Portfolio Assignment

Standard professional application materials in the job industry include a portfolio of your work. Portfolios are often reviewed by potential employers if they are interested in you as a candidate after reviewing your cover letter and résumé. Most commonly you will be asked to submit a URL for a web portfolio or to upload or attach a PDF portfolio. For this course you will do both.

Your final portfolios and web presence are due on April 24.

Content Requirements

Most of the works in your portfolio you will have created prior to this semester or in another class. You will revise work for your portfolio and create new work so that you end up with appropriate work in your portfolio as per your creative brief (that work will be documented in your Design Notebook of Project Revisions as indicated in the syllabus. As a BA graphic design student you are required to include the following:

- Portfolio of 4–6 high quality works including works that:
    - Demonstrate strong typography skills
    - Implement the principles of design
    - Demonstrate the use of a design system across media
    - Demonstrate your ability to work with a team and/or client
    - OPTIONAL: Showcase illustration or photography skills by incorporating that work into layouts where you can demonstrate your ability to work with type and image.
- For each work write a short case study that includes:
    - Title of the work
    - Project brief including the purpose/goals of the work, scope of project, and intended audience (this should be in your own words and not copied from an assignment sheet; do not talk about projects as school assignments)
    - Client (if relevant)
    - Collaborators (if relevant) and your specific role/contribution
    - URL (if published on the web)
    - Details about the process and the design decisions you made
        - Visual Research (sketches, moodboards, color and type studies, flowcharts, prototypes, wireframes, wireframes, before and after comparisons, storyboards, etc.)
        - Other research (surveys, user testing, focus group results, personas, empathy maps, competitive analysis, SWOT analysis, etc.)
    - Share results—what did the design work accomplish?
    - If interactive, show the user experience (interactive map) along with storyboards or video (don't expect the viewer to leave your documentation)
    - Images of the final work in context

More complex works will have longer and more complex case studies. You can find examples of case studies in online portfolios. AIGA also has a great collection of case studies: https://www.aiga.org/case-studies.

- Each project should have its own page(s) using a consistent template/format:
    - This means master pages and styles in InDesign and a content management system in web with a custom theme. If using a site like Behance for your portfolio you still need to design the case studies you upload.
    - Remember that a template is a container to hold documentation and case studies of your design work. The design of the portfolio should be quiet. It should not compete with the design work you are showcasing. White space and good typography are key.
    - The portfolio should look like it belongs to the same design system as your professional package, but do not over-design.

Deliverables

All students will be required to submit a multi-page PDF portfolio, a web portfolio, and a physical work sample in addition to establishing a web presence. Each student will emphasize/focus on different elements of this mix depending on their individual professional goals.

- **Multipage PDF portfolio**: This portfolio should be created in InDesign and formatted for viewing on screen. These PDFs should be small enough (in terms of file size) to email and should be accessible.
- **Web Portfolio**: You may use Behance (free) or another online platform like Adobe Portfolio (note that you need to maintain a Creative Cloud subscription for this service), Wordpress, Squarespace, Wix, etc. If you are planning to go into UX, web design or app design you should plan to have a designed web portfolio (this could mean self-hosting a site but should minimally mean that you have manipulated the visual design via the CSS). If you are planning to go into motion graphics, animation, film or other moving image field you must have a Vimeo (or equivalent) account and should create a demo reel (which can be submitted in lieu of a more traditional web portfolio).
- **Physical Work Example**: It is ideal to have something physical with you that you can bring to an interview. This could be a sketchbook, a bound brand guide, a bound publication or case study that you've done, or a traditional in portfolio in a case. The key is to have something that you could pull out and talk about during an interview.
- **Web Presence**: This minimally means a LinkedIn profile, but many young designers also set up medium, twitter, tumblr, instagram, etsy, and/or other social accounts for professional purposes. These are all opportunities to network, establish name recognition and the ability to be found.
    - Your LinkedIn account must include a well-written profile, profile image, header image, samples of work, a full resume and a custom URL. Profiles

should link to a digital portfolio. I recommend submitting your LinkedIn profile by connecting with me on LinkedIn.

Evaluation

DESIGN OF PORTFOLIO

- Functions as a template and does not distract from the work showcased
- System (the entire portfolio coordinates and works as a system, elements are thought about modularly, portfolio is unified with other elements of professional package)
- Craft/Medium (technical execution, attention to detail, level of polish)
- Composition/Typography (elements and principles of design, hierarchy)
- Process (document in process book, iterative, responsive to feedback and critique)

WORK IN PORTFOLIO MUST DEMONSTRATE

- Composition and Elements/Principles of 2D Design
- Principles of motion (if applicable)
- Principles of interaction (if applicable)
- Strong typography (readability, legibility, hierarchy, large and small quantities of text)
- Design systems and patterns implemented across media
- Strong technical execution and careful attention to detail

DOCUMENTATION

- Curation (what did you choose to include)
- High quality images
- Appropriateness to field the designer intends to enter
- Content of case study including the “why” behind design decisions
- Grammar, Spelling, Punctuation
- Organization and Clarity
- Consideration of audience