



VISUAL & MEDIA ARTS CONSERVATORY



2022-2023 GUIDE TO PORTFOLIO
PREPARATION & AUDITIONS

315 SOUTH 7TH STREET LAS VEGAS NV 89101 (702) 799-7800

LAS VEGAS ACADEMY

VISUAL AND MEDIA ARTS

PROGRAMS & SKILLS

- Drawing
- Painting
- Printmaking
- Sculpture
- Ceramics
- Graphic Design
- Airbrush
- Photography
- Film & Video
- Digital Media
- Art History
- Art Criticism
- Art Aesthetics
- Gallery Curating
- Animation



FEATURES

EXPOSURE

- Two gallery spaces with regular exhibitions throughout the school year
- Off campus art shows
- Senior art exhibitions
- Gallery curating
- Community partnerships
- First Friday collaboration

TRAINING

- Award winning artists on the National, State, and local levels
- Professional commissioned opportunities for students' artwork
- Ongoing community outreach programs that showcase student talents and foster leadership through clubs like Ceramics Club, SkillsUSA, and National Art Honor Society
- Instructional staff is comprised of working artists with exhibition, commission, and outside experiences to guide students in their own careers



COLLEGE PREPARATION

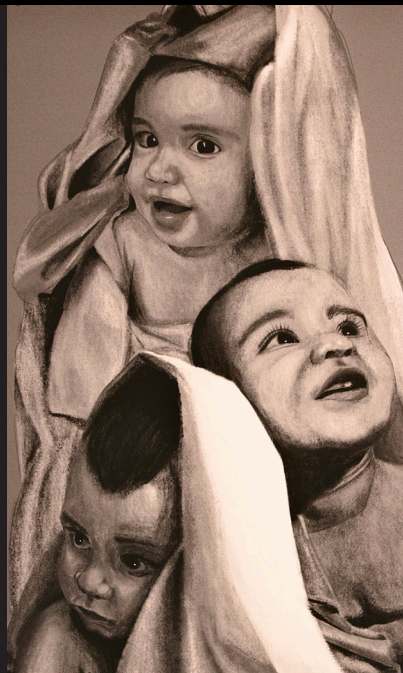
- College level techniques, applications, and media exclusive to the Las Vegas Academy
- Host to the regional College Portfolio Review Night where colleges from across the country review student work
- Scholarship opportunities, including National Art Honor Society
- International and national museum gallery trips available
- College credit available through the Tech Prep Credit in Photography, Video Production, and Graphic Design, and/or Advanced Placement Drawing, 2-D Design, and 3-D Design courses
- Annual College recruitment visitations, out-of-state college portfolio reviews, and international cultural tours

MAJOR SEQUENCE OF STUDY

MAJOR	FILM & VIDEO	MEDIA ARTS COMMUNICATIONS	PHOTOGRAPHY
AUDITION INFO	p. 7 - 10	p. 11 - 14	p. 15 - 18
YEAR 1	VIDEO PRODUCTION I & FILM STUDIES I	MULTIMEDIA COMMUNICATIONS I, & ONE *CTE PoS	PHOTOGRAPHY I & DESIGN CRAFTS
YEAR 2	VIDEO PRODUCTION II WITH LAB & FILM STUDIES II	GRAPHIC DESIGN MULTIMEDIA COMMUNICATIONS II, & SECOND YEAR OF *CTE PoS	PHOTOGRAPHY II WITH LAB & STUDIO ART
YEAR 3	VIDEO PRODUCTION III WITH LAB & FILM STUDIES III	MULTIMEDIA COMMUNICATIONS ADVANCED STUDIES, & FIRST YEAR OF NEW *CTE PoS OR ADVANCED STUDY OF ORIGINAL PoS	PHOTOGRAPHY III WITH LAB
YEAR 4	VIDEO PRODUCTION WITH ADVANCED STUDIES	MULTIMEDIA COMMUNICATIONS ADVANCED STUDIES, & SECOND YEAR OF NEW *CTE PoS OR ADVANCED STUDY OF ORIGINAL PoS	AP 2D DESIGN

Students participating in the majors below will be enrolled in the following classes throughout their 4 years at LVA

	2D VISUAL DESIGN	3D DESIGN/SCULPTURE
	p. 19 - 22	p. 23 - 26
	VISUAL DESIGN I	VISUAL DESIGN I & CERAMICS I AND/OR DESIGN CRAFTS
	VISUAL DESIGN II	VISUAL DESIGN II & CERAMIC II AND/OR DESIGN CRAFTS
	AP DRAWING OR ART THEORY & PRACTICE	STUDIO ART 3D & CERAMICS III AND/OR ADVANCED STUDY
	AP 2-D DESIGN OR STUDIO ART	AP 3D DESIGN BLOCK & ADVANCED STUDY



*** CTE PROGRAMS OF STUDY (PoS)**

- Video Production
- Graphic Design
- Photography

If accepted, all incoming freshman are placed in foundation level courses. Upper classmen will be placed in courses according to the skill level demonstrated in their portfolio.

VISUAL AND MEDIA ARTS

AUDITION REGISTRATION

To audition for the Las Vegas Academy, visit the Clark County School District's Magnet School Application website:

magnet.ccsd.net

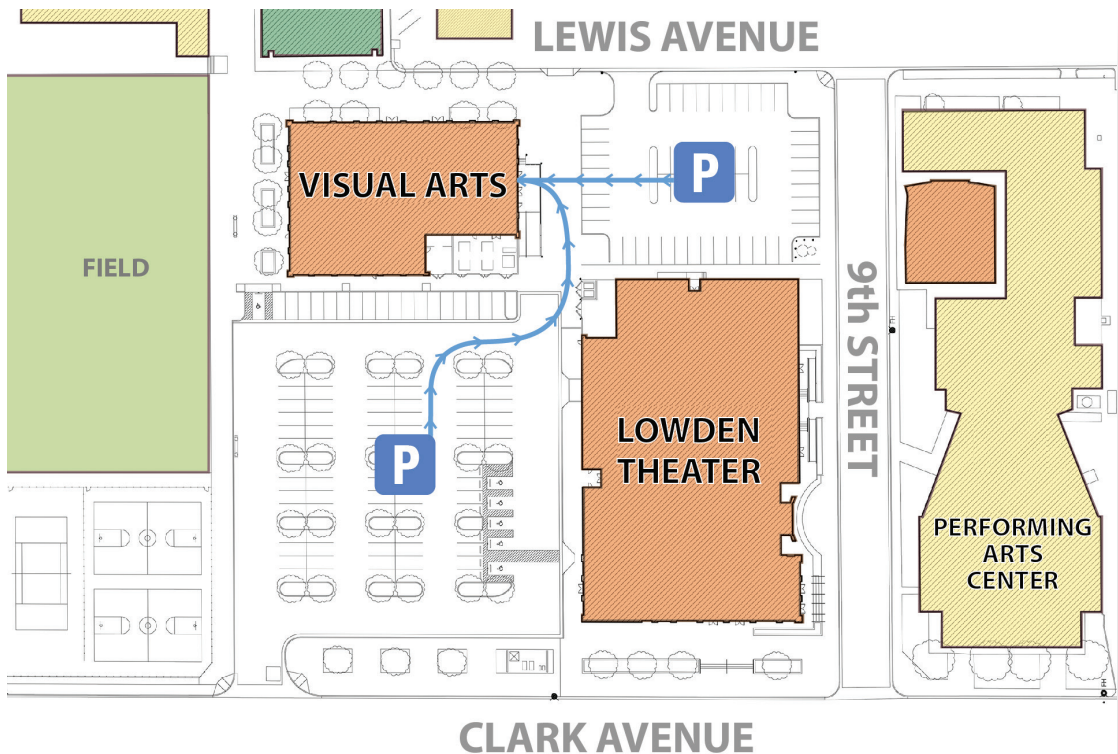
Upcoming audition dates:

JANUARY 21st & FEBRUARY 4th



AUDITION PROCESS OVERVIEW

1. You must complete the CCSD Magnet online application and select your Visual Arts major. Apply now: magnet.ccsd.net
2. Report to the Visual Arts Building room VA101, 15 minutes before your scheduled audition time. Check in with the secretary and receive your audition paperwork. Students must submit their portfolio and written response. Submissions will be reviewed during the audition and then returned at the end of the session (See portfolio requirements p. 7 - 26).
3. Students will be called into the appropriate rooms for their specified major. Parents may wait in room VA101 or outdoors. Restrooms are available. Auditions take approximately 2 hours.
4. Students will be dismissed with all original materials and artwork they arrived with.
5. Notification emails will be sent by the Magnet Office first week of March.



FILM & VIDEO MAJOR

The Film & Video audition includes the submission of a presentation for a short film/video, a written essay, and a skills demonstration test.

SHORT FILM/VIDEO PRESENTATION

Prior to the audition, students are to create a presentation for a short film/video. Students must write a treatment using a three act structure and storyboard their story focusing on how the story would be filmed focusing on angles, shots, camera and actor direction (see sample)

The presentation must include the following 3 components:

1. ESSAY QUESTIONS - This can be handwritten or typed. There will be paper to write these out during your audition time.

- a. Why do you want to attend the Las Vegas Academy?
- b. Describe two characteristics that make you a unique student.

2. TREATMENT - A one (1) page story with a three (3) act structure.

Your story must include a beginning, middle, and an end to the story.

Paragraph one needs to hook the reader, paragraph two needs to intensify the narrative and paragraph three needs to resolve the story.

Prompt for the treatment - Your story must include the statement and revolve around the premise of the statement: *A person that cannot overcome small obstacles cannot accomplish great things.*

3. STORYBOARD - Storyboards breakdown your story into a moment by moment series of panel drawings, like a comic book. Storyboards should include variety in framing: close-ups, mid-shots, wide shots - the variety in framing is important. How well you render will not be graded, detailed stick figure drawings are welcome.

SKILLS DEMONSTRATION TEST

All students will be required to create a short treatment (short story) during the audition as a skills demonstration test. A prompt will be provided during the audition. All materials will be provided.

STORYBOARD SAMPLE

Panel by panel breakdown of key scenes in your treatment. The panel by panel sequential drawings illustrates key scenes into the camera framing, camera angles, shots and actor action.

TITLE Pennies DIRECTOR _____ PAGE # 1

<p>SHOT # 1</p> 	<p>SHOT # 2</p> 	<p>SHOT # 3</p> 
<p>ACTION/DIALOGUE Jodi: The penny... On its own, it's completely useless...</p>	<p>ACTION/DIALOGUE ... But when put together they become worthy. Most keep theirs in a mason jar.</p>	<p>ACTION/DIALOGUE The penny jar has been popular for centuries</p>
<p>SHOT # 4</p>  <p>Memo Lisa →</p>	<p>SHOT # 5</p> 	<p>SHOT # 6</p> 
<p>ACTION/DIALOGUE To this day, it's common to find piles of pennies in every house.</p>	<p>ACTION/DIALOGUE Even I have my own buried away safely from all possible thieves.</p>	<p>ACTION/DIALOGUE Jodi stands in the middle of a grocery store aisle</p>
<p>SHOT # 7</p> 	<p>SHOT # 8</p> 	<p>SHOT # 9</p> <p>Bedroom</p> 
<p>ACTION/DIALOGUE She opens her wallet</p>	<p>ACTION/DIALOGUE Jodi VA: Guess its here to find it</p>	<p>ACTION/DIALOGUE Jodi stands in her bedroom looking around intensely.</p>
<p>SHOT # 10.1</p> 	<p>SHOT # 10.2</p> 	<p>SHOT # 11</p> 
<p>ACTION/DIALOGUE Locates her bedside drawer</p>	<p>ACTION/DIALOGUE Drawer opens and an iron pants inside</p>	<p>ACTION/DIALOGUE Jodi smiles/imagines a codes.</p>

FILM & VIDEO

SAMPLES OF STUDENT WORK





MEDIA ARTS COMMUNICATIONS MAJOR

The Media Arts Communications audition involves a portfolio submission and a skills demonstration test which includes a brief interview.

PORTFOLIO

For this portfolio, students are promoting a fictional event, such as a concert. Students are to submit **SIX** pieces, **TWO** from each category: **WRITTEN, VISUAL, AND PHOTO/VIDEO.**

WRITTEN	VISUAL	PHOTO/VIDEO
<ul style="list-style-type: none">• Press release• Interview questions (5-10)• Announcement• Script for a commercial• Event Review	<ul style="list-style-type: none">• Banner ad• Logo• Social media post• Poster• T-shirt• Pin• Full page print ad (magazine or newspaper)• Brochure cover• Postcard• Storyboard for a commercial	<ul style="list-style-type: none">• Commercial• Interview (staged)• Photo essay with captions• Promotional photos

Students may consider their submissions as part of a unified media package, meaning overlap is not only permitted but encouraged. For example, the interview questions for the written requirement can and should be used for the staged interview; the storyboard and logo can and should be included in the commercial (labeled portfolio examples are on the following page).

SKILLS DEMONSTRATION TEST

Students will be provided with a design brief. The brief will describe the client, the client's needs, provide images to use, and list the client's requirements for the job. Based upon that brief, students will have one hour to complete the following:

- Design a logo
- Create a storyboard for a commercial with a tagline.
- Write the script for the commercial.

Work will be completed by hand. Drawing materials will be provided but you may bring your own drawing supplies if wanted.

Students will be pulled aside for an "elevator pitch" about their portfolio and given a chance to explain their ideas and goals.

AUDITION PROCESS

- After checking in at VA101, students will be escorted in small groups to the media arts communications room where they will lay out their 6 portfolio works with their magnet numbers visible.
- Students will be escorted to begin the skills demonstration test. Students will have 60 minutes to complete the test with 5 minutes allotted for the "elevator pitch."
- Staff will evaluate portfolios while students complete the skills demonstration portion of the audition. All portfolios will be returned at the end of audition.
- Upon completion of the skills demonstration portion, students will gather their portfolios and are dismissed to their parents.

MEDIA ARTS COMMUNICATIONS

WRITTEN

Company Name: **Avrounos Quarterly Earnings Results**
 Earnings above their corresponding quarter for previous fiscal year.

Press Release Template

COMPANY NAME: Announces Quarterly Earnings Results
 Earnings above their corresponding quarter for previous fiscal year.

Availability: April 2019. **COMPANY NAME**, today announced financial results for the quarter ended March 31, 2019, compared to a loss of \$2.2 million, or \$7 per share for the last quarter of FY 2018. Sales were \$63.1 million, a decrease from the \$63.9 million reported for the same quarter a year ago.

The company's operating income amounted to \$1.8 million, a 17% improvement, when foreign currency changes increased the net sales income. **COMPANY NAME** continues to invest in sales, said **John Doe**, Chief of the Board and Chief Executive Officer of **COMPANY NAME**.

The year-over sales growth is primarily due to an increase in sales of **COMPANY NAME**'s commercial products. **COMPANY NAME** is pleased to have had a strong start to the year with sales up 10% over the same period last year. **COMPANY NAME** is pleased to have had a strong start to the year with sales up 10% over the same period last year.

COMPANY NAME management expects that next quarter's earnings will exceed targeted profit levels of \$1.5 to \$1.7 million and \$2 to \$3 per share. **COMPANY NAME** continues to expand EBITDA to \$200 million, \$1 million and \$2 million for the year of \$210, \$20.

COMPANY NAME will broadcast its quarterly conference call on the Internet to 10:30 A.M. Pacific on July 24, 2019 at www.avrounos.com. The call will be hosted on the site as well.

Investment decisions, **COMPANY NAME** is an equal opportunity employer and does not discriminate on the basis of race, gender, or ethnicity. **COMPANY NAME** is an equal opportunity employer and does not discriminate on the basis of race, gender, or ethnicity.

*Average Market Index: Term, Description, and Description (BTD). Please refer to the release in this press release. **COMPANY NAME** is an equal opportunity employer and does not discriminate on the basis of race, gender, or ethnicity.

FOR RELEASE 04/24/19 10:30 AM

PRESS RELEASE

Script for a Commercial

Scene 1: [Visual: A man in a suit looking at a document.]
 [Voiceover: "The only way to see the full..."]

Scene 2: [Visual: A man in a suit talking to a woman.]
 [Voiceover: "I've been told by friends about this 'amazing new film'..."]

Scene 3: [Visual: A man in a suit looking at a document.]
 [Voiceover: "The only way to see the full..."]

Scene 4: [Visual: A man in a suit talking to a woman.]
 [Voiceover: "I've been told by friends about this 'amazing new film'..."]

Scene 5: [Visual: A man in a suit looking at a document.]
 [Voiceover: "The only way to see the full..."]

Scene 6: [Visual: A man in a suit talking to a woman.]
 [Voiceover: "I've been told by friends about this 'amazing new film'..."]

Scene 7: [Visual: A man in a suit looking at a document.]
 [Voiceover: "The only way to see the full..."]

Scene 8: [Visual: A man in a suit talking to a woman.]
 [Voiceover: "I've been told by friends about this 'amazing new film'..."]

Scene 9: [Visual: A man in a suit looking at a document.]
 [Voiceover: "The only way to see the full..."]

Scene 10: [Visual: A man in a suit talking to a woman.]
 [Voiceover: "I've been told by friends about this 'amazing new film'..."]

SCRIPT FOR A COMMERCIAL

Event Review

Skyfall – 50 years and still going strong

Having been told by friends about this 'amazing new film' they had just seen, I thought it was time to see it. The latest instalment in the Bond series does not fail to deliver. Starting with one of the longest, most complex chase scenes in cinema history, the movie sees Bond journey through a series of familiar and unfamiliar scrapes and scenarios.

What is the film about?
 The story centres on Bond investigating an attack on M16; the attack is part of a plot by former M16 operative Raoul Silva to humiliate, discredit and kill M as revenge against her for betraying him. The plot is exciting and had me sitting on the edge of my seat!

What did I like about it?
 Daniel Craig is as cool as expected, perhaps more serious and less amusing than Connery, but definitely cooler. Javier Bardem, is one of the creepiest but most memorable villains I've seen in a long time. Sam Mendes, Skyfall director, explained, "Javier's performance as Silva is superb! He will terrify audiences with highly captivating performance." Fast-paced and more 'old-school' than either Casino Royale or Quantum of Solace I absolutely preferred this film. The only downfall I encountered was Adele's droning theme tune. If you are a fan of the Bassy 'Goldfinger' or even Turner's 'Goldeneye' then 'Skyfall' the song might disappoint. Nevertheless, the theme tune is not going to make or break a film and this film, in my opinion, is unbreakable. I think this is a Bond film up there with the greats. So get to your local cinema now for the best cinematic experience this year.

Five out of five stars.

EVENT REVIEW

Full size images of written samples above: <https://bit.ly/3AEY7QK>

VISUAL



POSTER



LOGO



T SHIRT

PORTFOLIO EXAMPLES

PHOTO/VIDEO



STAGED INTERVIEW



Charros by Cesar Rodriguez-Becerra

The Charreria is Mexico's only nation sport. It is said that to be a good Charro you have to learn how to ride a horse before you can walk. This is a photo series of the behind the scenes of what happens at the festivity. The Charreria is a way of life, not just a sport, the Charros practice all their life in order to be one of the best in the whole nation. Sometimes, the riders are kids with no education, and they see the Charreria as a way out of the misery. If they succeed, they will be superstars.

PHOTO ESSAY WITH CAPTIONS

VISUAL



POSTCARD



SOCIAL MEDIA POST



PIN

PHOTOGRAPHY MAJOR

The Photography audition includes a portfolio submission, a written essay, and a skills demonstration test.

PORTFOLIO

Required photographs:

1. Landscape - Urban or rural, night or day, demonstrate a vast depth of field.



2. Still Life/Representational Self Portrait - Arrange to represent your interests and personality.



3. Sequence/Series of 4 to 6 frames - Show a series of the same object or person completing an action.



4. Actual Self Portrait - Use appropriate lighting, dress, pose for a clear & accurate photographic portrait.



5. Additional 3 - 5 photographs of your choice that focus on specific photographic elements & principles of design. For example: pattern, symmetry, depth of field, and texture. (examples on following page)

Print your photos 4"x6" or 8"x10" and Label all portfolio entries with your MAGNET # on the back of each artwork.

ESSAY

All students will submit their printed written response along with the portfolio submission. Type your response to these prompts:

1. Why do you want to attend the Las Vegas Academy?
2. Describe two characteristics that make you a unique student.

(Essays may be neatly handwritten if computer/prINTER resources are unavailable)

SKILLS DEMONSTRATION TEST

You will choose 3 objects provided to you at LVA. Using the school campus as your background, photograph the 3 objects using the camera on your phone. These photographs should address lighting and the photographic elements and principles of design (pattern, symmetry, texture, depth of field, line, etc). Be sure to demonstrate dynamic backgrounds and developed lighting. You will email your final photographs to the instructor at the close of the 30 minute test session. Email must be sent directly from your phone, **no editing permitted**.

AUDITION PROCESS

- After checking in at VA101, students will be escorted in small groups to the photo room where they lay out their works with their magnet numbers visible.
- Staff will evaluate portfolios while students complete the skills demonstration portion of the audition. All portfolios will be returned at the end of audition.
- Students will be escorted to begin the skills demonstration test. Students will have 30 minutes to complete the test.
- Upon completion of the skills demonstration portion, students return to the portfolio room to gather their work and are dismissed to their parents.

PHOTOGRAPHY



PORTFOLIO EXAMPLES



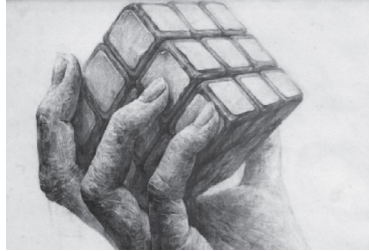
2D VISUAL DESIGN MAJOR

The 2D Visual Design audition includes a portfolio submission, a written essay, and a skills demonstration test.

PORTFOLIO

The portfolio submission must include artwork with the specific imagery and use of media listed below: (numbered examples on following page)

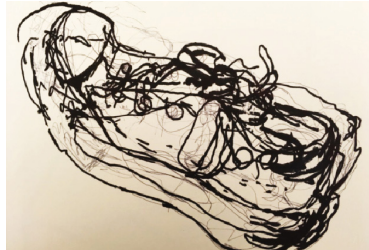
1. Your hand holding an object
Drawn in charcoal



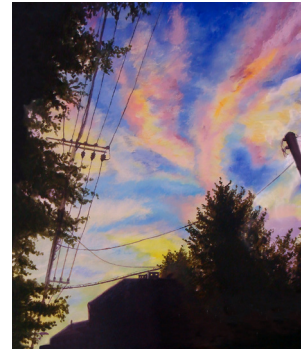
2. Self Portrait using a mirror (no photo reference)
Drawn in graphite pencil



3. Contour line drawing of shoe
Drawn in ballpoint pen and/or marker



4. Colored landscape painting
Using watercolor, acrylic, or oil paint



5. 3-5 Drawings and/or paintings of your choice,
created by observing people, places, and things.

Label all portfolio entries with your MAGNET # on the back of each artwork. DO NOT INCLUDE any copyright characters or cartoons, anime styled works, wet artwork, or photocopies of art (unless large artworks or murals)

ESSAY

All students will submit their printed written response along with the portfolio submission. Type your response to these prompts:

1. Why do you want to attend the Las Vegas Academy?
2. Describe two characteristics that make you a unique student.

(Essays may be neatly handwritten if computer/printer resources are unavailable)

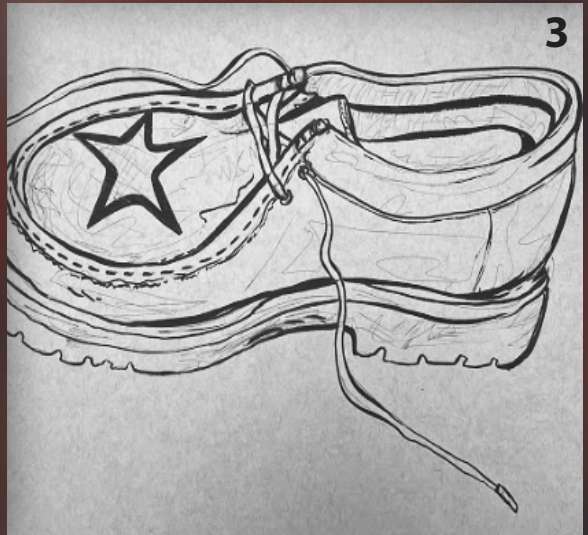
SKILLS DEMONSTRATION SUGGESTIONS

- Fill the page with your drawing, draw big.
- Focus on dynamic composition.
- Strive for realistic representation of still life.
- Attention to detail and high quality mark making (include thick, thin, light, dark lines).
- Shade according to the light source.

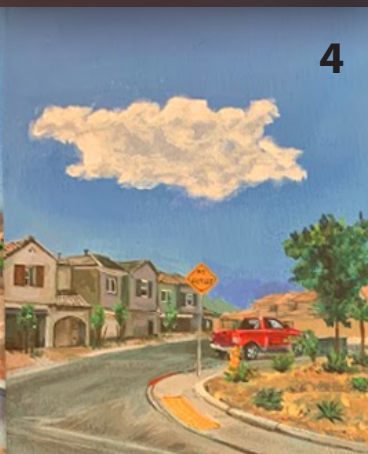
AUDITION PROCESS

- After checking in at VA101, students will be escorted in small groups to the portfolio room where they lay out their works with their magnet numbers visible.
- Staff will evaluate portfolios while students complete the skills demonstration portion of the audition. All portfolios will be returned at the end of audition.
- Students will be escorted to the drawing room where a still life and drawing materials will be provided. Students have 30 minutes in which to draw a still life arrangement.
- Upon completion of the skills demonstration portion, students return to the portfolio room to gather their work and are dismissed to their parents.

2D VISUAL DESIGN



PORTFOLIO EXAMPLES



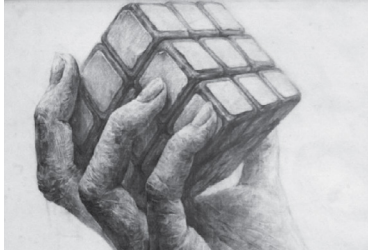
3D DESIGN/SCULPTURE MAJOR

The 3D Design/Sculpture audition includes a portfolio submission, a written essay, and a skills demonstration test.

PORTFOLIO

The portfolio submission must include artwork with the specific imagery and use of media listed below:

1. Your hand holding an object
Drawn in charcoal



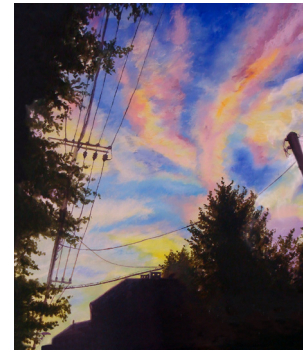
2. Self Portrait using a mirror (no photo reference)
Drawn in graphite pencil



3. Contour line drawing of shoe
Drawn in ballpoint pen



4. Colored landscape painting
Using watercolor, acrylic, or oil paint



5. 3-5 3D pieces such as ceramic, wood, wire, plaster, jewelry, or glass.
(examples on following page)

Label all portfolio entries with your MAGNET # on the back/bottom of each artwork. DO NOT INCLUDE any copyright characters or cartoons, anime styled works, oversized sculptures, wet artwork, or photocopies of art (unless large sculptures or murals)

ESSAY

All students will submit their printed written response along with the portfolio submission. Type your response to these prompts:

1. Why do you want to attend the Las Vegas Academy?
2. Describe two characteristics that make you a unique student.

(Essays may be neatly handwritten if computer/printer resources are unavailable)

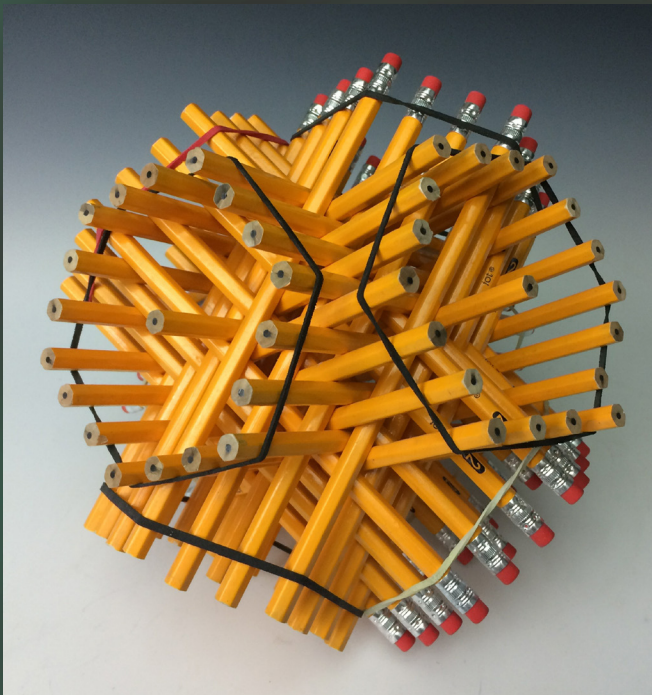
SKILLS DEMONSTRATION SUGGESTIONS

- Fill the page with your drawing, draw big.
- Focus on dynamic composition.
- Strive for realistic representation of still life.
- Attention to detail and high quality mark making (include thick, thin, light, dark lines).
- Shade according to the light source.

AUDITION PROCESS

- After checking in at VA101, students will be escorted in small groups to the portfolio room where they lay out their works with their magnet numbers visible.
- Staff will evaluate portfolios while students complete the skills demonstration portion of the audition. All portfolios will be returned at the end of audition.
- Students will be escorted to the drawing room where a still life and drawing materials will be provided. Students have 30 minutes in which to draw a still life arrangement.
- Upon completion of the skills demonstration portion, students return to the portfolio room to gather their work and are dismissed to their parents.

3D DESIGN/SCULPTURE



PORTFOLIO EXAMPLES





SPECIAL EVENTS

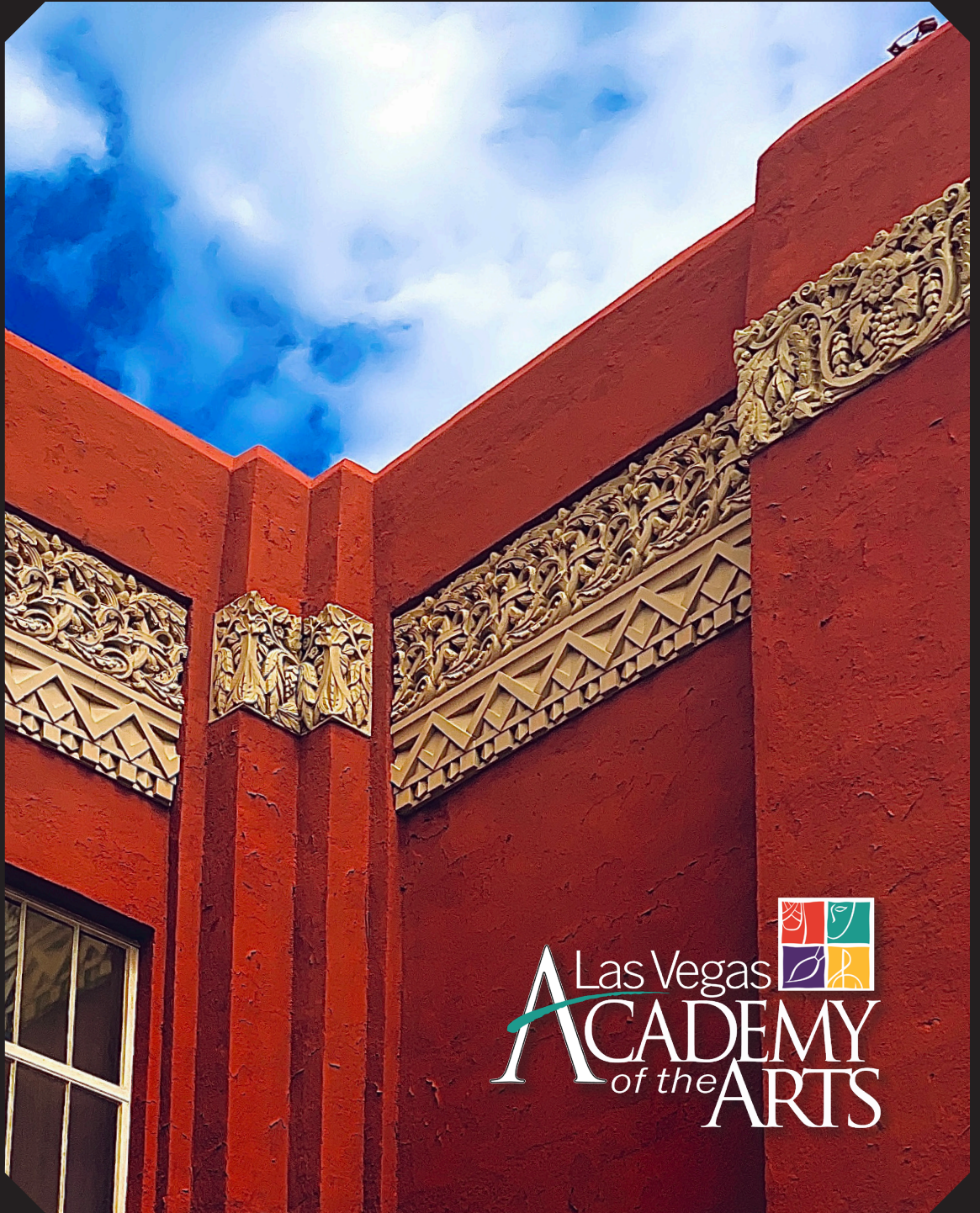
DATE	LOCATION	TITLE
12/10/22	On LVA Campus	Audition Workshop
01/21/23	On LVA Campus	LVA Audition (appointment required)
02/04/23	On LVA Campus	LVA Audition (appointment required)



EXHIBITION CALENDAR 2022-2023

DATE	LOCATION	TITLE
11/10/22 2:30 - 4:00	Bryan Lewis & Lowden Gallery	Visual Arts Department Group Show
11/16/22 5:30 - 8:00	Bryan Lewis & Lowden Gallery	Magnet Open House
12/08/22 2:30 - 4:00	Bryan Lewis & Lowden Gallery	Dance Drama Exhibit
02/16/23 2:30 - 4:00	Bryan Lewis & Lowden Gallery	Visual Arts Department Group Show





Las Vegas 
ACADEMY
of the **ARTS**