

**Professor: Markus Vogl**  
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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](http://www.aiga.org)

options to purchase portfolios:

[www.houseofportfolios.com](http://www.houseofportfolios.com)

[www.lost-luggage.com](http://www.lost-luggage.com)

[www.rexart.com](http://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.