MFA Application and Portfolio Guidelines
Graduate School of Web Design & New Media

1. **APPLICATION**: Complete the online [application](#).
2. **STATEMENT OF INTENT**: Outline your goals and intentions for graduate school (700 word limit).
3. **OFFICIAL COLLEGE TRANSCRIPT(S)**: Transcripts can be sent directly from the college(s) or can be submitted by the applicant if in a sealed envelope. [International transcripts](#) must be accompanied by an English translation.
4. **RESUME**: Describe your educational background, work experience, and skill set.
5. **SUMMARY OF TECHNICAL SKILLS AND EXPERIENCE**
6. **PORTFOLIO**: A professionally presented indication of your skills. Specific portfolio guidelines are below.
7. **LETTERS OF RECOMMENDATION (OPTIONAL)**: Please have your recommenders email their letters directly to your admissions representative.

**SUBMISSION FORMAT:**
(Please note that your submission is incomplete until an application to the graduate school is on file.)
- Submit your portfolio [here](#).
- Upload your attachments in common file types (Example: .docx, .jpeg, .pdf, .mov, etc...). Please limit your portfolio to less than 50MB.
- You will be prompted to provide descriptions for your submission pieces. Please indicate software used where applicable. If the portfolio contains collaborative projects, specify and describe your role in detail.
- All copy and writing samples must be accompanied by an English translation.
- Website URLs will also be accepted.
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Web Design & New Media designers must examine the world around them by investigating and interpreting both existing and new approaches. They must respond and react to both culture and technology. Success comes in striving to develop keener sensibilities and move beyond the business of style and fashion. It is only through change that we continue to gain knowledge, dig deep to take risks, aim high to seek new vision. Yet, we are aware and become in touch with the realities around us by taking full advantage of the digital medium as a powerful communication tool. Most importantly, it is imperative that the Web Design & New Media graduate student push himself/herself further beyond all expectations, to seek unpredictable, expressive and more meaningful solutions.

STATEMENT OF INTENT:

The statement of intent should clearly define your goals, purpose and intentions for achieving an MFA. If applying to the program from an unrelated field, please provide an explanation of how your prior unrelated background and experience can be of benefit to you as an applicant to the MFA program. If you would like assistance, please contact Admissions.

1. Please be concise and to the point.
2. Do your research: Does your statement demonstrate that you know about the specific industry you are pursuing and how Academy of Art University will be a good partner for your purposes?
3. Show your focus and passion: Refrain from writing a personal biography. What about the subject inspires and motivates you? Be personal and passionate.
4. Clearly state your area of specialization: Web design, Multimedia or Motion Graphics, or any other that is not listed.
5. Tell us your goals: Be specific. What would you like to accomplish while in graduate school? Where would you like to be after you complete your degree?
SUMMARY OF TECHNICAL SKILLS AND EXPERIENCE:

Provide a summary of your current web design/user experience skills and experience. This statement should include a brief description of your level of proficiency in the following areas.

- Visual design software (Photoshop, Illustrator, Fireworks, etc.)
- Front-end web design (HTML/CSS)
- Coding (Javascript, PHP, MySQL, jQuery and other Javascript libraries, etc.)
- Frameworks and APIs (Wordpress, APIs, other CMS, etc.)
- User experience (user centered design process, research, user testing, etc.)
- Other: Include any other relevant information you feel may be important for us to know about your skills and experiences

PLEASE NOTE: The purpose of this summary statement is to determine where you would optimally be placed in the program. If you have advanced skill and experience, you will be placed in different classes than if your skills are of an intermediate level. It is very important that you are honest about your current skill level in order to assure that you are appropriately placed in the right classes in the program.

PORTFOLIO GUIDELINES:

- Please submit 12-20 portfolio samples.
- Web Design & New Media portfolios may include some or all of the following:
  - Work demonstrating strong base in digital tools and applications (websites, motion graphics, multimedia, etc...)
  - Graphic Design
  - Fine Art
  - Illustration
  - Photography
  - Fashion
  - Architecture
  - Industrial Design

- Your portfolio should reflect the potential, knowledge, understanding, and mastery of your art and design skills.
- If you are applying from an unrelated discipline, your portfolio should be representative of your existing skills.
- The overall presentation of your portfolio will be a consideration as well.