTMENT STUDIO REQUIREMENTS (9)
ART 10100: 2-D Design 3 cr.

2-D Design Group: Choose one from among
ART 10200: Intro. Drawing, ART 10400: Intro Photo or ART 10500: Intro. Painting

3-D Design Group: Choose any 10000-level 3D media course

TOTAL ART HISTORY & STUDIO REQUIREMENTS (21)

EDM REQUIREMENTS

Note about the FALL 2014 Curriculum Changes:

Some courses are being replaced. If you took any of the discontinued courses prior to SP14 they will be still be counted toward the degree.

As noted, Art 39552 Programming for Artists is replacing Art 39550 Multimedia 1 as a BFA requirement as of SP14. The other courses being added or replaced are electives.

EDM MAJOR REQUIRED COURSES (39):
ART 29500: Typography 1; 3 cr.
ART 29510: Graphic Design Concepts; 3 cr.
ART 29520: Illustration; 3 cr.
ART 29526: Computer Imaging and Illustration; 3 cr.
ART 39510: Electronic Design I; 3 cr.
ART 39512: Print Production; 3 cr.
ART 39540: Design for the World Wide Web I; 3 cr.
ART 39550: Multimedia 1; 3 cr. [course withdrawn as of SP14]*
ART 39552: Programming for Artists 3 cr. [replaces Art 39550]*
ART 39560: Digital Video; 3 cr.
ART 39590: Critical Issues in Design, Technology, and New Media; 3 cr.
ART 49590: Digital Design Portfolio; 3 cr. [new title]
ART 49598: Senior Thesis; 6 cr.

TOTAL EDM REQUIREMENTS (39)

BFA EDM STUDIO ELECTIVES (15)
Choose any five (5) studio and design electives at the 20000-level or above.

Possible electives include (but are not limited to):
ART 29530: Digital Photo 1; 3 cr.
ART 39500: Typography 2; 3 cr.
ART 39528: 2D Animation Principles; 3 cr. [new course, FA14]*
ART 39530: Digital Photo 2; 3 cr.
ART 39542: Web Animation; 3 cr. [course withdrawn, FA14]*
ART 39570: 3D Imaging 1; 3 cr.
ART 49510: Electronic Design 2; 3 cr.
ART 49518: Publishing Projects; 3 cr.
ART 49528: Topics in Animation; 3 cr. [new course, FA14]*
ART 49540: Design for the Web 2; 3 cr.
ART 49550: Multimedia 2; 3 cr. [course withdrawn, FA14]*
ART 49552: Topics in Web Programming 3 cr. [new course, FA14]*
ART 49560: Digital Video 2; 3 cr.
ART 49558: Multimedia Projects; 3 cr.
ART 49570: 3D Imaging 2; 3 cr.

TOTAL EDM ELECTIVES (15)

MAJOR REQUIREMENTS (75)

TOTAL COLLEGE CORE (30)

REMAINING COLLEGE ELECTIVES (15)

CREDITS FOR GRADUATION (120)
THE BFA IN ELECTRONIC DESIGN & MULTIMEDIA

Application for Fall ______  Spring ______
(year)               (year)

Name ____________________________________________________________
last                        first                        middle
Address __________________________________________________________
        street
        city                      state                      zip
        phone                    email                      website

Freshman Application ______  Currently Attending CCNY_______  Transferring From Another College_____

ACADEMIC HISTORY
High School(s)_________________________________________ Date of Attendance________ Date of Graduation_____

College(s)_________________________________________ Date of Attendance________ Date of Graduation_____

DEADLINE

Application deadlines are October 1st and February 15th. Application packets must arrive at City College on or before the deadline.

APPLICATION CHECKLIST

Please see the earlier pages in this document for details about the application materials.

[ ] Transcript (required of all applicants; internal CCNY applicants can print an unofficial transcript)
[ ] Portfolio of 8-10 images art plus 3 assignments.
[ ] I did not submit extra images/artworks (two images of the same artwork counts as two artworks)
[ ] Digital images are submitted per the guidelines (No Acrobat, Photoshop, or Illustrator files, correct size, etc.)
[ ] Essay
[ ] This application form

IMPORTANT: If you are not already a City College student, you must apply to the school in addition to applying to the EDM BFA program. For details about applying to City College please call The Office of Admissions at (212) 650-6977.

MAIL THE APPLICATION PACKET TO:

Electronic Design and Multimedia
Professor Annette Weintraub
Department of Art
City College of New York
160 Convent Avenue
New York, NY 10031

Alternatively the packet, labeled “Attn: Prof. Annette Weintraub,” can be dropped off at the Art Office in room 109 in Compton-Goethals Hall.
OR, upload your files to Dropbox and send a link to weintraub@ccny.cuny.edu. For backup also send a confirmation email letting us know you submitted by Dropbox

APPLICATION MATERIALS ARE NOT RETURNED. DO NOT SUBMIT ORIGINAL ARTWORK OR ANYTHING THAT YOU WOULD WANT RETURNED.