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## Grading

Final portfolio checklist 20% ( The class before. )

Final portfolio presentation - open house or interview 10%

Your involvement and interaction week by week 70%

## Portfolio Checklist: Six Required Items with Details

- **Case**

- Easy to add/remove items
- Materials constrained from slipping around
- Neat and organized

- **Three mounted projects.**

Clean and removable

Captions?

Always good to indicate the problem to be solved.

- **Good example of leave behind port.**      • **Plus a CD version.**

- **Resume and cover letter**

- **Sketch book** - must be there and have more than one relevant entry in it. Presentable.

## Good Options:

Anything else you have designed: Brochures, CD covers, posters, any products developed

Depending on the particular job interview, assignments such as CAD, programming, models

Planning documents - sketches that lead to final products - comps

audience analyses

Design studies - options you didn't follow but show promise

Screen shots of web sites, blogs

Attestations - feedback, letters of appreciation, recommendations

Also things that show you are observant - photography

(also that you can work with texture, line, form, balance, etc.)

Also things that show you have artistic talent

Also things that show you are aware of the field - references to professional organizations, standards, etc

AIGA American Institute of Graphic Arts (see professional resources page),

Communication Arts, Adobe

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## Customizing your Portfolio for an interview with a particular employer.

Define your audience: the company or *their audience*.

The presentation portfolio you take to an interview should demonstrate that

your skills meet the needs of that target audience (ie that employer or her audience).

Therefore your portfolio becomes a fundamental design question for all jobs and clients.

In this case, what will the people who hire you be looking for?

Wild or conservative?

Design for a specific age group or multiple?

Art or organization?

Simplicity or complexity?

Does your portfolio have to be unique?

Probably not for many jobs. Business-like may be better.

Remember to show that you can master the common before showing off the unique.

*Ring binder with a zipper is ok - but on the low end of the "I am proud of this" scale.*

*On the other hand, your port could show design skills. "Why didn't I think of that?!"*

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