DIGITAL COMMUNICATIONS PORTFOLIO REQUIREMENTS

Academy of the Arts students must submit the required audition or portfolio as detailed below.

Portfolios and auditions are utilized by the instructor to assess a student's relative strengths and weaknesses within the area they are applying for. This allows the instructor to see a student's passion for their art and to plan the programming for the incoming class.

Directions for Submitting the Digital Communication Electronic Arts Portfolio

1. Prepare a digital file with any three of the following:
   - A set of 4 photographs each highlighting a different area of study.
   - A graphic design (either an advertisement or logo).
   - A website (not from a template builder).
   - A video (2 minutes or longer) including a variety of shots/edits/special effects.
   - A two-page fiction or non-fiction written composition.
   - 2 poems
2. A short written description should accompany each work which describe the components used and your reflection.
3. Make sure that the works and ideas are your own, completed only by you not taken from any published sources.

Digital Communication Electronic Arts Portfolio

Interest in Digital Communications	Reflects strong interest and potential in digital communications.	Reflects moderate interest and potential in digital communications.	Reflects limited interest and potential in digital communications.
Requested Works	Portfolio includes all submission criteria.	Portfolio includes all submission criteria.	Portfolio is missing significant portions of the submission criteria.
Elements of Design: Texture, Space, Shape, Color, Tone, Value, Line	Portfolio demonstrates a strong ability to utilize the elements of design. Portfolio indicates a strong understanding of the elements of design.	Portfolio shows strengths in specific elements of design and some which are not yet acquired. Portfolio indicates a strong understanding of some of the elements of design.	Portfolio shows significant absences in the use of the elements of design. Portfolio indicates little to no understanding of the elements of design.
Principles of Design: Unity, Proportion, Pattern, Emphasis, Movement, Contrast, Balance	Portfolio demonstrates a strong ability to utilize the principles of design in creating original works. Portfolio indicates a strong understanding of the principles of design necessary to be successful in digital communications.	Portfolio shows strengths in specific principles of design and some which are not yet acquired. Portfolio indicates a strong understanding of some of the principles of design necessary to be successful in digital communications.	Portfolio shows significant absences in the use of the principles of design. Portfolio indicates little to no understanding of the principles of design necessary to be successful in digital communications.
Expression	Works convey emotions, spirit and character and the intended message in a clear and cohesive manner.	Works have individual components which convey emotions, spirit and character and support the intended message.	Works lack notable emotion or character. Intended message is unclear.
Originality	Works reflect the author's own thoughts and ideas in a unique and individual manner. The portfolio shows who you are as an artist.	Works reflect the author's own thoughts and ideas in a substantially unique and individual manner. The portfolio reflects elements or principles copied from other artists.	Works lack originality in that many of the incorporated elements are copied from existing works.
Writing	Works have clear purpose and organization, incorporate many creative details and contain very few spelling or grammatical errors.	Works have a clear purpose and organization, but fail to incorporate many creative details and contain inaccurate spelling and grammar.	Works are not fully developed, lack organization and/or contain many spelling and grammatical errors.