

Brenau University Art & Design Scholarship Review Form

Name: _____ Telephone: _____
Address: _____ Email: _____
Proposed Art & Design Major: _____

SAT: ___ Math ___ Verbal ___ ACT: ___

Before the Scholarships Committee reviews this recommendation, you must have applied and been accepted to Brenau University.

Have you applied? Yes or No If not when will you? _____ Have you been accepted? Yes or No

I intend to start at Brenau in the Fall _____ semester or in Spring _____ semester.

Prospective and current students are able to apply for scholarships through the Art & Design Department by means of a written essay and/or portfolio review, and interview with faculty in the Art & Design Department. To set up an interview or portfolio review students should contact the Program Director for the appropriate major via email. Contact Information is available on the Brenau University Website: <https://www.brenau.edu/fineartshumanities/>

Optional Essay: *If travel is prohibitive of a face to face interview/portfolio review the student can write an additional essay based on the prompt provide below.*

- Using examples (include images with your essay), describe your artmaking process. What art-related careers or skills are you interested in/thinking about pursuing after college? And how do you envision/imagine/think Brenau's programs can assist you in obtaining these goals?
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PORTFOLIO CRITERIA: (Related to Studio Art & Fashion Design)

Students are expected to provide a portfolio of 15 - 20 digital images of their work; with no more than 5 included images being details of certain areas or 3 dimensional pieces shown from a different angle. Files should be .PDF or .JPG and students need to have the images on a USB drive or tablet for viewing; *be mindful that internet access is not always available.*

- If applicable 5 - 10 of the images included should be in the student's primary interest/concentration: Drawing/Painting, Graphics/Digital Art, Sculpture/Ceramics, or Fashion Design.
 - In addition to the digital portfolio students are expected to bring 3 - 5 pieces of physical pieces of artwork/designs/garments. Consideration to presentation and craftsmanship are expected.
 - The majority of works included in the portfolio pieces need to be original design by the student (not copies from other artists or media).
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ESSAY CRITERIA: (Related to Fashion Merchandising, Museum Studies/Art History)

Write a short essay (minimum 300 words, maximum 1000 words each) answering one of the following questions. You may include illustrations (sketches, photographs, etc.) if desired.

Essay prompts continued on second page.

Fashion Merchandising

- How do clothing and appearance function in society/culture? Support with examples from your own experience. (*For instance, have you ever seen someone treated differently because of the way they were dressed? What can clothing communicate about a person? How should a person balance social expectations for dress with expression of personal style?*)
- Discuss the development of a recent or historic fashion trend. What factors do you think have contributed to this particular trend?
- Compare and contrast two different fashion retailers -- one that appeals to you, and one that you think might appeal to someone in an older generation (a parent or grandparent, for instance). What similarities and differences can you find between the two? What about each store makes you think it might be designed to appeal to certain age groups? Think about the products, store displays and visuals, location, pricing, etc.

Fashion Design

- Fashion Design in a multi-faceted industry. Identify a designer who is working outside of the runway world--they may be a designer for a particular store brand, a designer of specialty clothing, such as adaptive clothing, or a tailor who specializes in bespoke clothing. What do they design and how do they sell their work? How do they advertise? Identify why there is a need for their specific type of design skills and how this contrasts with runway/couture design.
- Identify your favorite designer. What is their brand? What aesthetic choices and style elements are always present in each season of their collections. Why do you think their designs are successful?
- Fashion designers need to look everywhere for inspiration. Select two garments and provide photos of each in your essay. Analyze what you think were the inspirations for the garments that you chose. Are there specific motifs, a connection to historical style or a particular theme? Then write about what inspires you as a designer.

Art History & Museum Studies

- Describe your experience of a particular museum, gallery, or other exhibition space. Discuss the place or event and note the context of your experience (was it a school visit? A family outing?). Was your experience guided in any way? (For instance, by a teacher, tour guide, reading material, architecture?) How did the space, the way objects were displayed, and/or the information given affect your experience? What did you learn from that experience? Did the object raise any questions or concerns? If so, what were they?
- There are many opinions on the nature and quality of Art and its place in society. For instance, some people dislike modern art, others feel that art in general is a luxury and art history and museum studies are not necessary fields of study. What is 'Art' to you? When you see an artwork, how do you decide whether you like it or not? What, in your opinion, is the role of Art in society? Provide examples from your own experience to support your answers if possible. Keep in mind, you may provide thoughtful questions as well as answers in your response.
- Discuss an art object you have seen in person that has inspired or motivated you to study art history and/or museum studies. Give the details of the object (Title, where it is located, any other information you have) and describe the object in as much detail as possible. Then, discuss your experience of the piece. Where was it? How did you feel about it? What thoughts or questions did it provoke? Was any information provided about the object? Did that information change or assist your understanding or appreciation of the work? How so?

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ESSAY/PORTFOLIO REVIEW *To be completed by Art & Design Faculty*

Use the attached rubric for specific guidelines on what is expected and score based on an average of pieces included in the portfolios.

Portfolio - Student Work

Score: _____ (40 points)

Use of Elements of Art & Principles of Design

*Space, Line, Mass/Form, Texture, Light, Color, Pattern
and Scale/Proportion, Balance, Rhythm, Emphasis, Harmony (Variety & Unity)*

Composition/Design

*Work displays an excellent understanding of composition.
Work indicates gestalt with content, and a firm grasp of arrangement,
focal point, emphasis, variety, unity, and visual flow*

Technique/Handling

*Work indicates a mastery of the medium/techniques required.
Since portfolios generally contain a variety of media, this will be
taken into account when assessing the works.*

Presentation/Craftsmanship

Work is appropriately finished and professionally presented.

Essay / Presentation - Student Work

Score: _____ (40 Points)

Terminology:

*The student uses correct general and field-specific
terminology where/as appropriate*

Organization:

*The essay is organized and well developed to communicate
the student's thoughts.*

Grammar, Syntax, Spelling:

*The essay displays a sophisticated level of communication.
The student is able to express original thoughts in a clear
manner, using proper grammar, word choice, and mechanics.*

Content and Critical Thinking:

*The essay is an original and thought-provoking/intriguing
discussion that indicates an understanding of the subject
matter and includes a thoughtful and critical response to the
works discussed. The student is aware of the ways in which
their chosen field of study connects to wider cultural issues,
ideas, and/or career-related goals.*

Presentation

Score: _____ (40 points)

The Essay/Presentation rubric will be used to score this section.

Terminology:

The student uses correct general and field-specific terminology where/as appropriate

Organization:

Presentation of information organized and well developed to communicate the student's thoughts.

Grammar & Syntax:

The student is able to express original thoughts in a clear manner, using proper grammar, word choice, and mechanics.

Content:

Content of presentation is appropriate for portfolio description or for the presentation of information included in the selected written essay.

Commitment to Profession

Score: _____ (20 points)

Student can explain the role of graphic design, art, fashion design or fashion merchandising in American society and why they feel drawn to pursue a career in their chosen field of study.

Addition Notes & Considerations:

_____ **TOTAL SCORE**

90-100 Outstanding (top 5%)

80-90 Excellent (top 10%)

70-80 Good (top 20%)

60-70 Diligent (merit, work ethic, grades, fit)