PRINTED PORTFOLIO OF FINAL WORK

Your printed portfolio is most useful in taking to interviews or to job fairs to discuss your work in person. The main idea of the printed portfolio is to display an overview of your graphic design work in a way that helps potential employers best understand your work and your abilities. When interviewing in person, you will usually be describing these portfolio pieces while flipping through your book.

In putting together your printed portfolio for this class, **your main goal is to present the work in a way that best displays that particular project.** You may not be showing every page of a booklet, for instance, or every page you made for a website, but you want to give the potential employers enough of an idea of what you can design. And you will also need to show enough detail that they can see the quality of your work, as well as a sense of your particular style.

Your printed portfolio has to be presented with the utmost professionalism. There can be no typos or printing errors, and even the photography of the work has to be strong.

You are required to present it professionally:

THE OUTSIDE:
You may use a hard portfolio case, a plastic presentation binder with sleeves (i.e. Itoya), or a spiral bound book with a hard backing.
The portfolio must be around 11" x 17" - 12" x 18" in size. It may be oriented as portrait or as landscape.
There must be a neat and professional cover page with your name printed clearly on it.
On the outside of the case/binder, your name must be clearly and neatly printed. (The outside edge is a good place on Itoya cases.)
Of course, remove any stickers or labels that came with the case/binder and are not part of your own branding.

THE INSIDE:
All 6 pieces, from all the categories, must be completed and included, with all spelling, grammar, and punctuation correct.
The printouts in your portfolio must be on quality paper that is heavier than typing paper and must be wrinkle and smudge-free.
The work needs to be laid out carefully with attention to placement, scale, margins, gutters, and bleeds.
Choices for details/views to include or exclude must be appropriate (guidelines shown on the following pages).
Photography of work, where included, must be professional (lit well, set up with clean backgrounds, etc.) and edited as needed.
Work that is included as 3D/actual must be printed and crafted well. (This item may not apply to everyone.)
Insert the pink inventory sheet in your portfolio upon submission.
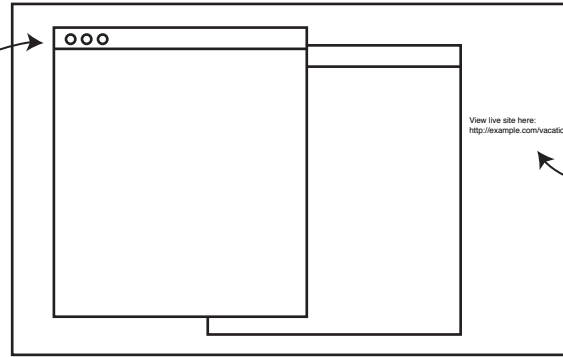
LAYING OUT THE WORK IN YOUR PRINTED PORTFOLIO*

The main rectangles below represent sheets in your portfolio.

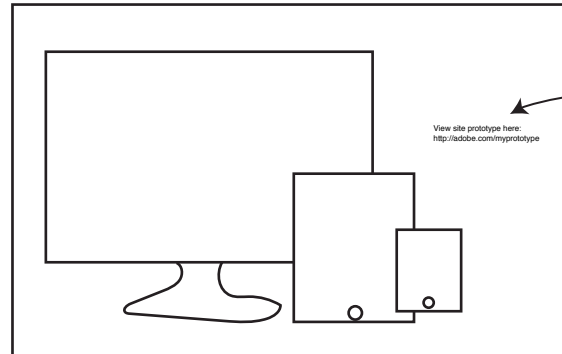***** Your layout might vary depending on your own projects. Use your best judgement and ask me if you're unsure.

Website example

Take a screenshot with the browser window visible.

View live site here:
http://example.com/vacation

If there is a live website (hand-coded or WordPress), type the link here.

Website example if you've designed the mobile versions (Web 2/Interactive 2)

If there is a prototype online, write out the link on this page.

View site prototype here:
http://adobe.com/myprototype

Or, if there is a live website (hand-coded or WordPress), type the link here.

UX Developmental Process of a website, if including it
(I highly recommend including this)
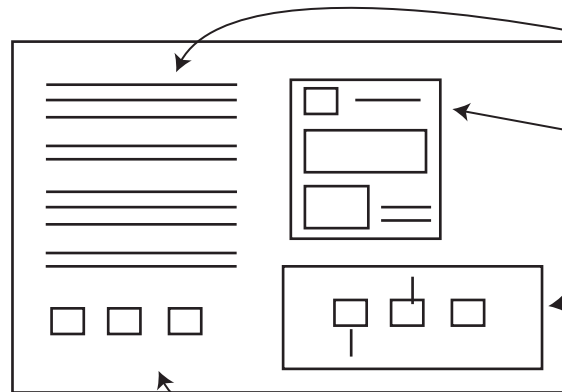
Research steps that are written out: Needs, Tone, Conventions, Audience analysis, Persona
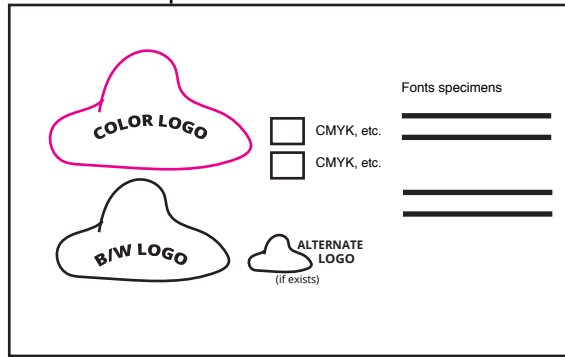
Wireframe example

Note: The exact arrangement of these preparatory items will depend on whatever looks best for *your* page. The items could be cropped and/or overlap each other.

Sitemap

Logo and/or any icons

Full Branding Series, such as Unesco project

Page 1

If <u>NOT</u> including developmental process for this project:

COLOR LOGO

☐ CMYK, etc.
☐ CMYK, etc.

Fonts specimens

B/W LOGO

ALTERNATE LOGO
(if exists)

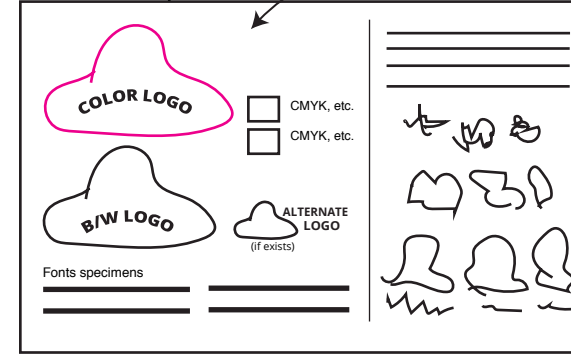The final branding/specimens (Logo variants, color details, and font specimens)
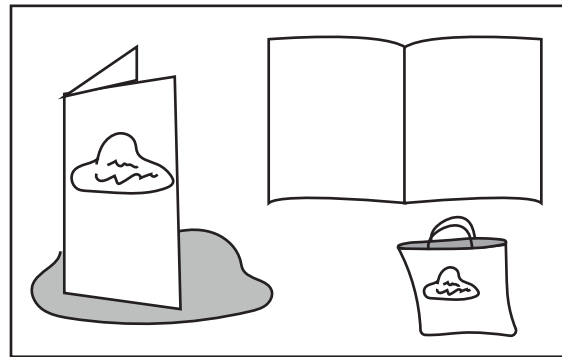
— OR —

If including developmental process for this project:

The final branding/specimens (Logo variants, color details, and font specimens)
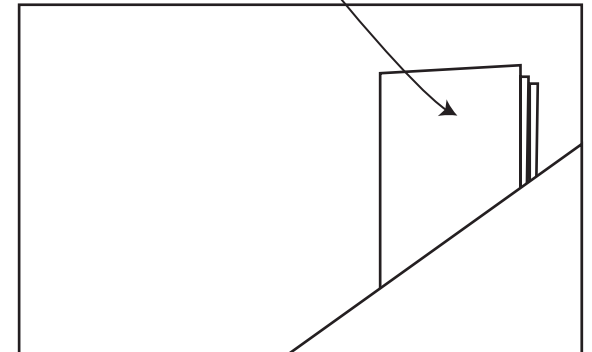
AND

The preparatory sketches, writing, etc.

COLOR LOGO

☐ CMYK, etc.
☐ CMYK, etc.

B/W LOGO

ALTERNATE LOGO
(if exists)

Fonts specimens

Page 2

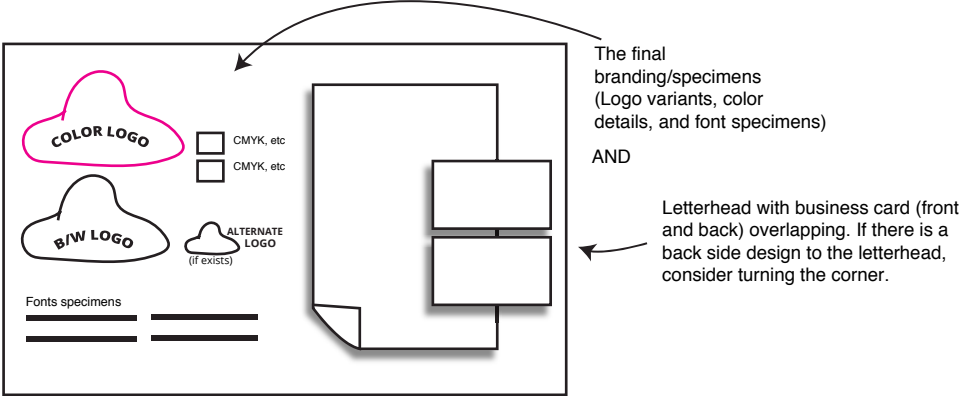If these exist, the designed collateral or products that your designs are on

Designs/Products you made and applied the branding to, such as brochures, pamphlets, tote bags, etc.

You may ALSO want to include a physical sample of brochures or pamphlets to take with you to an interview. Slide it into a sleeve or make a pocket.

Identity/Branding, applied to a letterhead and business card

COLOR LOGO

CMYK, etc

CMYK, etc

B/W LOGO

ALTERNATE LOGO
(if exists)

Fonts specimens

The final branding/specimens (Logo variants, color details, and font specimens)

AND

Letterhead with business card (front and back) overlapping. If there is a back side design to the letterhead, consider turning the corner.

Environmental Design/Signage

Create 1-2 spreads that include at least 1 photo of the signage in context

Other representations of the signage design as appropriate

Quality photo of the signage in its setting
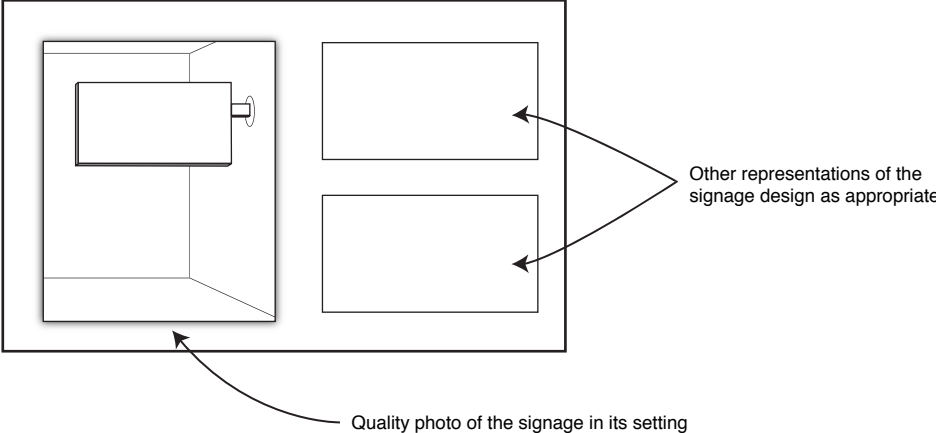
Small or Medium Poster

Poster resized

Large 3D Display/Pop-Up Poster
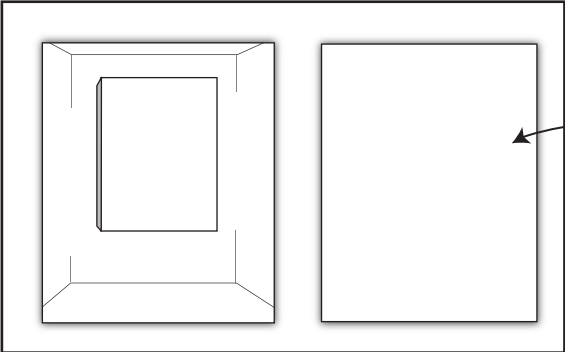
Zoomed In area of your poster, showing 3D detail, possibly.

Quality photo of it on the wall or its setting

EVALUATION FOR PRINTED PORTFOLIO / FINAL WORK:

____ Portfolio meets all requirements and is submitted on time (15%)

☐ Uses a hard portfolio case, a plastic presentation binder with sleeves, or a spiral bound book with a hard backing.
☐ The portfolio is around 11" x 17" - 12" x 18" in size. It may be oriented as portrait or as landscape.
☐ There is a neat and professional cover page with the student's name printed clearly on it.
☐ On the outside of the case/binder, the student's name is clearly and neatly printed, and any stickers/labels that came with the case/binder are removed.
☐ All 6 pieces, from all the categories, must be completed are included,
☐ Throughout, all spelling, grammar, and punctuation is correct.
☐ The printouts are on quality paper that is heavier than typing paper and are wrinkle and smudge-free.
☐ The work is laid out carefully with attention to placement, scale, margins, gutters, and bleeds.
☐ Choices for details/views to include or exclude must be appropriate, per the guidelines shown.
☐ Photography of work, where included, is professional (lit well, set up with clean backgrounds, etc.) and edited as needed.
☐ Work that is included as 3D/actual must be printed and crafted well.
☐ The pink inventory sheet is inserted in the portfolio.

____ Quality of design work itself, including the level of editing to improve the work during the semester (85%)

A   A-   B+   B   B-   C+   C   C-   D   F