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Office Hours:
MWF noon-1pm
or by appointment

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Course description:

A course to help students prepare a professional portfolio and resume. Includes individual project development and portfolio review and exhibition.

To be taken the last semester before graduation.

Course Goals:

1. Create an effective professional portfolio
2. Understand how to best promote yourself
3. Begin to networking
4. Participate in exhibition of portfolios
5. Become fully prepared to enter a career

Resource:

for portfolio information:
www.aiga.org

options to purchase portfolios:

www.houseofportfolios.com

www.lost-luggage.com

www.rexart.com

All Media in Kent 330-678-9811

20% off sale March TBD

some popular portfolios styles/makers:

case envy

pina zangaro

screw post cases

clam shells

Building a Portfolio

Effective visual communication

- A good portfolio clearly illustrates strengths of the designer
- Pick your best work for the right market
- All pieces should be of equal caliber
- Show strengths in conceptual development, technical skills, creative and practical applications

Outline goals

1. Initial compilation and selection of potential work
Contents may include: Multi page brochure, Corporate identity system, Layout design, Typography solutions, Package design, Illustrations and photography with applications, Web knowledge.
2. Individual development and completion of projects in areas of interest or deficiencies
3. Case, sleeve or book selection
4. Photograph 3 dimensional work
5. Cohesive final presentation. Organization, flow and visual pacing.
(Put your best piece first and your second best piece last.)
6. Compile a conceptual working book
This contains thumbnails and roughs. Discuss formats.

New Project Development

Revise Existing Projects

Resume and Cover Letter

- Writing and designing
- Interviewing procedures and techniques
- Presenting your portfolio

Lectures, Research and Critiques by Art Directors

Self Identity/Branding and Promotion

Participate in AIGA Student Portfolio Review and Exhibition

Attend 4 Outside Art/Design Events

Create a Web Presence

Join Professional Organizations

Senior Exit Review

Senior Portfolio Exhibition

- Invitation competition
- Pass portfolio review by faculty to participate in group show
- Participate on student committees - Invitation, Finance, Food, Music, Installation, Digital and Documenting
- Assigned gallery sitting

Finals Week

Take down of exhibition and turn in selected portfolio pieces and digital files.