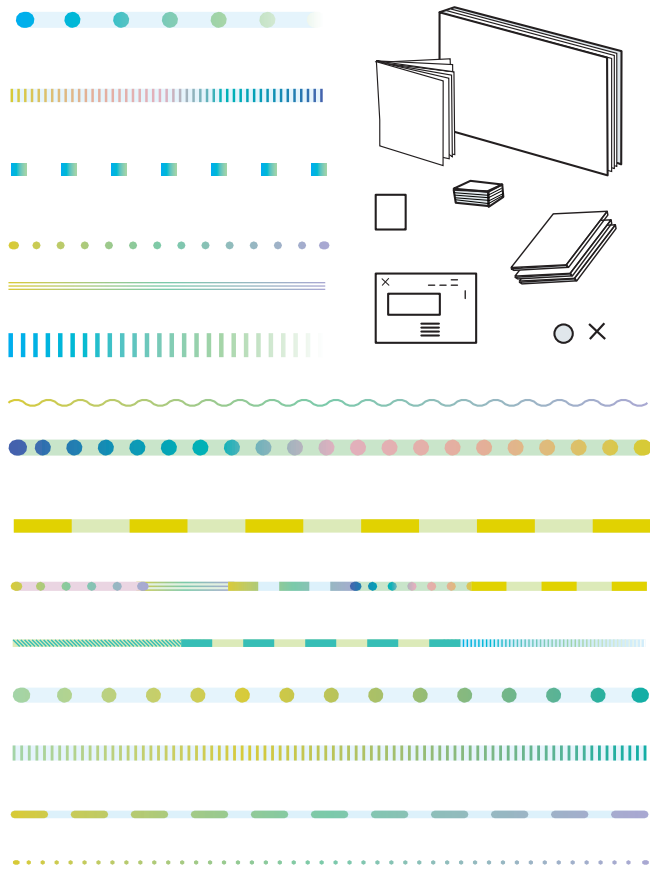


PERSONAL BRANDING  
+ 4 PORTFOLIOS  
+ UNIQUE TAKEAWAY.



## | DESCRIPTION:

In this project, we will explore personal branding, identity, and portfolio design. The focus of this project is to prepare you for the professional world and to develop your presentations skills as a designer. When reviewing your portfolio, Art Directors seek competitive candidates and expect thoughtful and creative work. Designers are expected to have a strong sense of detail, as well as systems thinking, and abilities to deliver and understand the significance of process & design thinking. As you present your portfolio Art Directors will be looking for gaps, holes, and weaknesses. It is very important that you present your very best work and that you eliminate weaknesses.

**PERSONAL BRANDING:** What are the key elements that indicate our personal identities? How do these elements contribute to our perception of an individual's personality and what they have to offer the world? A logo is an element of identity. In many cases, a logo or mark is the first glance we have into a company, organization or even a persons brand. A brand is how we feel about a company, organization, or person. In this project you will utilize the design process to explore and create elements surrounding your personal brands. You will develop a list of observations about yourself, you will develop unique shapes, Icons, Research, Typographic Experiments, Combinations as marks that represent yourself, apply these elements to a Business Card design, Letterhead, and Envelope.

- \_\_1. Logo.
- \_\_2. Letterhead.
- \_\_3. Business Cards. [100 professionally printed]
- \_\_4. Resume.

**4 PORTFOLIOS + UNIQUE TAKEAWAY:** You will explore different options for layout and how to present your work. There are many examples of ways a portfolio can be organized and designed. Many of these considerations can connect to your own portfolio narrative. A portfolio narrative is tailored to the work you want to do as a designer. Overall your portfolio should only contain your best work. The design of your portfolio, quality of work displayed, styling of your typography, and sophistication of risks and choices is one of the most important design artifacts that you will create as a designer. The portfolio you design is also constantly evolving. So remember not to get too stressed about the moment you are in because it evolves constantly based on your work.

- \_\_1. Large Folio Portfolio. [11 x 17" Slide Style Layout]
- \_\_2. PDF Portfolio. -online access
- \_\_3. Booklet Portfolio. [8.5 x 14" spreads]
- \_\_4. Website Portfolio. [Home/Portfolio/Contact/About]
- \_\_5. Unique Takeaway.

\*\*\*Portfolio Requirments [Booklet]: [http://www.carriedyer.com/assets/portfolio\\_booklet\\_2021\\_.pdf](http://www.carriedyer.com/assets/portfolio_booklet_2021_.pdf)



WATCH & REVIEW:

- 1. Requirements for 11x17" Portfolio:
  - \_\_ a. Cover Page [with personal branding]
  - \_\_ b. 10-15 Pages/slides of Portfolio Pieces
  - \_\_ c. Descriptions of Title, Client, Objectives, Role, Media [for 10-15]
  - \_\_ d. See following Pages for Personal Branding process

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- 2. Student Work Examples: [https://drive.google.com/drive/folders/1CjZyMvKkCLiCVRYqBV\\_uHyM0QqN72h?usp=sharing](https://drive.google.com/drive/folders/1CjZyMvKkCLiCVRYqBV_uHyM0QqN72h?usp=sharing)

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- 3. Pinterest Board of Cover Examples: <https://www.pinterest.com/carrieadyer/portfolio-book-examples/>

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- 4. Review Portfolio Requirements: [http://www.carrieadyer.com/assets/portfolio\\_booklet\\_2021\\_.pdf](http://www.carrieadyer.com/assets/portfolio_booklet_2021_.pdf)

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- 5. RESEARCH VIDEOS:
  - \_\_ How to Submit Your Portfolio – Application Tips: <https://youtu.be/onvdHv0p-Q>
  - \_\_ What do companies look for in a design portfolio? How do you show passion? [https://youtu.be/X\\_tU0HpojM](https://youtu.be/X_tU0HpojM)
  - \_\_ Portfolio Tips – Reviewing YOUR Design Work – Part 1: <https://youtu.be/VFAkgNpAVSo>
  - \_\_ Design Portfolio Reviews, What do Employers Seek? Part 2: <https://youtu.be/gQX8mVLm6D8>
  - \_\_ Design Portfolio Review – Young Guns 2 Episode 2: [https://youtu.be/UJo7a\\_9IGBM](https://youtu.be/UJo7a_9IGBM)
  - \_\_ My (First) Design Portfolio: <https://youtu.be/hqYle5Y76eY>

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- 6. Examples of Portfolio covers: [https://youtu.be/dhizy\\_NQIC8](https://youtu.be/dhizy_NQIC8)

OBJECTIVES:

- a. Students will identify and define the term Personal Branding.

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- b. Students will explore Personal Branding by making logo forms [wordmark, lettermark, symbol, badge, and other types of logos] as a vehicle to establish identity.

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- c. Students will create logo designs that consider different elements.

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- d. Students will consider identity systems using typography, hierarchy, and styling in these studies by creating a business card and letterhead

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- e. Students will select quality work, and design an 11x17 portfolio

READING:

- 1.] *Creative Strategy and the Business of Design*, by Douglas Davis, ISBN-10: 9781440341557

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- 2.] *Burn Your Portfolio: Stuff They Don't Teach You in Design School, But Should* (Voices That Matter), ISBN-10 : 0321918681

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- 3.] *Are We Human? Notes on an Archaeology of Design*, ISBN-10 : 303778511X

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- 4.] *Design is Storytelling*, by Ellen Lupton, ISBN-10: 194230319X

VISUAL RESEARCH LINKS:

- a. Main Pinterest Link. <https://www.pinterest.com/carrieadyer/>

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- b. / l o g o . design <https://www.pinterest.com/carrieadyer/l-o-g-o-design/>

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- c. Portfolio Examples <https://www.pinterest.com/carrieadyer/portfolio-book-examples/>

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- d. >Identity< systems< <https://www.pinterest.com/carrieadyer/identity-systems/>

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- e. \ T Y P 3 \_Candy. [https://www.pinterest.com/carrieadyer/t-y-p-3-\\_candy/](https://www.pinterest.com/carrieadyer/t-y-p-3-_candy/)

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- f. Layout Design. <https://www.pinterest.com/carrieadyer/layout-d3sign/>

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- g. Books-Zines. <https://www.pinterest.com/carrieadyer/books-zines/>

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- h. Analog Letterforms. <https://www.pinterest.com/carrieadyer/analog-letterforms/>

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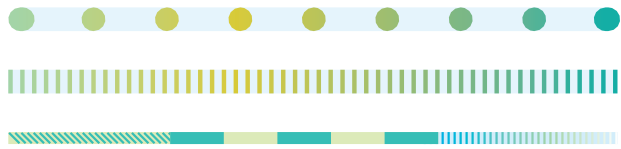
- i. Text-Based Patterns. <https://www.pinterest.com/carrieadyer/text-as-pattern/>

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- j. Typographic Systems. <https://www.pinterest.com/carrieadyer/typographic-systems/>

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- k. Analog Type. <https://www.pinterest.com/carrieadyer/3d-type-analoge-type/>

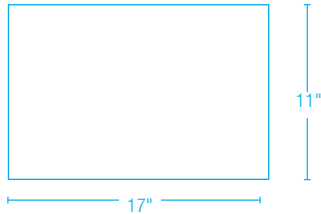


# ASSIGNMENT PROCESS.



# PORTFOLIO LAYOUT PROCESS:

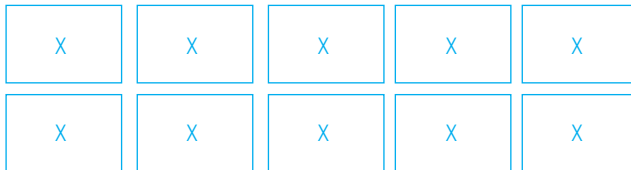
A. CREATE AN 11X17" DOCUMENT **WITHOUT FACING PAGES** in INDESIGN.



B. MAKE A **COVER PAGE** using your PERSONAL BRANDING. **EXPERIMENT.**



C. ADD **10-15 PIECES** TO YOUR PORTFOLIO. DOCUMENT & PLACE IMAGES IN LAYOUT.



D. ADD LABEL, **TITLE, CLIENT, OBJECTIVES, ETC** TO EACH PORTFOLIO PIECE.

- \_\_\_ A. Project Title.
- \_\_\_ B. Client.
- \_\_\_ C. Objectives.
- \_\_\_ D. Role.
- \_\_\_ E. Media Types.

E. CONSIDER **DIFFERENT LAYOUT POSSIBILITIES**. SEE FOLLOWING PAGES.

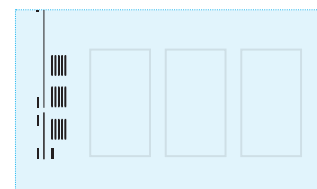
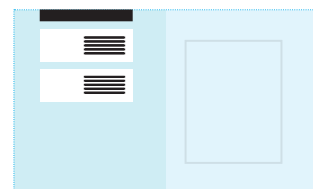
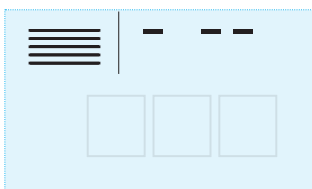
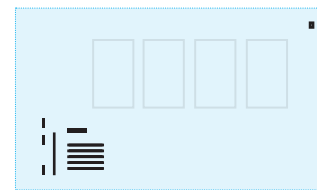
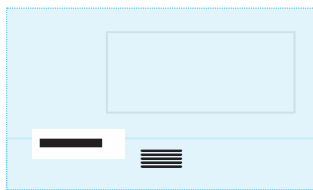
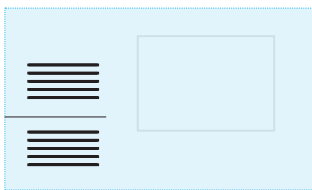
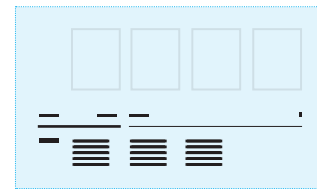
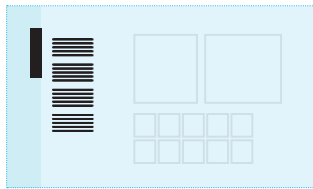
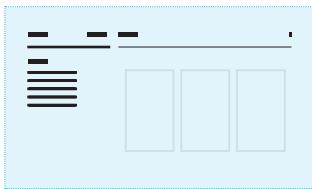
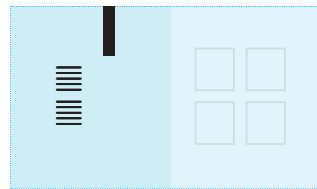
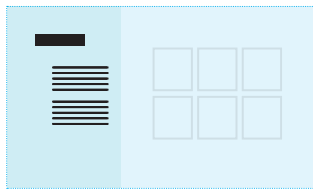
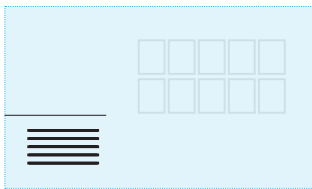
F. CONSIDER **LOOKING AT EXAMPLES**. Student Work: [https://drive.google.com/drive/folders/1CJvZyMvtKCLICVRyqBV\\_uHyMQ0qtN72h?usp=sharing](https://drive.google.com/drive/folders/1CJvZyMvtKCLICVRyqBV_uHyMQ0qtN72h?usp=sharing)  
Pinterest: <https://www.pinterest.com/carriedyer/portfolio-book-examples/>

G. INCLUDE A **FINAL SLIDE** WITH YOUR CONTACT INFORMATION, LINK TO YOUR WEBSITE, & LINK TO YOUR RESUME.

## CONSIDER DIFFERENT LAYOUT POSSIBILITIES.

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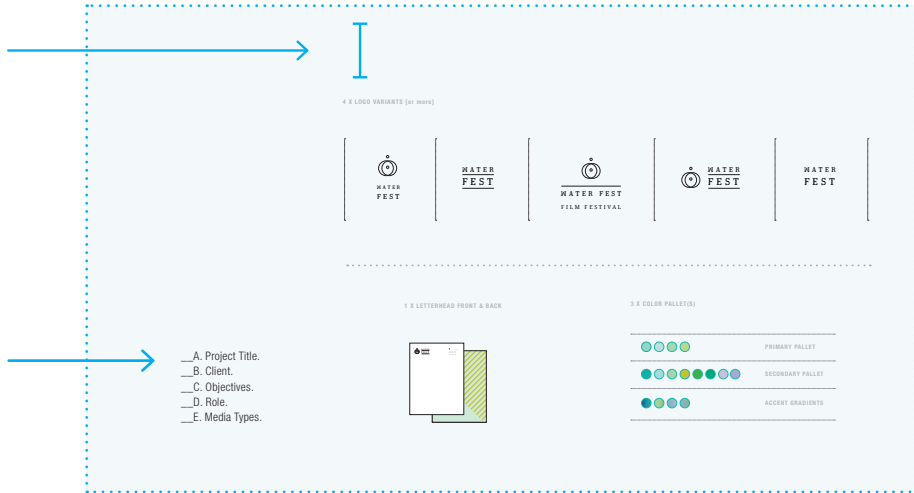
**Portfolio Layout Overview:** Consider the possibilities of how you can lay out your portfolio. The design of your portfolio pages is very important. The way you present your work illustrates your competency and ability to work with the formal and even conceptual aspects of your design work.



Consider the layout and design for the pages inside your portfolio. Include information about each project. Include:

- \_\_A. Project Title. Name project. Example: "Luna Identity & Package Design".
- \_\_B. Client. [List Clients name -you can say "Concept for [client name]".
- \_\_C. Objectives. [What are the objectives/directives for this project?]
- \_\_D. Role. [List your role in the project. Were you a Graphic Designer, Illustrator, Art Director, etc ?].
- \_\_E. Media Types. [Print, Social Media, Folded Zine, 4 Color Print, letterpress, Website, Stationary, etc].

Margins. Beware of the margins. Make sure you give your work a nice visual margin utilizing negative space.



A Layout for each project can take more than just one page.



SUGGESTED PERSONAL BRANDING PROCESS [IF NOT COMPLETED]:

A. LIST 15 X UNIQUE THINGS ABOUT YOURSELF.

- \_\_1. I was a competitive swimmer for 14 years.
- \_\_2. I am fascinated with Time & Space.
- \_\_3. I love Rainbows.
- \_\_4. Tornado's are scary, beautiful and dangerous.
- \_\_5. I know silence can be strength.
- \_\_6. I admire how people who struggle see the world differently.
- \_\_7. I know Energy can never be destroyed.
- \_\_8. I am a nester. I love place and it's significance.
- \_\_9. I love nature. The calm before the storm.
- \_\_10. Transparent surfaces are comforting.
- \_\_11. When I look at the stars I feel at home.
- \_\_12. I am mesmerized by space and our solar system.
- \_\_13. Mountains absorb me. I can breathe there.
- \_\_14. Water contains the essence of my spirit.
- \_\_15. The lure of micro moments and macro events enchants my curiosity.

B. MAKE 15 X SHAPES IN ADOBE ILLUSTRATOR INSPIRED BY YOUR LIST OF UNIQUE THINGS.



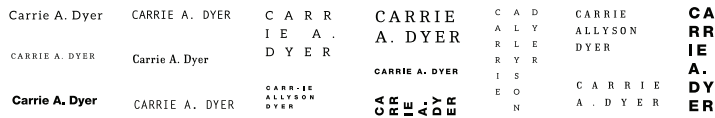
C. RESEARCH DEVELOP SKETCHES, RESEARCH LOGO DESIGN AND PIN INSPIRATION, WATCH VIDEOS, AND REVISIT AND CONSIDER OPTIONS TO MOVE FORWARD.

- \_\_15 x Sketches of Ideas
- \_\_30 x Pined logos from this board
- \_\_Watch videos
- \_\_Revisit / Re-think / Recycle Process were needed

D. MAKE 15 X MARK/SYMBOLS MIX THE ABOVE SHAPES AND CREATE NEW IMAGES THAT CAN REPRESENT YOUR LIST OF UNIQUE THINGS.



E. 15 X TYPE EXPERIMENTS USING YOUR NAME, CREATE 15 TEXT BOXES AND EXPERIMENT WITH 15 DIFFERENT TYPEFACE LAYOUTS &/OR OPTIONS.



F. 15 X COMBINATIONS. COMBINE ABOVE SHAPES, ICONS, AND TYPE EXPERIMENTS TO CREATE A SERIES OF OPTIONS FOR PERSONAL BRANDING.



G. 5 X BUSINESS CARD OPTIONS. CREATE FIVE BUSINESS CARD OPTIONS FRONT AND BACK.



H. 5 X LETTERHEAD & ENVELOP OPTIONS. EXPERIMENT.