

COMMUNICATION DESIGN PORTFOLIO

Spring 2017 || M/W 9:00p–11:50p
Art Building, Rm

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Read. Write. Think. Make.

In this course, you'll develop a professional portfolio composed of your strongest work. Your body of work will be carefully edited, revised, and tested to determine which pieces best demonstrate your creative abilities. By the end of the term, your finished portfolio of eight or more pieces will pair with a web presence, a self-identity, a promo piece, and a resumé.

Class Policies

Come to class. Work hard. Do good work.
Meet deadlines. Be helpful. Be polite.

Grading & Evaluation

Portfolio Brief	5%
Work revisions	5%
Promo	10%
FRESH Group Planning	20%
Self-branding & site	30%
Final Portfolio	30%

Critique Participation

The critique process facilitates the development and improvement of design solutions. Consistent participation in critique is critical to our creative growth. You will be graded on your participation in crit.

Required Text

Flaunt by Brian Gomez-Palacio and Armin Vit. The PDF version, available for a mere \$15 is highly recommended.
underconsideration.com/flaunt

Where We're At

AB TBA: Be here on time every time. When you miss class, you miss new ideas, work time, discussions, crits, and all the points associated with those lovely things.

Basecamp & Slack: This is our online classroom and project resource center and includes reading assignments and links to resources in print and online. Miss a meeting or need clarification? Go here first.

Attendance

Attendance is mandatory. Students are allowed 3 absences for illness, tragedy, or personal circumstance—after 3 absences each absence drops your grade by one letter grade. Showing up late, leaving early, and taking a break longer than allotted time results in a tardy. Two tardies equal one absence. If you arrive late, you're responsible to make sure that we have changed your attendance record from an absence to a tardy, but make sure to do so only at the end of class.

Time Management/Deadlines/Late Projects

Missing deadlines in your professional practice will lose you clients and credibility. Late projects must be turned in by the next class period and will be reduced by one letter grade. *Projects one week late will be reduced by 50%. Projects will not be accepted one week after the deadline passes.*

Work Presentation for Critiques

Critiques are graded. Critique presentations must always include multiple possible solutions with significant different variations in formal and conceptual approach (minimum of three). Students bringing in less than the amount of work required may receive lowered scores and/or may not pass this course.

Grading Considerations

Concepts:	Are they highly creative and appropriate for all audiences and contexts? Are the concepts memorable and do they have visual impact?
Typography:	Does it employ expert typography, paying attention to all typesetting details?
Writing:	Is it well written, descriptive content, with absolutely no spelling errors?
Overall form:	Are design principles and color usage well developed and imaginative? Does the form have visual impact and takes risks?
Unity:	Does it demonstrate your strengths and hold together as a body of work? Is care evident in the selection, pacing, and positioning of all projects, text, and imagery?
Craft:	Is it produced professionally with a high level of craft and attention to detail?

Projects

Project 1

Portfolio Brief, due April 5

Review your audit comments and answer the following questions in a visual 3-5 page portfolio brief. Be prepared to present examples and discuss your work in class. Your printed brief should be designed in a clear and aesthetically pleasing way. It need not be extremely fancy or complex, but you should treat this as if it were a proposal to present to a client.

Overview:

Create a 3-5 page brief describing your plans and intended process for your portfolio.

Discuss these topics (listed in no particular order):

- Who/what inspires your work?
- How would you describe yourself as a designer: print/screen/both? Do you have a distinctive style?
- What is unique about your body of work?
- What kind of work do you hope to do in the long run of your career? (Think dream job)
- What kind of job are you aiming for right now? If you already have a job, do you like it and intend on staying a while? If not, what's your next step?
- List a minimum of 7 firms, individuals, and/or businesses you would like to work with. Why?
- What creative, technical, craft, and writing skills do you plan on highlighting in the portfolio?
- Describe the type of format your portfolio will take (book, screw post binder, etc). Note specific materials. Include visual research to illustrate your format (feel free to use examples from *Flaunt!*).
- What kind of website do you intend on creating? Do you have your own domain name yet?
- Have you considered how it will connect to your print portfolio?
- Explain why your print and web portfolios are appropriate for the work you intend to seek out.
- Will you need to commission any sort of pieces (a box, die with name/logo, perfect binding, case etc.)?
- How will this effect your schedule? What's the cost? Who are you considering for this?

The final document: basecamp turn in

Design a presentation document to turn in. Include images of print portfolio, web presence, and identity system inspiration. Check the "Keep in mind..." section to the right to keep yourself on track with the things you need to have done. This can be digital.

"Your portfolio... It is a unique display of your talent and an exhibit of your experience. While it is a visual expression, it demonstrates a psychological shorthand that must tell your special story."

—Roz Goldfarb

Keep in mind...

- You must answer 10 questions minimum, but are welcome to talk about other influential factors for your portfolio and career plans.
- Your printed brief should be designed in a clear and aesthetically pleasing way. It need not be extremely fancy or complex, but you should treat this as if it were a proposal to present to a client.
- Images help clarify what you're talking about. Show us that you're really looking at materials, formats, and styles.
- Moodboards need to be incorporated into your portfolio brief. This should be a beautiful and smart document that starts to embody the spirit that you want to convey in your portfolio.

Project 2

Personal branding, stationery, and website, due May 1st

As you approach graduation, you'll need to think about how to present yourself to the design community. A key step in this process is the creation of a professional stationery system, which you will undoubtedly use to send letters of inquiry, resumé, and expressions of thanks.

At minimum, your stationery system should include a business card, letterhead, envelope, and thank-you card. You're welcome, though, to design additional pieces (leave-behinds or mailers, for example) above and beyond the call-of-duty for this assignment. Make sure you think about how the image you project and visual system you develop in this document might be applied to the look and feel of a website; continuity is crucial for a unified presentation of your work and professionals do notice.

Your final system must include, at minimum:

1. *Your resumé and letterhead*
2. *A business card*
3. *A thank you card: with sample (handwritten) text, to give to really special*
4. *A bag or folder to contain all that stuff*
5. *A portfolio website that suits your brand well.*

Project 3

Promotional Leave Behind, due May 24th

You will create a promotional leave behind that showcases yourself as a designer. This can be a creative sampling of your work or a design narrative. What is it not? A gimmick. Instead, it is and should be treated as a smart, conceptual, and well crafted extension of your book that is your opportunity to leave an impression on someone, reminding them of how stellar you are, or to make an impression on them before you've ever had your first meeting.

FRESH

Attendance required, week of June 12th

Likely to be held during our tenth week of class, we'll leave the classroom to present our portfolios for the Fresh event, location TBD. Attendance there will be required and will be where your final portfolio with work revisions, promotional piece, self-branding, stationery will be presented for evaluation. You'll also be responsible for the planning of the event and choosing who to invite, as well as the location for the event and securing sponsors for beverages, etc.

The Revision Process

We will start auditing portfolios the first week of class. This is the first step in deciding what goes into your portfolio, what needs to be revised and what needs to be eliminated. We think it's really important to show your personality in your work so if you have illustrations, photography, craft skills or anything that relates to you as a creative bring it in so we can evaluate it. It's OK if it was not done in school.

Deadlines & Workflow

One massive part of this class is about time management and keeping to a self imposed schedule. Remember: you are making this work for you and your future. We are here to offer structure, support, ideas and encouragement. Even though we have outlined the projects to have individual deadlines, it will be helpful to think about all of these pieces as connected parts. You are creating a holistic system. You should be thinking and revising all of the time.

HOW TO WORK BETTER.

1 DO ONE THING

AT A TIME

2 KNOW THE PROBLEM

3 LEARN TO LISTEN

4 LEARN TO ASK

QUESTIONS

5 DISTINGUISH SENSE

FROM NONSENSE

6 ACCEPT CHANGE

AS INEVITABLE

7 ADMIT MISTAKES

8 SAY IT SIMPLE

9 BE CALM

10 SMILE

IMMACULATE HEART COLLEGE ART DEPARTMENT RULES

- Rule 1** FIND A PLACE YOU TRUST AND THEN TRY TRUSTING IT FOR A WHILE.
- Rule 2** GENERAL DUTIES OF A STUDENT:
PULL EVERYTHING OUT OF YOUR TEACHER.
PULL EVERYTHING OUT OF YOUR FELLOW STUDENTS.
- Rule 3** GENERAL DUTIES OF A TEACHER:
PULL EVERYTHING OUT OF YOUR STUDENTS.
- Rule 4** CONSIDER EVERYTHING AN EXPERIMENT.
- Rule 5** BE SELF DISCIPLINED. THIS MEANS FINDING SOMEONE WISE OR SMART AND CHOOSING TO FOLLOW THEM.
TO BE DISCIPLINED IS TO FOLLOW IN A GOOD WAY.
TO BE SELF DISCIPLINED IS TO FOLLOW IN A BETTER WAY.
- Rule 6** NOTHING IS A MISTAKE. THERE'S NO WIN AND NO FAIL. THERE'S ONLY MAKE.
- Rule 7** The only rule is work.
IF YOU WORK IT WILL LEAD TO SOMETHING.
IT'S THE PEOPLE WHO DO ALL OF THE WORK ALL THE TIME WHO EVENTUALLY CATCH ON TO THINGS.
- Rule 8** DON'T TRY TO CREATE AND ANALYSE AT THE SAME TIME. THEY'RE DIFFERENT PROCESSES.
- Rule 9** BE HAPPY WHENEVER YOU CAN MANAGE IT. ENJOY YOURSELF. IT'S LIGHTER THAN YOU THINK.
- Rule 10** "WE'RE BREAKING ALL OF THE RULES. EVEN OUR OWN RULES. AND HOW DO WE DO THAT? BY LEAVING PLENTY OF ROOM FOR X QUANTITIES." JOHN CAGE
- HELPFUL HINTS: ALWAYS BE AROUND. COME OR GO TO EVERYTHING. ALWAYS GO TO CLASSES. READ ANYTHING YOU CAN GET YOUR HANDS ON. LOOK AT MOVIES CAREFULLY, OFTEN.
SAVE EVERYTHING-IT MIGHT COME IN HANDY LATER.
THERE SHOULD BE NEW RULES NEXT WEEK.
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<p>CLASS STRUCTURE</p> <p>MON Meet in one-on-one meetings with your home instructor</p> <p>WED 9-10:30ish Shared lecture or guests Mixed crits (see P or Jason) Work session</p> <p>10:45-End Fresh organization meeting</p>	<p>W1</p> <p>MON 4.3 Kick off + Audit Bring in your projects (physical or on screen) for selection</p> <p>WED 4.5 Approach Lecture (P) In class: Branding research Build out your term schedule Creative Brief DUE 10:45 Fresh Meeting</p>	<p>W2</p> <p>MON 4.10 One-on-ones</p> <p>WED 4.12 Present branding concepts (Homeroom 9-11) 11:00 Fresh Meeting</p>
<p>W3</p> <p>MON 4.17 One-on-ones</p> <p>WED 4.19 Format + Printing Demo (P) Mixed crits (see P or Jason) 10:45 Fresh Meeting</p>	<p>W4</p> <p>MON 4.24 One-on-ones</p> <p>WED 4.26 NO CLASS FOR DESIGN WEEK</p>	<p>W5</p> <p>MON 5.1 One-on-ones</p> <p>WED 5.3 BRANDING DUE (Homeroom 9-11) 11:00 Fresh Meeting</p>
<p>W6</p> <p>MON 5.8 MIDTERM formal presentation on screen of 5 projects (website or print formatted page)</p> <p>WED 5.10 FRESH CHECK-IN 9AM, present event Work Session</p>	<p>W7</p> <p>MON 5.15 One-on-ones</p> <p>WED 5.17 Alumni visit Mixed crits (see P or Jason) Work Session 10:45 Fresh Meeting</p>	<p>W8</p> <p>MON 5.22 One-on-ones</p> <p>WED 5.24 PROMO DUE (Homeroom 9-11) Work Session 10:45 Fresh Meeting</p>
<p>W9</p> <p>MON 5.29 GRADED PRINT CHECK-IN, bring in printed portfolio as complete as possible</p> <p>WED 5.31 Mixed crits (see P or Jason) Work Session Fresh Meeting</p>	<p>W10</p> <p>MON 6.5 NO CLASS / SOPH REVIEW</p> <p>WED 6.7 LAST ONE-ON-ONE Fresh Meeting</p>	<p>FRESH!!</p>