

GRD Portfolio Content Requirements

PRINTED PORTFOLIO PROJECTS in a PHYSICAL BOOK

Number of Projects

- A minimum of 10 projects is required in your portfolio in order to graduate. You may have a maximum of 12 projects.

Project Categories

4 required portfolio projects

1) Advertising Campaign

- The campaign should consist of a minimum of 3 separate ads that all relate to a specific advertising strategy or theme

2) Multi-Page Document

- 1 multi-page document, minimum 6 pages

3) Multi-Fold Collateral

- Minimum 6 pages
- Non-ad print material that supports a marketing strategy
- Project should be mounted in pocket on board

4) Corporate Identity

- Logo design
- Stationary package: letterhead, envelope, business card
- 2 designed pieces that support the corporate identity (brochure, poster, menu, etc.)

6 to 8 additional projects needed

- The remaining 6 to 8 projects in your portfolio are up to you.
- Work should represent strong design including concept, visual balance, unity and typographic skills. Review all the work you have done, including any freelance project and or work from your internship and select the top 6 to 8 to refine in order to complete the ten to twelve pieces needed to complete this class.
- Ten projects is the minimum to be included, however more can be included if you feel they further represent your abilities – no more than twelve. The goal is to have at least 10 strong pieces for your portfolio, but not to overwhelm the viewer.

NEIA Courses to Draw Work From

- GWD1300 Digital Illustration
- GWD1200 Image Manipulation
- GWD1070, GWD100, GRD3100 Typography Courses
- GWD2100, GRD2400, GRD2550 Layout Design Courses
- GWD1700 Fundamentals of Web Design & Development
- GWD1050 Concept Design
- GWD 3900, GWD3910 Information Architecture & Interface Design
- GRD3500 Publication Design
- GWD3200 Corporate Identity
- GRD3700 Information Design
- GRD2700 Art Direction
- GRD2200 Package Design
- Any Graphic Design Electives

Other Places to Get Work From

- Freelance Work
- Pro-Bono Work
- Internship(s)
- Personal Projects

Portfolio Content Requirements (cont.)

PROCESS BOOK

- Must be bound (no loose sheets)
- Contains design brief, thumbnails, roughs, research, brainstorming, journal notes of thoughts, processes, etc.
- You can either have a general process book that neatly shows your process as it would apply to many assignments (your general way of working)
- **or** choose one or two specific projects and have a detailed account from beginning to end that shows your process to solve the visual problem. This should be a thorough account of any reiterations you went through – including ideas that did not pan out.
- Employers love to see your process in action – and, it will only give you brownie points.

SELF-PROMOTIONAL WEBSITE and WEB PRESENCE

- Showcases your work, gives access to your resumé, is an easy way to contact you
- Potential employers want to see your work electronically before bringing you in for an interview.
- Your web site can be designed & built by you from scratch
- **or** you can use a template-based service (such as virb.com)
- You should also have some other “web presence” that could include professional social media sites (Twitter, Facebook), showcase sites (DeviantArt, InstaGram), or blog (Tumblr)

SELF-PROMOTIONAL COLLATERAL

- These items are all about self-branding
- They are designed to be “left behind” or “sent ahead” of an interview
- They should speak about you as a designer and your personality
- They can be fun or useful, but should always be memorable

PRESENTATION at PORTFOLIO SHOW

- All students must complete and present a portfolio containing the items listed above.
- All items must be present at the time of evaluation – at the Portfolio Show.
- Missing items at the time of final evaluation, will result in a “0” for that project and lower your overall grade by one letter grade per missing assignment.
- All pieces in the portfolio must conform to a professional format demonstrating a consistent presentation. Projects in your portfolio should be presented professionally.

Senior Portfolio : Tips

About

Senior portfolios display student skills, abilities and talents. Anyone viewing the portfolio should be able to clearly see the student's potential in the future. All included work must be of professional quality. The portfolio itself should be well planned, well organized, and well crafted to help the student create his or her unique "brand" within the Graphic & Web Design industry. The senior portfolio is also one of the ways that a student demonstrates that he or she has achieved the competencies of a Bachelor of Science Degree in Graphic & Web Design.

General Requirements

- It is expected that all students are familiar and adept with all aspects of graphic and/or web design including image creation, layout design, typography, development, and UX design to be eligible to graduate. Portfolio class is **not** the time to learn these things but to use those skills to develop your senior portfolio.
- All work must contain real content (no low-res images or Lorem Ipsum)
- All students are required to have their own hosting and domain name for their portfolio site.
- All students will attend the Portfolio Show at the end of the quarter and have their work reviewed by a faculty member or outside reviewer in order to graduate.
- All students will complete a minimum of 120 hours at an approved internship.

What is my "best work"?

- Shows personal strengths and perhaps interests for design and/or development
- Pays attention to typography, design, and usability
- Demonstrates original thinking
- Reflects current trends in design - does not "look" dated
- Should make people "feel" something
- Immaculate, well crafted, clean

What if I don't have the required number of pieces/projects?

- Re-design a project that had a good solution or concept, but poor execution
- Assess mediocre work to decide if you should fix it or junk it
- Give yourself a new assignment - or better yet, ask someone for one

Projects in Context

Projects should be shown in context as well as flat (print) or on the internet (web). Short of photographing everything yourself, here are some good mock-up resources for placing your work in context:

- <http://graphicriver.net/category/graphics/product-mock-ups>
- <http://www.pixeden.com/psd-mock-up-templates>
- <http://www.psdcovers.com/category/premium-free-psd-mockup-templates/>
- <http://graphicburger.com>

What can be included in writing about your work?

- Name of project and/or client
- What role did you play in the completion of the project?
- What was the client's problem?
- Who is the intended audience?
- What was your strategy and concept?
- Explain your choices. Why did you make the decisions you did?

Interview/Show Tips

- Keep descriptions of your work (written and verbal) brief. Let the work speak for itself.
- Look at the interviewer/visitor as you speak about your work
- Be enthusiastic
- Do not praise or disparage yourself or your work
- Dress professionally
- Do not be late for the interview/show
- Write and send a thank you note immediately after the interview
- Accept criticism graciously

You, On the Web

Master Your Domain

If you already have a domain name, great. If you don't, you need to secure one yesterday. Naturally you'll want one that reflects your name or what you have chosen to call yourself as a professional designer/developer. Be prepared to compromise though as many domain have already been taken and the web does not allow duplicates.

- Go to **GoDaddy** to start your domain search (<http://www.godaddy.com/domains/search.aspx?ci=78118>).
- GoDaddy is easy to use and has some of the least expensive yearly rates on domain registration.
- Note that if the domain you want is not available, GoDaddy will offer some alternatives that are. Otherwise, hit the back button and try again.
- Notice that there are more suffixes than .com to choose from. Not all will work for you (.org, .biz, .asia), but many will. Simply hover your mouse over the option, and an explanation of each will appear.

BUILDING and HOSTING

The Do It Yourself Solution (GRD, WEB)

If you are comfortable with developing a website from scratch either by straight code, through Adobe Dreamweaver or Adobe Muse, then I recommend **Blue Host** (<http://www.bluehost.com>) as your hosting platform. Aside from having great features and good prices, my experience with their customer service has been amazing. And, let's face it, if you're going to build your own site from scratch, you'll need customer service sooner or later.

\$4.95/mo | [List of Features](#)

The Do It With Help Solution - In Style (GRD)

So coding and Dreamweaver aren't your bag, but you still want a modern looking site with all the bells and whistles – or maybe, you're just on a deadline. In that case, I recommend **Virb** (<http://virb.com>). They're not the most well known template-based website creator, but, in my experience, they produce fine looking sites. They're easy to use and very customizable. What's more, they have just the features you need for a snazzy, modern self-promotional web site.

\$10.00/mo | [List of Features](#)

ALSO: **SquareSpace** (<http://www.squarespace.com>)

The Social Networking Solution (GRD)

Yes, yes – I know you already have a Facebook page, but do you have a *professional Facebook* page (<https://www.facebook.com/pages/create/>) ?? See, potential employers don't care what you had for breakfast and aren't interested in looking at the 523rd photo of your cat. Luckily Mr. Zuckerberg has a solution for this. At the link above, choose the one of six categories that fits you best (probably "Local Business or Place" or "Company, Organization or Institution") and you can get building Facebook style. Sure it's not nearly as customizable and brand-centric as the above two solutions, but it's easy to use, familiar to many people, and it's free. Just remember, keep the updates and content professional and about you as a designer.

Free | List of Features: Announcements, Timeline, Photos, Events, Videos

RESOURCES

Klo Portfolios |
<http://kloportfolios.com>

Pina Zangaro |
<http://www.pinazangaro.com>

Dick Blick |
[http://www.dickblick.com/
categories/portfolios/](http://www.dickblick.com/categories/portfolios/)

Pearl Paint |
[http://www.pearlpaint.com/
shop-Portfolios_0_3999.html](http://www.pearlpaint.com/shop-Portfolios_0_3999.html)

Portfolios & Art Cases |
[http://www.portfolios-and-art-
cases.com](http://www.portfolios-and-art-cases.com)

Your Physical “Book”

Why Have a Physical “Book”?

It is true that today, many of your self-promotion efforts, including your portfolio, should ultimately drive potential clients and employers to your web site. This makes sense - we live in a digital age. That being said, there are still many reasons why you should create a physical book of your work. In fact, you should make a few of them.

- 1) Physical portfolios have a sense of finish and craftsmanship that is appropriate in certain circumstances, including shows and one-on-one interviews.
- 2) Physical portfolios are tactile and more personal.
- 3) Web sites are evolving, mobile devices are new and, truthfully, art directors and hiring managers are of many different generations. Going all digital during this transitional time may alienate some potential clients and employers.

Laying Out Your “Book”

- Choose only your best work : quality over quantity
- Put your second best piece first : start off with a bang
- Put your best piece last : left-hand side, something to remember you by
- Position a strong piece in the middle spread to maintain interest
- All work on right-hand side page, unless double-page spread
- No double-page spreads unless pieces are related to each other
- A margin no less than 1" and no greater than 2" should be left around each piece
- Use neutral colored backing paper : only one color (grays, black, earth tones)
- Remove stock paper and replace with acid-free colored paper (such as Canson)

One Size Does Not Fit All

Gone are the days when one, black, leather-bound portfolio served all of your needs as a designer. That once ubiquitous monolith has been replaced by more creative and need-specific options.

The Presentation Book

Wooden boxes, customized resin, etched stainless steel – there are some beautiful options available that are works of art unto themselves. For those times when you must present yourself and your work amongst your peers (a conference or trade show or the NEiA Portfolio Show), a fancy presentation book is the way to go.

EXAMPLES

<http://kloportfolios.com/bamboo-portfolios-presentation-books/>
<http://kloportfolios.com/acyrltic-portfolio-presentation-books/>
<http://www.pinazangaro.com/product-types/presentation-books.html>

The Interview Book

The opportunity to sit face-to-face with a potential employer and show them your work is not as common as you would like. Many applicants are screened in advance via their website. So, if you're lucky enough to be called in for a one-on-one, simply pulling up that same website on your tablet or laptop may leave your interviewer cold.

Depending on the level of fancy achieved above and the place you are interviewing at, a slightly more practical-looking book may be in order.

EXAMPLES

<http://www.dickblick.com/products/prat-laser-refillable-spiral-books/>
<http://www.dickblick.com/products/prat-pampa-163-leather-spiral-presentation-books/>
<http://www.portfolios-and-art-cases.com/fg-fde0517.html>

The Mail-Away Book

Occasionally, there is a need to mail your physical portfolio away to someone for review. You certainly don't want to send along your custom presentation book or your one-and-only interview book. Therefore you need an inexpensive, yet professional-looking alternative.

EXAMPLES

http://www.pearlpaint.com/shop-Itoya-THE-ORIGINAL-ART-PROFOLIO_3999_3986.html
[http://www.pearlpaint.com/shop-Itoya-Art-Profolio-Advantage-Presentation-
Books_3999_3960.html](http://www.pearlpaint.com/shop-Itoya-Art-Profolio-Advantage-Presentation-Books_3999_3960.html)

INSIDE FRONT COVER

Eye-catching dynamic piece. One or two items maximum.

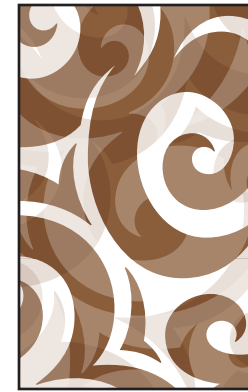
1

All images/items always on the right-hand side.

Only use double-page spread if images/items are related (ie.: same project, all logos, all package design, etc.)

2A

2B



3A

3B



4A

4B

Your center spread (think: centerfold) should be a two-page spread of eye-catching, dynamic pieces that are related to each other (ie.: same project, all logos, all package design, etc.)



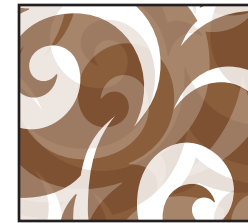
5A



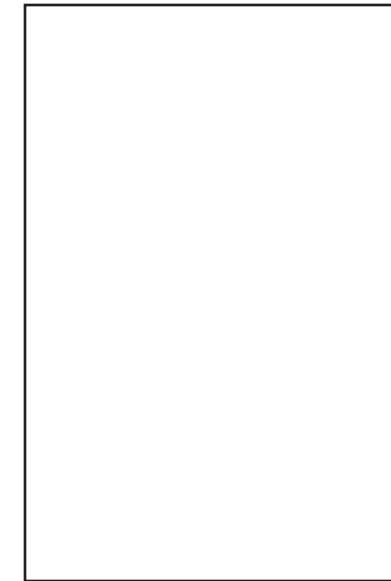
5B



6A



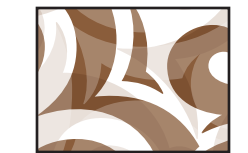
6B



7A



7B



8A

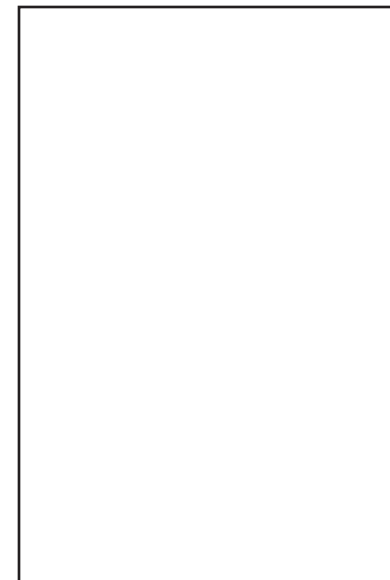
8B



9A



9B



10A



10B

Eye-catching dynamic piece. One or two items maximum.

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INSIDE BACK COVER