

DIGITAL MEDIA & DESIGN
APPLICATION MATERIALS FOR DEPARTMENTAL REVIEW

Admissions to the School of Fine Arts as a Digital Media & Design Major is a two part process involving **both a portfolio review** as well as the submission of a **general application** through the Common Application. The Common Application can be obtained through the University of Connecticut Undergraduate [Admissions Office](#).

Entrance into the Digital Media & Design program is highly competitive and the portfolio review is a vital part of the admission process. **The portfolio requirements noted below are to be uploaded to the media section of Slideroom:**

1. Create a 1-minute smartphone video portraying your personal story of engagement with and affinity for Digital Media. Within this video we are asking that you share your personal thoughts and reflections about the digital medium and why UCONN is the place for you to advance your studies in the digital space. We ask that you produce your video as simply as possible with the focus on **you** – we want to meet **you** and get to know more about you through your video. Your video will be judged on substance (what you have to say) and not on production values (how you shoot or edit) so don't worry about making the coolest looking video – focus on make a video that tells your personal story. Also, we will watch only 60-seconds of your video so running longer than 1-minute will not help your application. The file format for all smartphone video submissions should be: MOV or WMV.
2. BA & BFA students must post portfolio to Slide Room:
<https://uconnadmissions.slideroom.com>
 - a. We define a “portfolio” as a collection of your work that demonstrates your creative life and experiences with DM. This collection of materials may contain any type/medium/form of “creative” work products you have generated throughout your life including: blogs, web pages, images, pictures, drawings, sketches, animations, photographs, films, sculpture, writing samples, collages, etc. We will review anything you post for us that portrays your work in any communications or creative form you find relevant. This includes your work in math, science, technology, business, music, as well as in art, or other areas. The world of digital media is an inclusive space and we are looking for well-rounded people who can envision unique and innovative ways to incorporate their personal creativity into the digital realm who also have a desire to develop a digital voice. If you feel that the items we've listed as portfolio pieces will not adequately demonstrate your potential in the program, then you have the option to write a short story titled "The Cave". The story must not exceed 250 words and should be accompanied by a simple image of a cave that you've obtained from a web search (using Google or another search engine). In your short essay, tell us about the cave, where the cave is located, where it leads or who/what lives in the cave. What is special about this cave to you? This assignment might be particularly useful for

students applying to the Digital Humanities or Business Strategies tracks, but it's something we encourage all students to consider as part of their application.

3. Upon review of all application materials, you may be asked to participate in an interview, either in-person or via Skype.

Please keep in mind that we **DO NOT accept slides, CD's or DVD's** – only digital files uploaded to SLIDEROOM: <https://uconnadmissions.slideroom.com>

IMPORTANT: DO NOT SUBMIT YOUR PORTFOLIO WITH YOUR GENERAL UNIVERSITY APPLICATION THROUGH UNIVERSITY ADMISSIONS.

*Only applicant portfolios that have been reviewed through Slide Room, in accordance with the deadlines indicated below, will be considered for admission into the Digital Media & Design program. Portfolios received outside of these processes or after the indicated deadlines will **NOT** be considered. We do not schedule private review sessions.*

ONLINE PORTFOLIO SUBMISSIONS – STORRS CAMPUS ONLY

All online portfolio review submissions must be uploaded to the Slide Room by December 30, 2016.

<https://uconnadmissions.slideroom.com>

January 15, 2017 – Storrs Campus - Freshman and Transfer Admissions General Application Deadline

All regular Freshman and Transfer admissions general applications are due to Undergraduate Admissions. [Admissions Office](#)

ONLINE PORTFOLIO SUBMISSIONS – STAMFORD CAMPUS ONLY

All online portfolio review submissions must be uploaded to the Slide Room by July 1, 2017 <https://uconnadmissions.slideroom.com>

JULY 1, 2017 – Stamford Campus - Freshman and Transfer Admissions General Application Deadline

All regular Freshman and Transfer admissions general applications are due to Undergraduate Admissions. [Admissions Office](#)

TOURS

Tours of the Digital Media & Design Department are available by appointment during the Fall and Spring semesters. Prospective students will be given an opportunity to tour our facilities and to discuss any questions they may have.

STORRS CAMPUS TOURS: Please call the Department of Digital Media & Design at 860-486-6765 to schedule a tour.

STAMFORD CAMPUS TOURS: Please call the Department of Digital Media & Design at 203- 251-0192 to schedule a tour.

Please note: Portfolio Reviews will not be performed during tours.

OPEN HOUSE – STORRS CAMPUS ONLY

Open House is a time for students and parents to visit the campus, learn more about UConn and the Department of Digital Media & Design, and meet the faculty. Prospective students and their families begin the day at Gampel Pavilion and then visit the Department of Digital Media & Design for an information session with faculty and tours of our facilities. To learn more about the campus-wide Open House and register for it, go to www.openhouse.uconn.edu

Fall Open House – Sunday, September 18, 2016 or Sunday, October 23, 2016

Digital Media & Design Discovery Day - Monday, October 10, 2016

Spaces for Discovery Day are limited, so let us know that you are interested in participating by emailing SFAOffice@uconn.edu with your contact information and your area of interest.