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

PORTFOLIO GUIDELINES

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 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 after a portfolio review.
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 are considered in 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 contact the Admissions Office at: (212) 650-6448 or admissions@ccny.cuny.edu. Contact the Office of Financial Aid at (212) 650-5819 for grant, scholarship, and loan information.

The Art Department does not have any role in admissions to CCNY/CUNY. Contact the Admissions office if you have questions about your admission to The City College. General information about admissions is at: https://www.ccny.cuny.edu/admissions
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 with a Digital Design concentration. 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 is not a portfolio application (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

WHO CAN I CONTACT IF I HAVE FURTHER QUESTIONS?
Professor Mark Addison Smith can be contacted at msmith4@ccny.cuny.edu

WHEN WILL I FIND OUT IF I’m ADMITTED?
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. We DO NOT review applications after deadline.

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 artwork (see the next page for details) is an important determining factor.
3. The applicant’s transcript showing the ability to maintain 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).

We do not pre-screen portfolios. We are also considering your judgement in how you put your portfolio together.

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 applying 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. If the bulk of your credits are in another discipline like CS, engineering or architecture, we can be flexible about the 65% credit limit.

WHO CAN I CONTACT IF I HAVE FURTHER QUESTIONS?
Professor Mark Addison Smith can be contacted at msmith4@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:
Upload to DropBox with a link to mark.smith78@login.cuny.edu
Also send a direct email to marksmith4@ccny.cuny.edu to notify us that you have submitted on DropBox. You can also submit on a DVD-ROM, or a USB drive, although DB is preferred.

You should send from five to eight pieces of artwork done on your own or in class. PLUS three projects from the assignment list below.

OPTION 1: DIGITAL SUBMISSION by DropBox, CD-ROM/DVD-ROM or USB drive (DropBox preferred)
Do not submit a portfolio in the form of a website, Powerpoint file, or Flash 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 1920x1200.
- Images must be correctly rotated for viewing. JPEG and TifTS 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.
- CD/DVD 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”x11” 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. Print Portfolios 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 included as a .doc or pdf file. The essay should discuss a work of art or design that has had a significant impact on you, but DO NOT DISCUSS YOUR OWN WORK. 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.

Two separate application processes.

These are two separate application processes.
THE CITY COLLEGE OF NEW YORK
DEPARTMENT OF ART

ELECTRONIC DESIGN
& MULTIMEDIA

BFA: BACHELOR OF FINE ARTS IN
ELECTRONIC DESIGN AND MULTIMEDIA (EDM)

- Admission to the BFA is separate from admission to the College.
- BFA admissions require a portfolio review and evaluation of a writing sample. Faculty evaluations also consider motivation and work habits.
- Applicants are strongly encouraged to apply prior to completing 65% of the major’s requirements.
- Students in the BFA must complete a Senior Thesis project and an internship as a graduation requirement and maintain a 2.5 GPA.

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 3 credit.

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 credit)
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 (18)
ART 10100 Intro. Drawing, ART 10400 Intro. Painting of 8-10 images. For backup send a confirmation email to mark.smith78@login.cuny.edu so we know you submitted to DropBox.

ART HISTORY & STUDIO REQUIREMENTS (21 credit)
ART 20000. Intro. Painting, OR ART 20400 Intro. Photography of 8-10 images. For backup send a confirmation email to mark.smith78@login.cuny.edu so we know you submitted to DropBox.

EDM REQUIREMENTS

EDM MAJOR REQUIRED COURSES (39):
ART 29508 Typography I, 3 cr.
ART 29518 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 Digital Media Production, 3 cr.
ART 39540 Design for the World Wide Web I, 3 cr.
ART 39552 Programming for Artists 3 cr.
ART 39560 Digital Video, 3 cr.
ART 39590 Critical Issues in Design, Technology, and New Media, 3 cr.
ART 49500 Digital Design Portfolio, 3 cr.
ART 49506 Senior Thesis, 6 cr.

TOTAL EDM REQUIREMENTS (39)

BFA EDM STUDIO ELECTIVES (15)
Choose five (5) studio and design electives at the 20000-level or above.
Of the 5, at least two electives must be from 400-level courses.
Possible electives include (but are not limited to):
ART 29530 Digital Photo 1, 3 cr.
ART 29536 Typography II, 3 cr.
ART 29520 Illustration 2, 3 cr.
ART 29522 Vector Illustration, 3 cr.
ART 29526 Digital Animation Principles, 3 cr.
ART 29530 Digital Photo 2, 3 cr.
ART 39540 UX/UI Design, 3 cr.
ART 39546 UX/UI Design, 3 cr.
ART 39560 Concept Research, 3 cr.
ART 39570 3D Imaging I, 3 cr.
ART 39570 Game Workshop I, 3 cr.
ART 49510 Electronic Design II, 3 cr.
ART 49519 Publishing Projects, 3 cr.
ART 49521 Topics in Animation, 3 cr.
ART 49546 Design for the Web 2, 3 cr.
ART 49552 Topics in Web Programming 3 cr.
ART 49560 Digital Video 2, 3 cr.
ART 49566 Multimedia Projects, 3 cr.
ART 49570 3D Imaging 2, 3 cr.

TOTAL EDM REQUIREMENTS (54)

MAJOR REQUIREMENTS (75)

The BFA in Electronic Design & Multimedia

Application for Fall _______ Spring _______
Name _______ _______ _______
Address last first middle
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.

Be sure you include a copy of this application form, your essay and unofficial transcript in your DropBox file.

APPLICATION CHECKLIST

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

[] Transcript (transcript may be Unofficial: We do not see transcripts provided to CUNY, so you must send us a copy)
[] Portfolio of 8-10 images art plus 3 assignments.
[] Digital images are submitted per the guidelines (No Photoshop, or Illustrator files, correct size, etc.)
[] Essay
[] 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.

Upload your files to Dropbox with a share to mark.smith78@ccny.cuny.edu
For backup also send a confirmation email to mark.smith4@ccny.cuny.edu so we know you submitted to DropBox.

If you are mailing a DVD or Flash Drive address your application to:
Electronic Design and Multimedia
Professor Mark Addison Smith
Department of Art
City College of New York
160 Convent Avenue
New York, NY 10031

Alternatively the packet, labeled “Attn: Prof. Smith,” can be dropped off at the Art Office in room 109 in Compton-Goethals Hall. (But not during the Corona shutdown)

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