

# East Carolina University

## Department of Interior Design and Merchandising Freshman Portfolio Review Criteria

**Overview:** The Freshman Portfolio Review is a critical step for students aiming to enter the professional phase of the Interior Design program. The review assesses technical skills, problem-solving abilities, presentation quality, and creative thinking. Students are evaluated on their portfolio submissions and an oral presentation, ensuring they meet the high standards required for success in the field.

### Key Evaluation Criteria:

1. **Technical Proficiency**
  - **Technical Drawing:** Accuracy and quality of plans, sections, and other technical drawings.
  - **Freehand Drawing & Sketching:** Ability to express ideas through sketches.
  - **Perspective Rendering:** Depth and realism in rendered perspectives.
  - **Model Building:** Skill in creating physical models.
2. **Problem-Solving Skills**
  - **Space Planning:** Effective use of space in design projects.
  - **Programming:** Ability to meet the functional needs of a space.
3. **Presentation Quality**
  - **Graphic Layout & Composition:** Clarity and effectiveness of visual presentations.
  - **Craftsmanship:** Attention to detail in the presentation materials.
  - **Organization of Material:** Logical flow and structure of presented work.
  - **Oral Presentation:** Clarity and articulation of design concepts during presentations.
4. **Creative Thinking**
  - **Concept Development:** Originality and innovation in design ideas.
  - **Application of Design Elements:** Effective use of design principles.
  - **Selection of Finishes and Furnishings:** Appropriate choices of materials and furnishings.
  - **Manipulation of Interior Volume:** Creative use of space and volume.
5. **Professionalism**
  - **Attendance and Punctuality:** Consistent attendance and timely submission of assignments.
  - **Adherence to Deadlines:** Ability to meet project deadlines consistently.

### Evaluation Process:

- **Phase 1:** Initial review to identify portfolios that meet or exceed the program's standards.
- **Phase 2:** Detailed assessment of remaining submissions, including a scored oral presentation.

**Scoring:** Each criterion is rated on a scale from 1 to 5, where 5 indicates mastery (90-100%) and 1 indicates below standard (below 60%).

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**Why It Matters:** This rubric provides a comprehensive evaluation of the skills and qualities needed to succeed in the professional phase of the program. It helps ensure that students are well-prepared for the challenges of the interior design industry.

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## **Guidelines for Transfer Students, Including Portfolio Instructions**

### **Transfer Students:**

Students with prior coursework in design-related fields who wish to transfer into the Interior Design concentration at East Carolina University and enroll in professional courses are required to submit a portfolio as part of the admission process. This portfolio should demonstrate your design skills, technical proficiency, and creative thinking and reflect your readiness to join our professional program.

Students with little to no prior interior design coursework will begin with the fundamental courses and are not required to submit a portfolio.

### **Important Deadlines:**

- **Early Acceptance:** To be considered for early acceptance, portfolios must be submitted by **April 15th**. This option is ideal for students who want to secure their place in the program before the final deadline.
- **Final Submission:** The final deadline for portfolio submissions is **July 15th**. This is the last opportunity to apply for admission to the program for the upcoming academic year.

### **What to Include:**

Your portfolio should feature a range of work that demonstrates your strengths in areas such as technical drawing, space planning, design concepts, and presentation skills. Highlight your most recent and relevant projects, emphasizing your growth and potential as a designer.

### **Submission Process:**

- Portfolios must be digitally generated and emailed to your academic advisor. Your advisor will forward your email to the appropriate individuals.
- Ensure your portfolio is well-organized and clearly labeled with your name and contact information.
- We encourage you to review the **Portfolio Review Criteria** to understand how your submission will be evaluated.

### **Why Submit Early?**

Submitting by the early acceptance deadline not only allows you to be assessed along with other applicants but also provides early feedback and guidance from our faculty for future submissions. This feedback can be invaluable as you prepare to transition into our program.

**For More Information:** If you have any questions about the portfolio review process or the criteria, please contact our department. We are here to support you in your journey toward a career in interior design.