



## **Overview**

The Visual Communications admissions assessment is designed to allow prospective students to express their talent and passion for the many areas of study within the fields of graphic design and interactive design. The admissions assessment is a tool that allows O'More College of Design to see your enthusiasm for creativity and for the creative process. Each student applying to the Visual Communications program must complete an admissions assessment. If you feel an existing body of work is strong and displays your creativity and design skills you may submit a portfolio instead of an admissions assessment.

## **Process and Guidelines**

All work can be submitted in a digital PDF format or can be submitted on paper. Each applicant must create two items from the list below for their submission. Your final work will be reviewed and evaluated based on the following four categories:

- Concept/creativity/originality
- Design
- Technical Skill/Craftsmanship
- Presentation/Professionalism
- Ability to express their creative process in written form

### **Project 1: Logo Design** Personal Brand Identity

Create a logo that brands yourself using the letters of your initials. Using typographic design, your letters should define and reflect different aspects of your personality. This project must be done completely by hand using any natural media. Include a 2 to 3 paragraph description that explains your concept and creative process.

### **Project 2: Print Design** or **Interactive Design**

**Choose one option from below.** Each project may be done with or without a computer. (Computers can be used but are not necessary.)

**Option 1:** Poster Design: Develop a visual concept for a poster design. Your design can be anything you are passionate about from hobbies, to interests, favorite bands, etc. Include a 2-3 paragraph description that explains your concept and creative process. (Your poster should be 8.5x11 inches or 11x17 inches.)

**Option 2:** Band Cover Art Design: Select your favorite musician or band and create album cover art. You may do this as a hand-drawn sketch, or can use any other media. Include a 2-3 paragraph description that explains your concept and creative process. (Your album art should be 5 x 5 inches.)

**Option 3:** Web site Design: Create a single screen of a website of your choice. The screen should show the general page layout, button placement, logo placement, image placement, and text. The website can be literally anything you are passionate about from comic book characters, to food, to travel, or technology. You may do this as a hand-drawn sketch, or can use any other media. Computers can be used but are not necessary. Include a 2-3 paragraph description that explains your concept and creative process. (Your website design should be formatted to 8.5 x 11 inches for presentation.)

*For convenience's sake, substitutions of alternate work that demonstrates design passion and awareness of Visual Communications design principles may be allowed with prior approval, with formal written request.*

Applicants should submit their work to the O'More Office of Admissions ([meldabbs@omorecollege.edu](mailto:meldabbs@omorecollege.edu) or mail to 423 South Margin Street, Franklin, TN 37064) for the review of the Visual Communications Chair or a designee.

All submitted work should be labeled with the applicant's name and should be received no later than December 1 for the spring semester or May 31 for the fall semester for priority admission. Within two weeks of submittal, the applicant will be notified whether or not his/her application is successful.