APPLICATION GUIDELINES
Bachelor of Fine Arts in Electronic Design and Multimedia at The City College of New York

Apply by FEBRUARY 15th for Fall enrollment or OCTOBER 1st for Spring enrollment!

AUDIENCE

Electronic Design and Multimedia invites undergraduate students to apply for our BFA (Bachelor of Fine Arts) in EDM program. We welcome students with an interest in art + design and a willingness to expand their practice across any of the following design-based pathways: print and publishing; imaging and illustration; animation; web design and programming; digital video and motion graphics. Applicants may submit images of their student work or personal projects. Professional practice-based works (from internships or design clients) are welcome but not required.

ABOUT

Electronic Design and Multimedia is housed within the Art Department at The City College of New York, CUNY, as part of the Division of Humanities and the Arts. The BFA EDM program is a 75-credit major which culminates in the Senior Thesis class (ART 49598).

Admission to the BFA EDM program is completion of this separate application and is secondary from admission to The City College of New York; students must first be accepted into the larger college in order to declare a BFA major in EDM.

To apply to The City College of New York, please contact the CCNY Admissions Office:
https://www.ccny.cuny.edu/admissions or **(212) 650–6977**

For incoming freshman students, please visit:
https://www.ccny.cuny.edu/admissions/first-year-students-application-hub

For transfer or second-degree students, please visit:
https://www.ccny.cuny.edu/admissions/transfersecond-degree-student-application-hub

If you are accepted into City College but not into the BFA EDM program, you may enter the BA Studio Art program as a Digital Design concentration student (major code DGTLDSGN), which is a 42-credit major and does not require a portfolio review. You may reapply to the BFA EDM after completing 10000 and 20000-level courses in the major and developing a

design portfolio. Please remember that BFA EDM admission is competitive, and transfer from the BA to the BFA is not automatic or guaranteed.

Students must apply to the BFA EDM program before completing 65% of credits toward the major, must maintain a 2.5 GPA throughout their studies, must complete a Senior Thesis capstone project, and are invited to complete up to two internships as elective credit.

DEADLINE
Applications to the BFA EDM are reviewed in Fall and Spring: deadlines are February 15th for upcoming Fall enrollment, and October 1st for upcoming Spring enrollment.

BFA EDM applications should be uploaded to Dropbox by February 15th or October 1st and shared with **pilar.newton80@login.cuny.edu**. Additionally, please send a follow-up notification to **pnewton@ccny.cuny.edu** that you have submitted your files.

HOW TO APPLY IN 5 STEPS
You must be admitted to both City College and the EDM program itself. This document explains the BFA EDM application process.

Complete BFA EDM applications will contain the following:

1. **This *Applicant Information* Google form, filled out completely:**
https://forms.gle/UUUZX9JUjAZEe2219

2. **Digital files for a minimum of six projects, with 1–4 images per project**
(see formatting specs, next section).

Optional: You may include an image script to provide us with additional details about your work (name of work, year completed, medium, context: underlying concepts or project parameters).

3. **Two additional assignments that you create specifically for this application**
(see formatting specs, next section), to be selected from the following list:

___**Graphic Design:** A poster promoting travel
___**Illustration:** A visual representation of transparency
___**Animation:** An animated representation of transformation
___**Interaction:** An abstract clock that uses the current system of time
___**Branding:** A two-color logo for a translation app

4. **A 250-word essay discussing someone else's work of art or design** and its impact on you, whether positive or negative. You may choose any work from any location or context, but please do not discuss your own work.

5. **A transcript** from your previous school, which may be unofficial (without a college seal and registrar's signature). We do not see transcripts provided to CUNY, so you must also send EDM a copy.

DELIVERY

By February 15th or October 1st deadline, please upload application materials from Steps 2–5 into a Dropbox folder with all components labeled as follows:

Main folder:
LastName_FirstName

Internal components:
LastName_FirstName_Image1, etc.
LastName_FirstName_Assignment1, etc.
LastName_FirstName_Essay
LastName_FirstName_Transcript

Please share a link to **pilar.newton80@login.cuny.edu** and send a follow-up email to **pnewton@ccny.cuny.edu** with notification that you have uploaded and shared your files through Dropbox. Students will be notified of their application status within two months after the application deadline.

FORMATTING SPECS

Please use the following specs for your BFA EDM application files:

Graphic Design, Branding, Package Design, Illustration:
Work in these categories should be submitted as still images in JPEG, PNG, or PDF format at 2MB or less per image. Images must be correctly rotated for viewing. It is optimal for print-based work to be printed and photographed.

Interactive Projects:
Interactive projects should be submitted as a screenshot (PNG) plus a text file (TXT, RTF, or PDF) listing a clickable link to view the project online.

Animation and Video:
Animations should be MP4 file format.

QUESTIONS?

For questions about our Electronic Design and Multimedia program or 2D animated works, please contact Program Director and Professor Pilar Newton: **pnewton@ccny.cuny.edu**

For questions about print or brand identity works, please contact Professor Sherry Muyuan He: **mhe@ccny.cuny.edu**

For questions about 3D animated or programming-based works, please contact Professor Phillip Birch: **pbirch@ccny.cuny.edu**

For more information on Electronic Design and Multimedia, please visit our website: **edm.ccny.cuny.edu**