

## G420P03 Portfolio Prep

### Portfolio Final Submission

Your submission must include these items *in order* with *each project labeled accordingly* (i.e., Advertising Design: Project #1, etc.).

#### 1. Design Applications

Five projects of creative problem solving.

**Required:** One multiple-page project demonstrating unity page to page, utilizing a grid system. This may be an annual report, catalog, manual, or book.

Then choose four different items from the following list:

- Poster/postage stamp/outdoor/chart/book cover
- Menu/direct mail/greeting card/blister package/CD or DVD package
- Three-dimensional item that is a point of purchase display, a package that shows both structural and graphic integrity, or an exhibit/trade show item using 3-D graphics. Show the original, or photographic documentation of it.

#### 2. Advertising Design

Four creative magazine and/or Web advertisements of varying sizes and subjects. They must show salability and marketability for consumer products or services, business-to-business, and/or social issues. One must be limited color.

#### 3. Advertising Campaign

One complete advertising campaign that must include at least three items: print ads, packaging, storyboards, outdoor, Web site, direct mail, point-of-purchase, and/or nontraditional methods.

#### 4. Thumbnails

Set of four good conceptual thumbnails is required for one of the projects in either the design applications or advertising design category.

#### 5. Corporate Identity

Demonstrate one graphic identity system for an existing or invented company that would include an attached written profile of the company. Include logo sheet presenting the conceptual development, displaying 6–8 progressions of the design solution, b/w or full color is acceptable for this aspect. Must include five items showing the final logo used in these applications:

- |                                      |                                           |
|--------------------------------------|-------------------------------------------|
| A. letterhead/business cards/label   | E. videotape/audiotape/DVD/CD packaging   |
| B. vehicle or apparel if appropriate | F. Web site                               |
| C. signage, way-finding artifacts    | G. other relevant innovative applications |
| D. brochure                          |                                           |

#### 6. Web/Digital Media

- Choose one item from the following list:
- Functioning or nonfunctioning Web site layout (minimum of 4 screens)
- Multimedia presentation (minimum of 4 screens)
- Flash animation (10–15 seconds)
- Web banner ads (2)
- Web mail (e-mail or e-newsletter)
- Other (new technology)

#### 7. Electives

Select two to four examples from one or more of the following categories: logo design, typeface design, traditional or digital illustration, photography, painting, and print design projects from freelance or internship assignments.

Convert the files for these projects into a multipage PDF by scanning them and saving them as jpeg files. See sidebar instructions for getting assistance with merging multiple document types into one multipage PDF file.

Organize them and by **Tuesday, March 13, 2012**, post them in the **Discussion Area** for your classmates to view. Label your file with your name and the extension (e.g., JonesPortfolioSelections.pdf). With each of the pieces you have selected, answer the questions listed on the [self-critique table](#). Post the table along with your files in the **Discussion Area**.

Review and critique the work of at least two other students by the end of the week. Be detailed and specific. Offer real insight regarding the concept, solution, and craftsmanship. Use the correct vocabulary. Critical review is a very important part of the selection and refinement process in building a successful portfolio. Take your time here and be thorough. Remember, these students will also be looking at your work. Also, our goal is to work with each class member, therefore critique the work of the next two people listed on the class roster after your name. Post all critiques to the **Discussion Area**.

<b>Assignment 4 Grading Criteria</b>	<b>Maximum Points</b>
<p>Correctly saved, filed, and posted the following components:</p> <ul style="list-style-type: none"> <li>At least five Design Application examples. (5 x 4) 20</li> <li>At least four Advertising Design examples. (4 x 4) 16</li> <li>At least one Advertising Campaign example. (1 x 4) 4</li> <li>At least one Corporate Identity example. (1 x 4) 4</li> <li>At least one Web/Digital Media example. (1 x 4) 4</li> <li>At least two Elective examples. (2 x 4) 8</li> </ul>	56
<p>Prepared a statement for each example based on the 10-question outline. (16 required pieces x 4 points each)</p>	64
<p>Provided a critique of two students for each of the following components:</p> <ul style="list-style-type: none"> <li>Design Application examples. (2 x 4) 8</li> <li>Advertising Design examples. (2 x 4) 8</li> <li>Advertising Campaign examples. (2 x 4) 8</li> <li>Corporate Identity examples. (2 x 4) 8</li> <li>Web/Digital Media examples. (2 x 4) 8</li> <li>Elective examples. (2 x 4) 8</li> </ul>	48
<p>Clearly organized critiques based on each student's required portfolio categories.</p>	4
<b>Total:</b>	<b>172</b>