



VISUAL & MEDIA ARTS CONSERVATORY



2023-2024 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
- Marketing
- Journalism
- Documentary



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

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

	FILM & VIDEO	MEDIA ARTS & COMMUNICATIONS	PHOTOGRAPHY		2D VISUAL DESIGN	3D DESIGN/SCULPTURE
LEVEL 1	VIDEO PRODUCTION I & FILM STUDIES I	MULTIMEDIA COMMUNICATIONS I, & FIRST YEAR OF *CTE PoS	PHOTOGRAPHY I & DESIGN CRAFTS		VISUAL DESIGN I	VISUAL DESIGN I & CERAMICS I AND/OR DESIGN CRAFTS
LEVEL 2	VIDEO PRODUCTION II WITH LAB & FILM STUDIES II	MULTIMEDIA COMMUNICATIONS II, & SECOND YEAR OF *CTE PoS	PHOTOGRAPHY II WITH FILM STUDIES I, VIDEO PRODUCTION I, DIGITAL ILLUSTRATION I, GRAPHIC DESIGN I, OR STUDIO ARTS		VISUAL DESIGN II	CERAMICS II / DESIGN CRAFTS BLOCK, VISUAL DESIGN II OPTIONAL
LEVEL 3	VIDEO PRODUCTION III WITH LAB & FILM STUDIES III	PRINCIPLES OF BUSINESS & MARKETING & ADVANCED STUDIES OF *CTE PoS	PHOTOGRAPHY III WITH LAB		AP DRAWING OR ART THEORY & PRACTICE	STUDIO ART 3D & CERAMICS III AND/OR ADVANCED STUDY
LEVEL 4	VIDEO PRODUCTION WITH ADVANCED STUDIES	MARKETING I & ADVANCED STUDIES OF *CTE PoS	AP 2D DESIGN		AP 2-D DESIGN OR STUDIO ART	AP 3D DESIGN BLOCK & ADVANCED STUDY
AUDITION INFO PAGE #	7 - 10	11 - 14	15 - 18		19 - 22	23 - 26

VISUAL & MEDIA ARTS ELECTIVES

- AP Art History
- Ceramics
- Design Crafts
- Digital Illustration
- Film Studies
- Graphic Design*
- Marketing*
- Multimedia Communications*
- Photography*
- Publications
- Studio Art: 3D
- Video Production*

If accepted, all incoming freshmen are placed in foundation level courses by default. Incoming upper classmen will be placed in courses according to the skill level demonstrated in their audition.

* CTE Programs of Study (PoS)

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

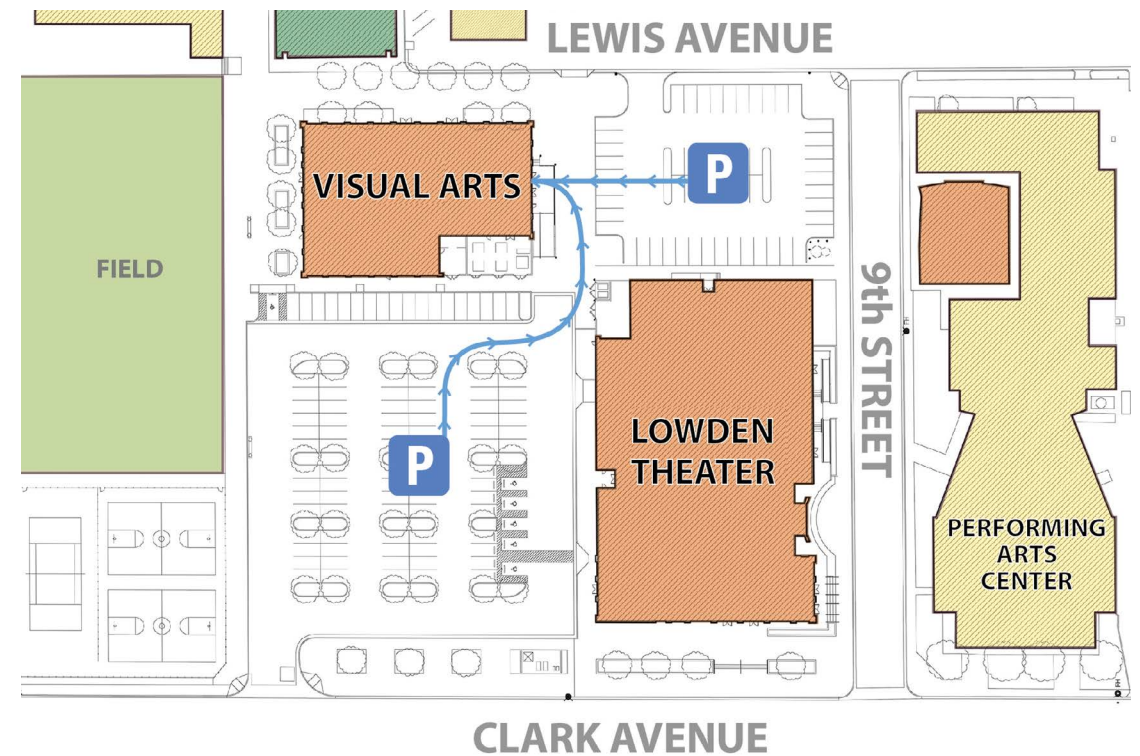
Upcoming audition dates:

JANUARY 20th & JANUARY 27th



AUDITION PROCESS OVERVIEW

1. Students 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.
3. Students will be called into the appropriate rooms for their specified major's audition. 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 detailing students' acceptance will be sent by the Magnet Office first week of March.



FILM & VIDEO PRODUCTION MAJOR

The Film & Video Production audition requires the following two items:

1. Digital Pitch Deck and a 30 second elevator pitch based on digital pitch deck. (Google Slide or Powerpoint presentation submitted on a flashdrive. Example on following page).

2. Essay Prompts: (typed or handwritten in advance)
-Why do you want to attend the Las Vegas Academy?
-Describe two characteristics that make you a unique student.

SKILLS DEMONSTRATION TEST

All students are required to write a short story with a three act structure during the audition. A prompt, a line of dialogue and character description will be distributed after the elevator pitch. This is an in-person 30 minute test.

DIGITAL PITCH DECK

The digital pitch deck must include 5 components (see example on following page)

1. **Introduction:** Start your movie pitch with a brief overview of the film, which should include the title, logline, genre, and theme of the project.
2. **Synopsis:** Include a summary of the premise of your film. Discuss the basic plot of the story without giving away the whole story.
3. **Character Descriptions:** Describe the protagonist(s), antagonist(s), or any important secondary characters that are essential to the plot. Briefly discuss their motivations, arcs, or significant traits that make these characters compelling.
4. **Describe & Show Filmmaking Elements:** Create digital mood board to highlight the look and feel of your project. Include stills from movies or your own photographs. Your mood board may include specific types of cinematography, colors and lighting. Include any unique visual filmmaking elements that will set your project apart.
5. **Conclusion:** Describe how the story is resolved or concludes.

Roadside
A film by G. Torres

Logline: A man gets stranded on the side of the road where he will face the fury of a desert and more...

Here is where your trip begins

Synopsis of the film

A man was on a roadtrip with his friends until a little disagreement stirs up inside of the vehicle. In the heat of the moment the driver throws out one of the passengers, Jeremy. Jeremy now with his wit and his will will have to survive the harsh difficulties that await him in this desert. He is unaware that the desert is the least of his worries because an unforeseen danger lurks nearby.

Character Descriptions

- **Jeremy** is the main character of the film and throughout the film is shown to be quick witted however he is shown to also be very doubtful about himself and his actions.
- **Jamie** is shown to be very quiet not engaging into any dangerous discussion
- **Esteban** is very argumentative writing to argue with anyone he can at any point.
- **Angel** is not really there however he's the catalyst of the movie since he kicks Jeremy out of the car.

Film Mood Board

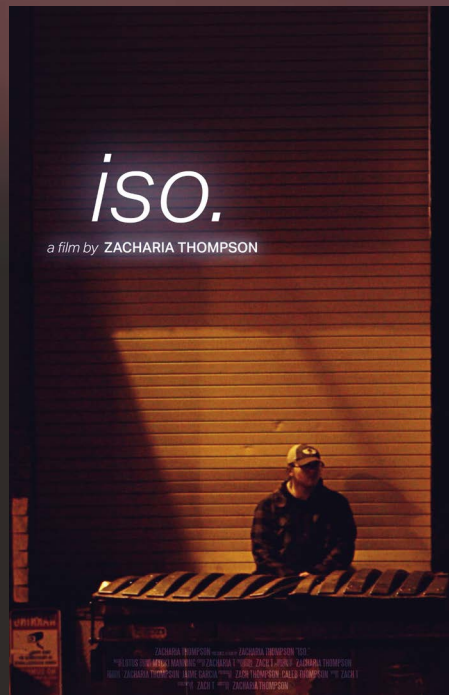
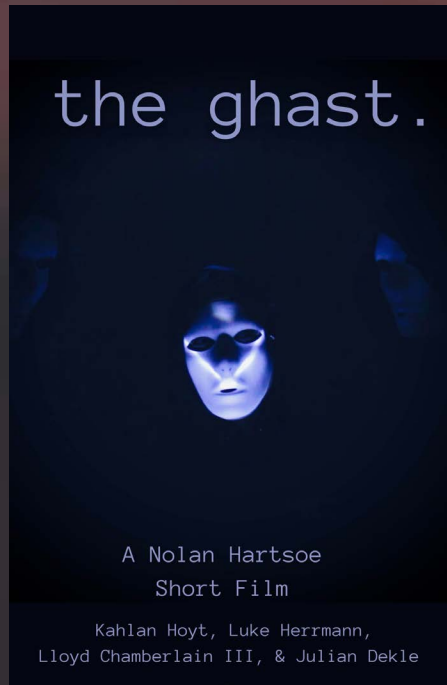
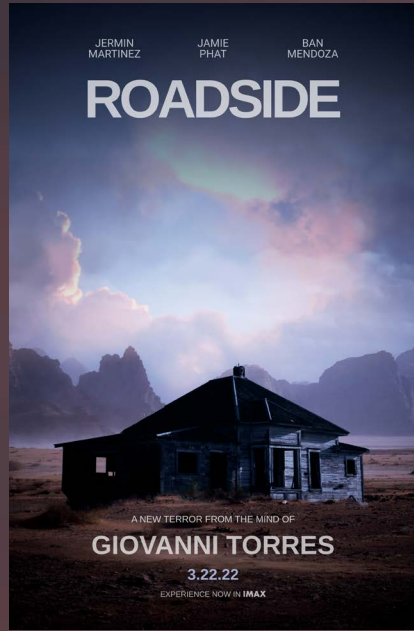
- Low lit scenes
- Extreme close-ups
- Extreme camera angles
- Handheld camera

Conclusion

The movie ends when Jeremy finally finds sanctuary in this odd home when he enters the house changes slightly. When he sits down he meets a man in the house the man asks him about the problems he had to face out in the desert. Jeremy being jumpy after what he has just experienced stays quiet. So the man goes behind him and suffocates him and drags him off screen. As the house changes once again.

FILM & VIDEO

SAMPLES OF PAST STUDENT WORK



MEDIA ARTS & COMMUNICATIONS MAJOR

The Media Arts Communications audition includes a portfolio submission and a skills demonstration test.

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 examples are on the following page). Students may bring digital files on a USB flash drive. **No phones, tablets, or other devices will be used to view artworks.**

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 desired.

Student will prepare and present a 1-2 minute interview in which he/she/they explains their marketing vision as if speaking directly to the client.

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 begin the skills demonstration test. Students will have 60 minutes to complete the test with 5 minutes allotted for the oral presentation.
- Staff will evaluate portfolios while students complete the skills demonstration portion of the audition. All portfolio materials 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

PORTFOLIO EXAMPLES

WRITTEN

An Aspiring Entrepreneur Finally Opens Her Own Cafe In Portland, Oregon.

Stellar Slentz-Baeb has long awaited the opening of a cafe she can call her own. After traveling the world and visiting many tea and coffee shops, she will finally open "Stellar Tea" in January, a shop she hopes everyone can enjoy.

The atmosphere of the cafe has a welcoming feel and is perfect for almost anything. The tea and pastries are the specialty of the shop and are bound to be delicious and high-quality.



"I'm very happy about the recent and early success of it. I still have a lot of work to do but I'm very proud," said Stellar.



The Japanese-London style cafe has gained some popularity in the Portland community, as many people are posting on social media about the shop. Many being about the interior decoration and how unique it is.

"I enjoy coming here, it has a nice atmosphere, perfect for going over my work," says Violette Post, a customer of Stellar Cafe.

PRESS RELEASE

REPORTER - stand up
Hello, my name is REPORTER, and today we'll be hearing about a newly opened cafe called "Stellar Tea". Let's go.

INTERVIEW
REPORTER
How are we now with the owner of "Stellar Tea", Stellar.

STELLAR
Hello, it's great to be here and really get the word out about my cafe more.

REPORTER
So, how would you describe the "vibe" of your shop?

STELLAR
I would describe it as a calm spot, so just eat, or have a group meeting of some sort, but also as a place to visit and eat at. It's really just supposed to visit and eat at. The goal is to create a casual yet calming spot.

REPORTER
Alright, so how did you come up with the idea for the aesthetic of this cafe?

STELLAR
I started off thinking of sort of a Japanese - style shop with all the shoji screens and little things were added in like that as well. Soon after, I added more things from London and I also took inspiration from other shops like Gaiji cafe.

REPORTER
Thank you, how do you feel about the recent surge of early success with your shop?

STELLAR
I'm very happy about the recent and early success of it. I will have a lot of work to do but I'm very proud.

INTERVIEW QUESTIONS

Black metal. A type of metal that is usually associated with many controversial things like the occult, drugs, and others. Bands like Black Metal have performed these acts and caused many people to try to be away from black metal as well as use a verb-noun combination.

With this in mind it may not come as a surprise to find out many people were very on edge to hear of the new band: Trish Trish Trish. A band centered around general black metal-inspired by San Francisco. The band members included: Cassidy, Christine, The Guitar, and Heartbreak as well as many other bands. At the time of this, people in the area started to discuss whether or not they would go to the band's performance without protest. The only response to this discussion they got was a statement from the lead singer of Cassidy: Cassidy would have been coming, "usually people would not go to shows, but since it was more about the... disappointing experience they caused more of it, we from the local... all... and people to push that the festival should not happen over more. This was also met with disapproval from some people who said they would not go to the show.

After hearing of this discussion about Trish Trish Trish I decided to go and see if it was worth going to see but as people promised to go, I thought about the festival grounds and it came up to 125-485 which is an amazing price for festival tickets and got made without much trouble. Though since I was made of the grounds instead that there were a lot of sound overlays from different bands. I got to the point that I couldn't describe which sound was coming from which band, but since I was there to see the performance I was there to see a band.

The first band I saw was Entering the Dark and they were incredible. Their stage presence was so in it that they were great. Next was... I had to go to see every band I saw except for Christine in The Garden. Their performance for me was very all and the songs they chose to play had a really good sound to it instead of the black metal sound that some usually sound like. It was disappointing especially since they have made some of my favorite tea black metal songs. I would suggest you not coming here and if you prefer see Black Metal but if you like a punk sound then you should definitely check them out.

On top of the amazing performance, TTT also had amazing food prices. There were many options for vegan, vegetarian, lean, and other diets. My favorite food choice though was... I had a pizza. The pizza was so good that I had to go to the pizza place to get some more. There were some more options on the side that was heavenly and complemented the pizza well. The pizza also came with a side of fries that weren't too greasy but still had some great french fries. All of the other places I had went also really delicious and they all had very kind customer service.

Overall, the festival was very well done. I didn't have any overly negative experiences with any of the bands or the food. I had about any incident occurring. I had that was over the overlapping sound problem will be less concerning if we were to bring brought to many... from by other people. I do have to go to the festival and see if we can bring the other things to... that all of your work will be on the side of it. I had a lot of fun and I had a lot of fun. I had about to fall off by the end of the day because the festival grounds are very large. I would also suggest bringing more of your money or cash. I had no better had someone had.

EVENT REVIEW

PHOTO/VIDEO



STAGED INTERVIEW



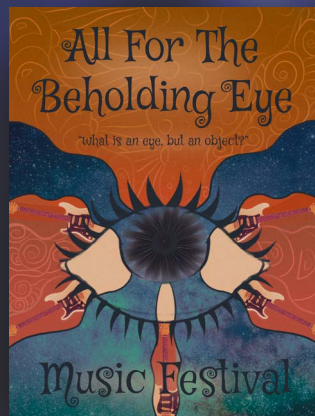
PROMOTIONAL PHOTOS

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

View the interview and other promotional photos: <https://bit.ly/3AEY7QK>

VISUAL

VISUAL



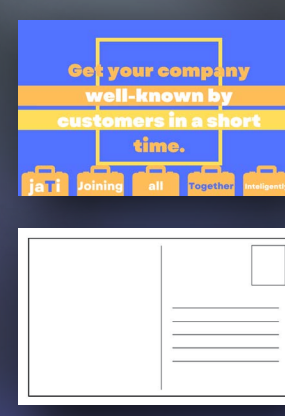
POSTER



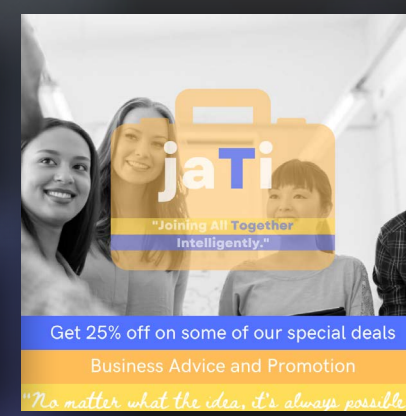
LOGO



T SHIRT



POSTCARD



SOCIAL MEDIA POST



PIN

PHOTOGRAPHY MAJOR

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

PORTFOLIO

Prior to the audition, students are to create a portfolio that will be submitted for review at the start of the audition. 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 and accurate photographic portrait.



5. Additional 3 - 5 photographs of your choice that focus on specific photographic elements and 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 printing 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**. Examples are on the following page.

AUDITION PROCESS

- After checking in at VA101, students will be escorted in small groups to the photo room where they lay out their portfolio 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

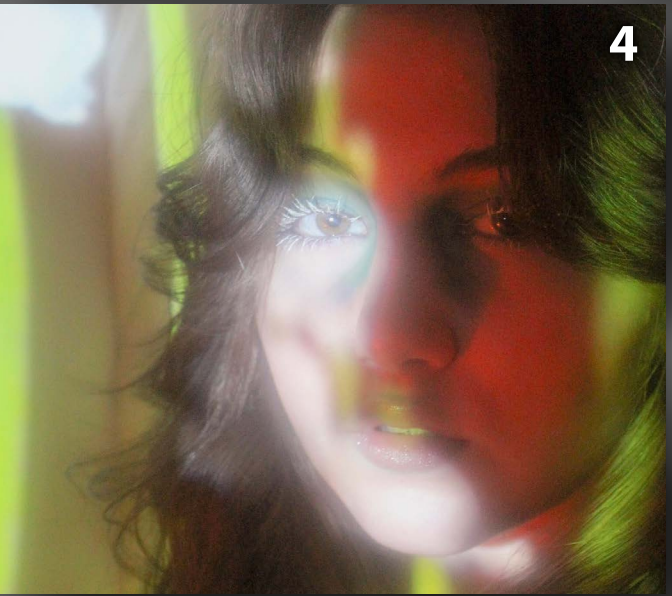
SKILLS DEMONSTRATION EXAMPLES



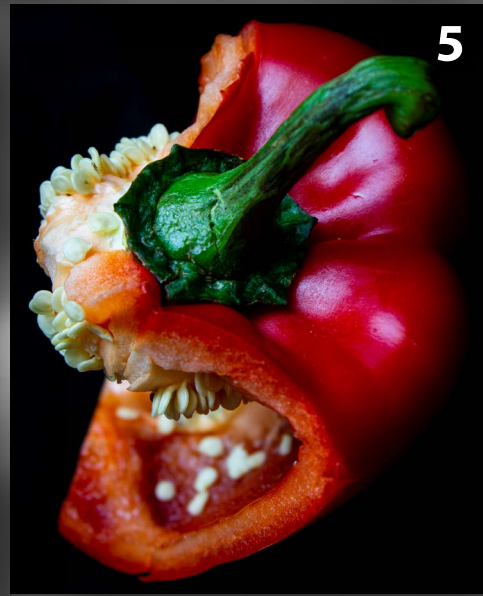
1



2



4



5



2D VISUAL DESIGN MAJOR

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

PORTFOLIO

The portfolio submission must include artwork with the specific imagery and use of media listed below: (more 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 / murals)

ESSAY

All students will submit their printed written response along with the portfolio submission at the start of the audition.

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 printing resources are unavailable)

SKILLS DEMONSTRATION TEST

Students will have 30 minutes to draw a still life arrangement.

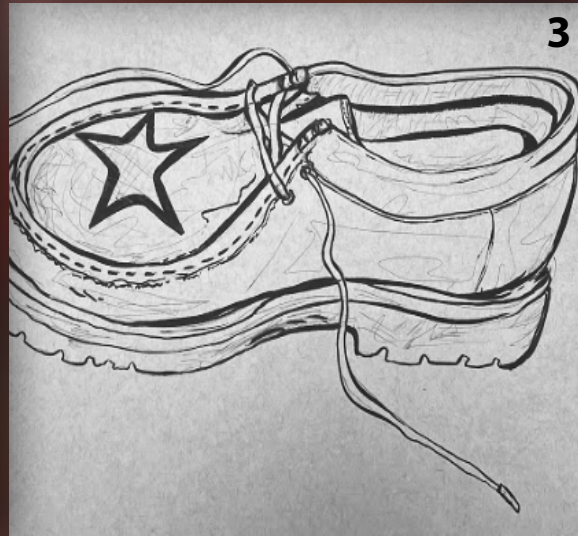
- Fill the page with your drawing, draw big.
- Focus on dynamic composition.
- Strive for realistic representation of still life.
- Attention to detail and high quality mark making (include thick, thin, light, dark lines).
- Shade according to the light source.

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.
- 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.
- Staff will evaluate portfolios while students complete the skills demonstration portion of the audition. All portfolios will be returned at the end of audition.
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2D VISUAL DESIGN

PORTFOLIO EXAMPLES



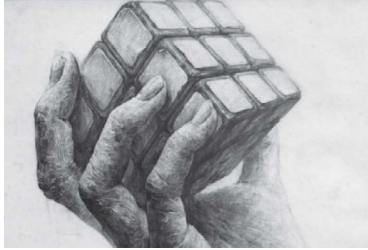
3D DESIGN/SCULPTURE MAJOR

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

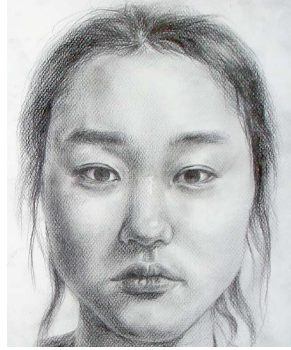
PORTFOLIO

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 TEST

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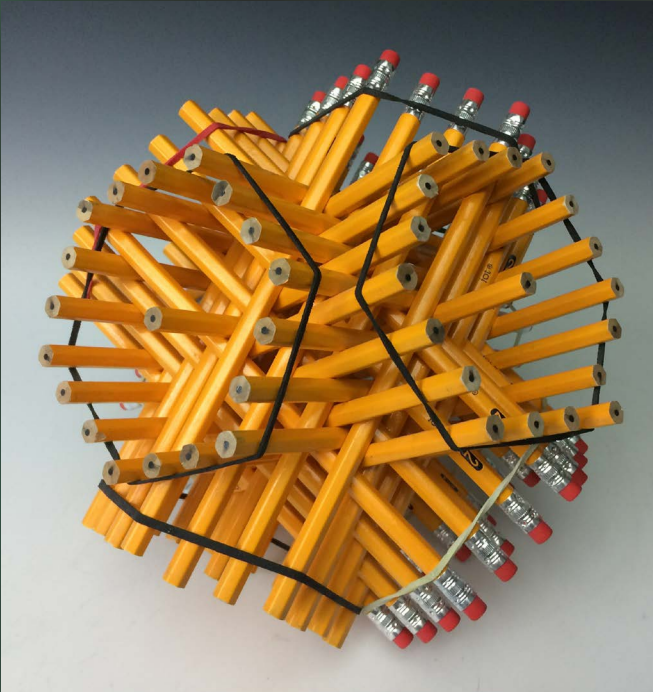
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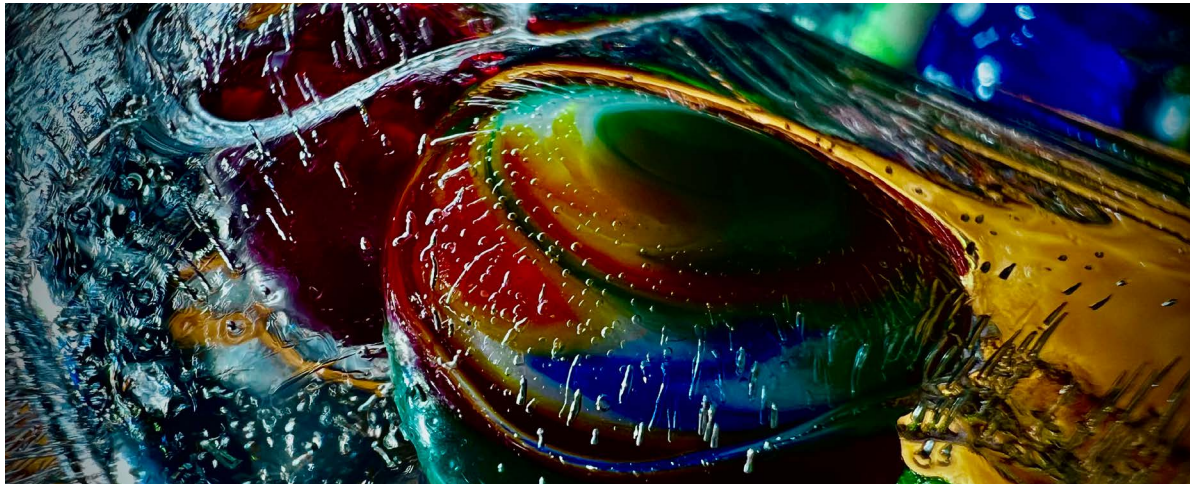
3D DESIGN/SCULPTURE

PORTFOLIO EXAMPLES



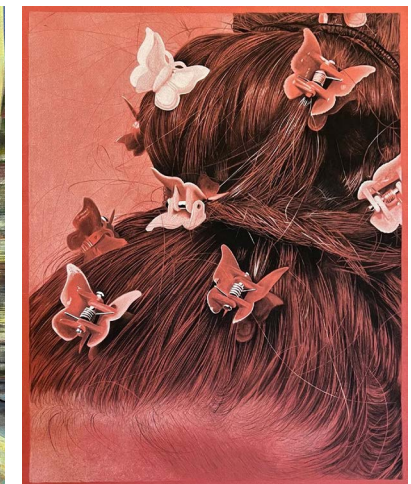
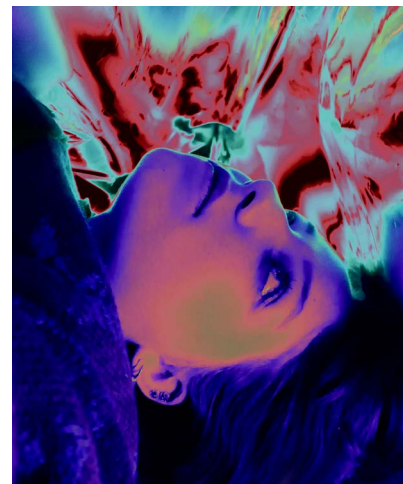
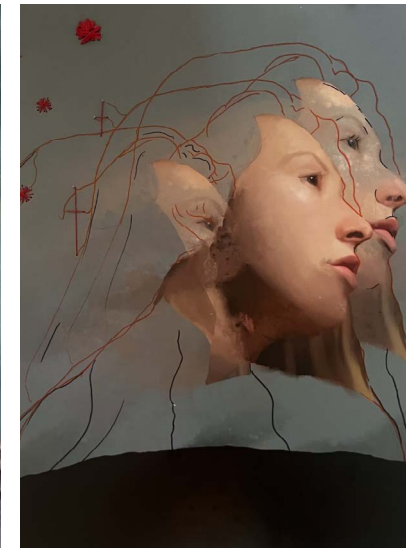
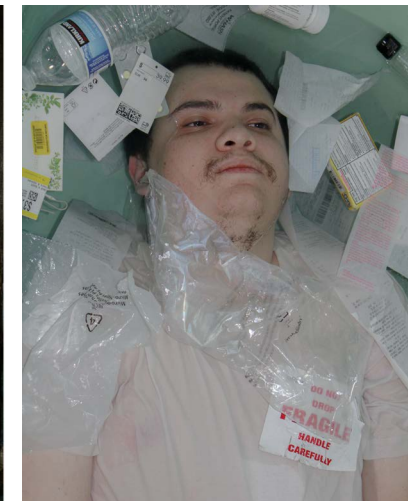
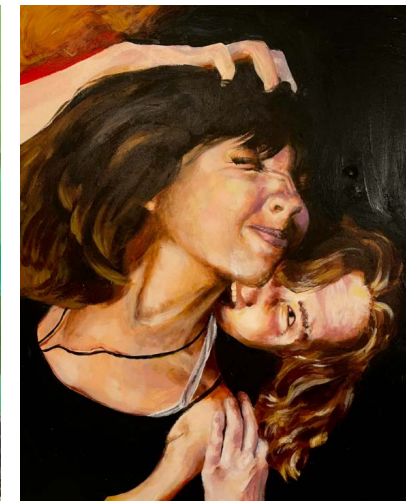
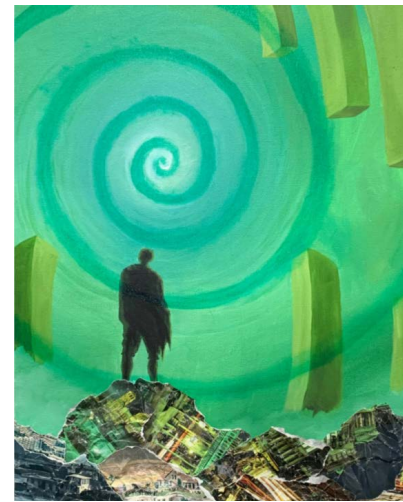
SPECIAL EVENTS

DATE	LOCATION	TITLE
12/09/23	On LVA Campus	Audition Workshop
01/20/23	On LVA Campus	LVA Audition (appointment required)
01/27/23	On LVA Campus	LVA Audition (appointment required)



EXHIBITION CALENDAR 2022-2023

DATE	LOCATION	TITLE
10/10/23 6:00 - 8:00	Bryan Lewis & Lowden Gallery	Magnet Open House/Fall exhibit
12/07/23 2:30 - 4:00	Bryan Lewis & Lowden Gallery	Dance Drama Exhibit
02/15/24 2:30 - 4:00	Bryan Lewis & Lowden Gallery	Spring Group Show
03/21/24 2:30 - 4:00	Bryan Lewis & Lowden Gallery	Senior Showcase





Las Vegas 
ACADEMY
of the **ARTS**