About the BA

The Design Bachelor of Arts degree suits students who are interested in a clear and targeted plan of coursework involving multiple design disciplines in the department in one of three areas of study:

1. **Interdisciplinary Practice** combines classes from Photography, Animation, Graphic Design, and Illustration* to form a focused course of study in studio practices that bridges selected disciplines. The degree gives students leeway to think and work across fields.

2. **User Experience and Video Game Design** brings students into the world of human-computer interfaces that spans web, app, and video game design.

3. **Design Studies** engages students in the histories, theories, and research methodologies of the design field.

More information about each of the areas of study, visit this page: https://designdept.byu.edu/design-ba

We offer no courses in fashion design, interior design, or architecture. Students wishing to explore focused design careers in Photography, Animation, Graphic Design, or Illustration are encouraged to pursue BFA degree programs.

Application Guidelines

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General Application Overview

Students applying to the design program should submit via SlideRoom (https://designdept.slideroom.com) a portfolio containing 10–15 of your best original works including at least two projects from the BA Design Creative Exercises.

The work selected should reflect the area of study to which you are applying (see specific guidelines in subsequent pages for each area of study). Students are encouraged to submit creative works generated on their own that demonstrate skills in addition to their best work from prerequisite classes. All mediums will be considered (such as painting, drawing, printmaking, illustration, graphic design, photography, video, animation, etc.).

Upon completion of the portfolio review, candidates will interview with a faculty mentor to discuss their proposed area of study and what they are hoping to gain from a BA in Design. Admitted students will complete a specific academic map of BA electives with a faculty mentor.

Photographing and scanning work
When photographing original work, ensure that the art is well lit and the focus is clear. You can review the following video tutorial if you are unfamiliar with photographing artwork: https://youtu.be/-YJlBRW1ZH4. When scanning your original works and creative exercises and other original work, it should be scanned at full size and 150 dpi resolution. Take time to ensure that the color and tone reproduce well in RGB color format online.

Deadlines
The application will open in SlideRoom on May 5th and closes at 11:59pm on June 10th, 2021. Applications are submitted online through SlideRoom at http://designdept.slideroom.com.

Questions
If you have any questions about your application, please contact:
BYU Department of Design, E509 HFAC, 801-422.7323,
designdepartment@byu.edu

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Specific Guidelines for Interdisciplinary Practice

Applicants to the Interdisciplinary Practice Design BA will have a strong interest in developing work and/or research that combines multiple creative practices. Submitted portfolio pieces should demonstrate a high level of quality in both concept and craft, and intentionality in the trajectory . Successful candidates will also demonstrate exploration and experimentation outside of classroom assignments.

**Please include the following in your application
(in addition to general application questions on SlideRoom):**

1. **Write a description of the kind interdisciplinary study you would like to pursue.** Include which courses from among available electives you would take and how those courses would help you achieve your goals (see http://catalog.byu.edu/fine-arts-and-communications/design/design-ba)

2. **10–15 creative works from the following:**
- Best original works (photographed or scanned) selected from prerequisite course(s): *DES 114: Drawing; DES 115: Composition; DES 117/217: Design Thinking; DESGD 145: Design 1; DESIL 101/145: Drawing & Composition; DESIL/DESAN 131: Figure Drawing; DESPH 116: Intro to Photography; or DESPH 120: Intro to Digital Lighting.*

- Additional creative works or writing sample(s) that demonstrate your skills. You are strongly encouraged to include work that already shows evidence of an interdisciplinary focus. This can be work created independently or for other course work.

- At least two projects from the Design Creative Exercises—see list below and available on SlideRoom. Finished design projects should be scanned or photographed at 2000px on the longest side, 150 dpi resolution, and uploaded with your portfolio to SlideRoom as a PDF or JPG.
    Include one descriptive paragraph per project as a SlideRoom label with the PDF. Your paragraph should explain the reasoning behind the two projects you completed for the BA Design Creative Exercises (100–150 words per project).

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Specific Guidelines for
User Experience and Game Design

Students applying for the User Experience and Game Design BA program should be interested in making new applications and games intuitive, engaging, and fun. Successful candidates will demonstrate aptitude for thinking through systems and rules, and show craft and creativity in their work.

**Please include the following in your application
(in addition to general application questions on SlideRoom):**

10–15 creative works from the following:
- Best original works (photographed or scanned) selected from prerequisite course(s):
    - *DES 114: Drawing; DES 115: Composition; DESGD 145: Design 1; DESIL 101/145: Drawing & Composition;*
    - *DES 117/217: Design Thinking projects (two PDFs—one for each of two submitted projects, at least one of which should be a solo project)*

- Additional creative works or writing sample(s) that demonstrate your skills. You are strongly encouraged to include work that already shows evidence of an interdisciplinary focus. This can be work created independently or for other course work.
    - *Work should demonstrate the ability to think through systems, processes, composition, and visual hierarchy.*
    - *If you have taken DESGD 280 Media Design, or other introductory interactive design classes or other introductory game design classes, show work from those classes.*

- At least two projects from the Design Creative Exercises—see list below and available on SlideRoom. Finished design projects should be scanned or photographed at 2000px on the longest side, 150 dpi resolution, and uploaded with your portfolio to SlideRoom as a PDF or JPG.
    - *Include one descriptive paragraph per project as a SlideRoom label with the PDF. Your paragraph should explain the reasoning behind the two projects you completed for the BA Design Creative Exercises (100–150 words per project).*

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Specific Guidelines for Design Studies

We are looking for students who are interested in the histories, theories, and methodologies of design—who may be practitioners of design, but whose primary focus is on the underpinnings of the field. This can take the form of art/design historical research, dissecting the concepts that drive design, or specializing in design research. Their work may take the form of writing, presentations, or creative projects that push the understanding of what design is and can be. Successful candidates will provide evidence in their portfolio of work along these lines.

**Please include the following in your application
(in addition to general application questions on SlideRoom):**

1. **Write an explanation of how design studies will help you achieve your goals.** How might you structure your studies? Include which courses from among available electives you would take and how those courses would aid you in becoming the scholar you hope to be (see http://catalog.byu.edu/ fine-arts-and-communications/design/design-ba)

2. **10–15 creative works from the following:**
- Students applying to the Design Studies area of study are encouraged to also submit at least two writing samples of no more than 500 words as a PDF (excerpts are welcome). This sample can be a creative writing exercise or an academic paper. Writing samples can replace visual portfolio pieces on a 1:1 basis.
- Best original works (photographed or scanned) selected from prerequisite courses.

- At least two projects from the Design Creative Exercises—see list below and available on SlideRoom. Finished design projects should be scanned or photographed at 2000px on the longest side, 150 dpi resolution, and uploaded with your portfolio to SlideRoom as a PDF or JPG. Written projects should be submitted as a PDF.
    Include one descriptive paragraph per project as a SlideRoom label with the PDF. Your paragraph should explain the reasoning behind the two projects you completed for the BA Design Creative Exercises (100–150 words per project).

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BA Design Creative Exercises

This document contains complete instructions for the six creative exercises. You are expected to provide the tools, media and materials (designed to be inexpensive) that are specified in the instructions for each component.

Please read all instructions before beginning each assignment. If any instructions are incomplete or unclear, you decide what would be the best way to proceed.

Complete the required exercise for your area of study plus one other (for a total of two) to submit with your application.

UX/G = UX and Game Design   **IP** = Interdisciplinary Practice   **DS** = Design Studies

Prototype Design (Required for **UX/G**)
Design a simple card game or board game prototype. Document your ideas visually and through a clearly described, well thought out rule set. Consider how the rules of the game interact to create an interesting and fun experience for the users. Scan or assemble the ideas into a PDF to upload as part of your portfolio.

Research (Required for **DS**)
In 150–200 words, recount a surprising story from the history of design—something unique that you think others may not know. This can be about the development of a design technology or method, a designer's professional history, the origin of a particular piece of design, or anything else that may fit the brief. Upload as a PDF with your portfolio.

Explore (Required for **IP**)
Using the next page of this PDF (page 7) as a prompt, complete, change, alter, or embellish the exercise with tools of your choice. You may use any artistic approaches, graphic means or expressions you feel are appropriate. Scan your finished creative exercise at 100% (full size) with a resolution of 150 dpi. Save as a JPEG and upload as part of your portfolio.

Visualize
Using a digital camera, create a photographic narrative of 5-10 images that tells a sequential story about an object, environment, or an experience. Save the story as a PDF and upload it as part of your portfolio.

Diagram
Diagram a simple, everyday task, like tying your shoes, without using words or text. Imagine the person using your instructions has never completed the task before. Consider the sequential steps, context, and objects involved while performing the task. Draw the diagram or storyboard by hand with pens, pencils, and/or markers and then scan or assemble your instructions into a PDF and upload it as part of your portfolio.

Re-purpose
Using a simple item such as a pencil or key ring, brainstorm ways to re-purpose the item for uses other than its original purpose. Limit yourself to generating as many ideas as possible in 30 minutes. Document your ideas visually and through short descriptions. Scan or assemble the ideas into a PDF to upload as part of your portfolio.

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