

**Creative Exercise**

As part of the application process, the BAC requires all applicants to complete a creative exercise. While the exercise will have no bearing on your admission status, it will give us a chance to get to better know you and your abilities, as well as give you a chance to get to better know what the BAC values. For more information and success criteria, please consult the Frequently Asked Questions on the inside back cover of this application.

Please answer the following as completely as possible. Each question should be answered on a separate sheet. Be sure to read the directions for each question carefully.

**Part I:**

Select one of the following images. On a separate sheet no larger than 8.5" x 11", in 250-500 words, give us an interpretation of the image. Move away from a mere description of what you see, but rather try to give us a key to read the image analytically. Please type your text double-spaced and proofread it carefully for errors.

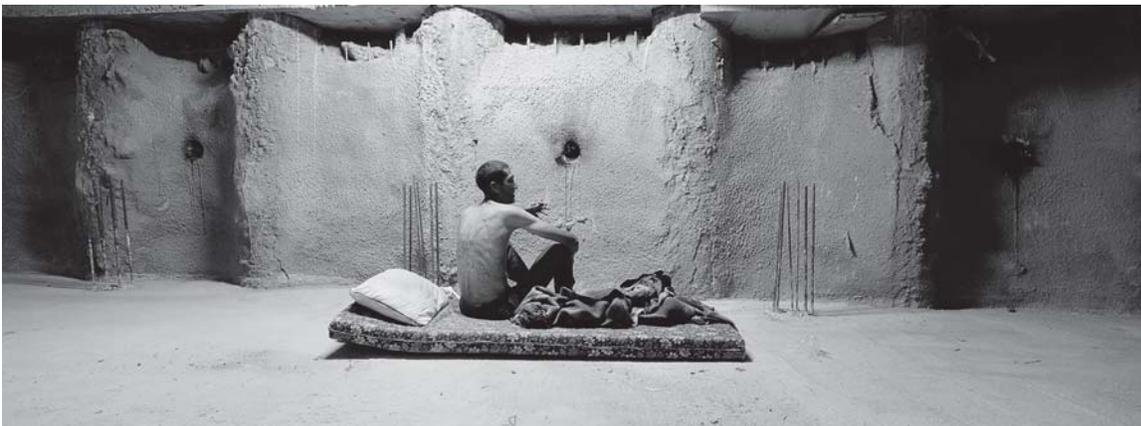
Please check the image you have selected.



*Photo by Lorenzo Linthout*



*Photo by Marcelo Soria-Rodriguez*



*Photo by Mikhael Subotzky courtesy Goodman Gallery*



**Part 2:**

Select **one** of the following passages. On a sheet of paper no larger than 8.5" x 11", make an image inspired by the passage you select. This part of the exercise must be entirely **produced by hand** with any technique of your choice (such as drawing, collage, painting, watercolor, etc). Collaged elements should not protrude from the page. Please include an explanatory caption on the reverse side of your image. Please submit your original work with your application and make a copy or a scan of it for your own records. Please check the passage you have selected.

- I am absorbed with the magic of movement and light. Movement never lies, it is the magic of what I call the outer space of imagination. There is a great deal of outer space, distant from our daily lives, where I feel our imagination wanders sometimes.  
*Martha Graham*

- If I had to represent man "as he is," I should have required so bewildering a tangle of lines that a pure treatment of the element would have been out of the question; there would only have been an unrecognizable blur. Besides, I have no desire to show this man as he is, but only as he might be.  
*Paul Klee*

- When a reader falls in love with a book, it leaves its essence inside him, like radioactive fallout in an arable field, and after that there are certain crops that will no longer grow in him, while other, stranger, more fantastic growths may occasionally be produced.  
*Salman Rushdie*

**Part 3:**

On a separate sheet of paper no larger than 8.5" x 11" **using both graphic and written media**, tell us about yourself. This part of the exercise may be produced by hand or with the aid of computer programs.

**Part 4:**

Please answer one of the following essay questions. A maximum of 500 words should be used.

**Option 1:** A jazz musician's mother, who was a great inspiration to her children, used to end her phone calls to them with a kind of ethical challenge. One such question was, "If the whole world decided today to follow you, where would you lead them? You think about that." So where would YOU lead them?

**Option 2:** Describe in detail a time when you found yourself either applying "real world" knowledge in the classroom setting, or applying classroom learning in the "real world." Reflect on the nature of the knowledge transfer and the degree to which it was successful.

- I certify that I alone produced the work enclosed. I understand that any misrepresentation may be cause for denial of my application for admission or dismissal from the Boston Architectural College.

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Name

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Signature

Date

**Please include this form with your application.**

**Please put your name on each sheet you submit.**



## Frequently Asked Questions

### *What is the purpose of this exercise?*

Most design schools require a formal portfolio. Since many applicants to the BAC are new to design, we do things differently. One of our strengths is that students come from a variety of disciplines; this exercise gives you a chance to put your best foot forward while giving us a chance to get to know you and your abilities. It also gives you a chance to get to know what the BAC values. This is a small sample of the type of work you may do over the next several years.

### *Will my answer affect my admissions to the school?*

No. While we may use the creative exercise to assess your skills, it will have no bearing on your admissions standing. Your responses give us helpful information that allows us to academically advise you more effectively.

### *I have never drawn a thing in my life. How can I do this exercise?*

The exercise is not meant to “measure” how well you draw. It is simply meant to give you a chance to engage your creativity. This is not a “test” that you can pass or fail. A successful BAC student is one who relishes new challenges and who feels comfortable pushing his or her boundaries. The only “wrong” answer is a blank page.

### *How long should this exercise take?*

There is no “right” answer to this question. It will take different amounts of time for different people. Experience has shown that the most successful BAC students don’t worry about how long an exercise takes; rather they put in the time it requires.

### *I have some design experience. Why can’t I just submit my portfolio?*

You should submit your portfolio to request transfer credit; here, however, we are looking for something different.

### *What are the criteria for evaluation?*

There are several criteria we will consider when awarding the scholarships:

- Completeness of exercise and attention to guidelines. Please read the instructions carefully.
- Clarity of expression. Is all writing clear and easy-to-understand?
- Thoughtfulness. Design is about far more than being able to draw. In fact, ability to draw is not a criterion for this scholarship. We are interested in getting a sense of the thinking behind your answers. Does your work exhibit critical reflection on the questions? Do you explore and present your ideas in a creative manner?

### *Is there anyone at the school I can ask for help?*

Yes. Email to [admissions@the-bac.edu](mailto:admissions@the-bac.edu). Someone will respond as soon as possible. Please note, however: assistance is necessarily limited to clarifying instructions and guidelines. We cannot evaluate your work or provide feedback about your words and drawings.