

In this course, students have the opportunity to develop portfolio quality work and to present that work in a final presentation with industry professionals. Emphasis is placed upon content development, problem solving, formal solutions, statements of objectives, self-analysis, and interview planning and presentation. Weekly in-depth critique sessions will provide students the opportunity to give and receive feedback, demonstrate progressions, discuss problems and elucidate processes. This is an advanced class. Students must have at least three previous projects that will serve as the focus of revisions during this course.

Your Three Personal Design Pieces

- Your best work so far, or pretty good work that just needs polishing. Previous class projects, current class projects or professional projects.

Your Professional Portfolio

- Numerous container options as illustrated in your textbook, including a large format book or carrying system with mounted projects, or a box with mounted projects.
- Contains the three projects, letter and resume, with room for PDF leave-behind, and sketchbook. (Eventually your professional portfolio will have 12 – 20 pieces.)

Your Personal Identity System (PIS)

- Letterhead with introductory letter and resume. These items help to define who you are as a person and designer, help you stand out from the crowd, and bring recognition to you upon a face-to-face visit.

Your Leave-Behind Portfolio

- A sampling of a few select pieces from your portfolio. For this class, the leave-behind should feature the three required pieces in the portfolio. Print and turn in a perfect copy.
- The overall design should be consistent with the look and feel of your PIS.
- Add simple clear captions and an introduction.
- It should be portable, easy to distribute, expendable and relatively inexpensive.
- It should also be in PDF format on a CD.

Your On-Line Home Page

- Shows you off as a designer.

Your Sketchbook

- Includes development sketches of the three design pieces you will be using in your portfolio.
- Illustrates the design process, with notes and critique suggestions from class.
- Often includes other designs and sketches you find inspiring. Can also be a scrapbook. Ability to add/remove pages a plus.

Presentation Supplies You Will Use

- Matte board or other material that will properly display your projects in the portfolio - reusable week to week. (Final version must be perfect.)
- X-acto knife to trim the projects.
- Metal ruler to trim the projects in straight lines.
- Spray mount adhesive to adhere work to matte board or foam core board.

Grading

- Reasonable effort to complete daily/weekly assignments and arriving prepared.
- Your involvement in the class and supportive interaction with other students. Being here. Bringing and using your sketchbook.
- Thoughtful answers to topical questions presented as short quizzes or questions in class.
- Checklist for final project pieces and your presentation.

Final Critique

- Professional portfolio
- Leave-behind portfolio (PDF version printed)
- Resume on letterhead
- Example cover letter on letterhead
- Sketchbook

DESN493 Schedule for Spring 2010

Mar	29	D1-Course Overview Requirements Sample Portfolios	31	D2-Bring: at least three almost finished design pieces to discuss. Bring more if possible. Have Read: <i>Introduction, Making a Working Portfolio</i> , pp 9-23
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April	5	D3-Critiques Bring: Design Project #1 Revision 1, in color and mounted + Sketch book Have Read: <i>Critique Guidelines</i> Answer the four questions about yourself	7	D4-Critiques Bring Design Project #1 Revision 2, in color and mounted + Sketch book + Answers to 4 questions Have Read: <i>Making Your Own Luck</i>
	12	D5-Discussion. Have Read: <i>Presenting a Print Portfolio, Student Print Portfolios</i> , Bring: Two examples letterhead design - (black and white OK)	14	D6-Critiques Bring Design Project #1 Revision 3, in color and mounted Bring: Sketch book
	19	D7-Discussion. Have Read: <i>Job Hunting</i> pp46-51. Bring: Find three real jobs you want to apply for – bring basic job research on each of the three companies, as if you were interviewing. Bring: Letterhead revised + Sketch book	21	D8-Discussion. Have Read: <i>DesignSalary.pdf</i> Also read <i>AIGA salary survey</i> . Critiques. Bring: Design project #2 revision 1, in color and mounted + Sketch book
	26	D9-Discussion. Have Read: <i>Presentation boxes, Cases and Portfolios, Professional Print Portfolios, Promotions</i> . Bring: Draft of your Introductory Letter and Resume on letterhead + Sketch book	28	D10-Discussion. Have read: <i>TheSellingPortfolio.pdf</i> CritiquesBring: Design project #2 revision 2, in color and mounted + Sketch book

May	3	D11-Critiques Bring: Design project #2 revision 3, in color and mounted Bring: Sketch book Bring: Portfolio case Ideas - what size/Quality?	5	D12-Discussion. Have read online resume article at <i>smashingmagazine.com</i> , & checked out favorite sites at <i>designm.ag</i> site. Answer this: Why are favorites favorite? And what are your goals? Critiques. Bring: Leave-behind portfolio comps - black and white and unbound is OK
	10	D13-Critiques Bring: Design project #3 revision 1, in color and mounted Bring: Sketch book	12	D14-Bring: Revised leave-behind color portfolios Bring: your best two homepage ideas (printed)
	17	D15-Critiques Bring: Design project #3 revision 2, in color and mounted Bring: Sketch book	19	D16-Discussion: getting ready for typical interview questions. Have Ready: Be ready to answer any sample question in class, quickly with confidence.
	24	D17-Critiques Bring: Design project #3 revision 3, in color and mounted. Sketch book	26	D18-Bring: Portfolio book/box + all materials Test run for presentation - gallery critique - final checklist for grade

June	31	May 31 Memorial Day Holiday	2	Final Day - Presentation - Portfolio + all materials - Gallery critiques -Appropriate dress
	7	Final Exams - No Class	9	