



S E N I O R

S T U D I O

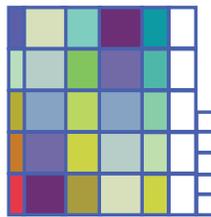
P O R T F O L I O

2021

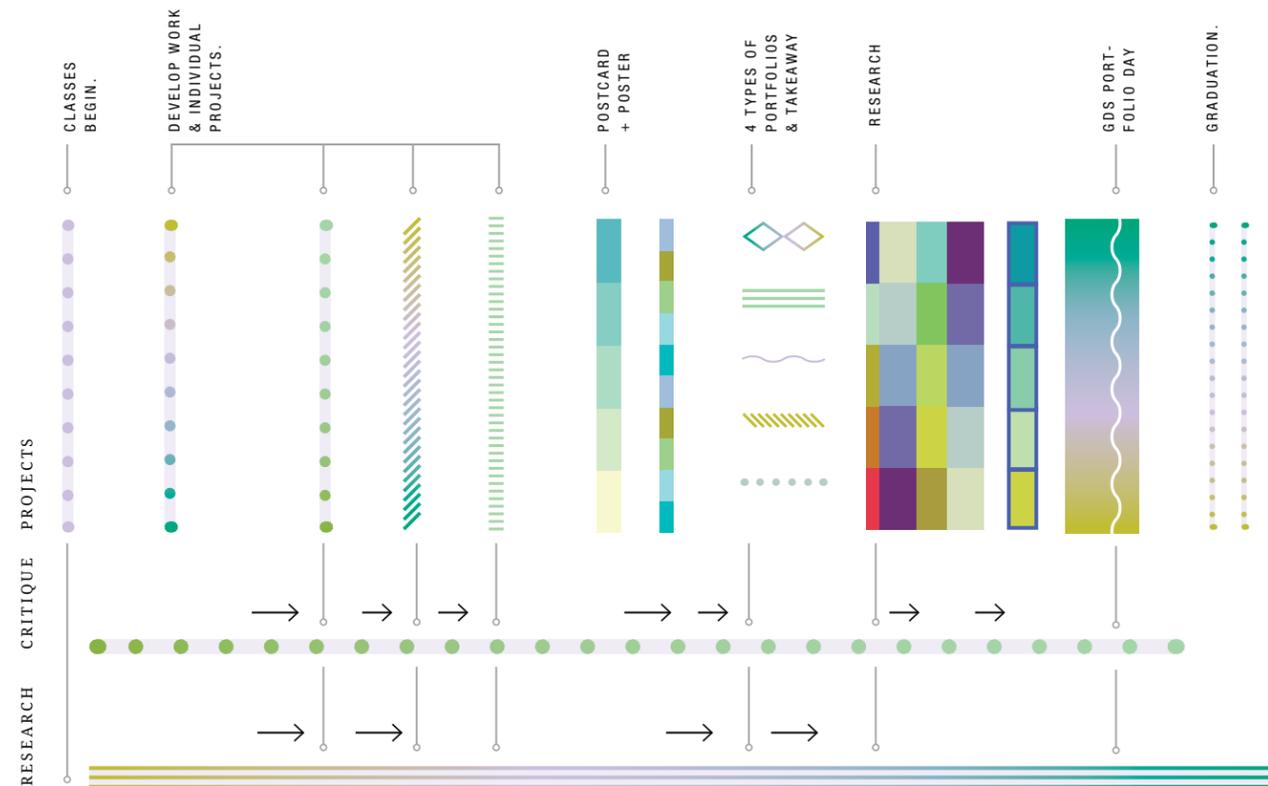
B O ° K L E T

TIPS, REQUIREMENTS & DIRECTIONS.

GRAPHIC DESIGN at HIGH POINT UNIVERSITY



SEMESTER OVERVIEW TIME-LINE



S E N I O R

S T U D I O

P O R T F O L I O

B O ° K L E T

TIPS, REQUIREMENTS & DIRECTIONS.
GRAPHIC DESIGN at HIGH POINT UNIVERSITY

SEC.	Topic.	page.
1.0.	4 TYPES OF PORTFOLIOS.	4.
2.0.	PORTFOLIO CONTENTS.	6.
3.0.	DISCUSSING YOUR PORTFOLIO.	8.
	COMMON INTERVIEW QUESTIONS.	8.
4.0.	PORTFOLIO LAYOUT.	10.
5.0.	PERSONAL BRANDING.	12.
	SOCIAL MEDIA.	12.
	PORTFOLIO DAY.	12.
	OTHER REQUIREMENTS.	12.
6.0	PROJECT PROMPTS.	14.

4 TYPES of Portfolios.

+ ONE UNIQUE TAKEAWAY.

Designing a portfolio that reflects your strengths, visual language, voice, and graphic abilities is an extremely important process that can help you get an internship or job. There are important things to consider within this process. Within this assignment you are required to create four types of portfolios and create one unique takeaway. As a designer you will be judged on the formal sophistication of your portfolio presentation, it's contents, and how you are able to talk about your work conceptually.

type:	size:	info:
1.1. Large Folio Portfolio.	11 x 17" [page size.]	Format: It is required that you design the <i>Large Folio Portfolio</i> pages in an 11"x17" format. The following information should be included on each portfolio page: __Project Title, __Client, __Design Objectives, __Role [your role], __Media Types. __a. Buy Portfolio Form. ***Portfolio Form must be approved by professor. >. Preapproved Portfolio Forms: https://www.amazon.com/hz/wishlist/ls/Z9NYSIWB5FQ1?ref_=wl_share __b. Buy Hinges or Portfolio Sleeves. >. Consider how the pages will flip. Will you use hinges or page protectors? I recommend that you do <u>not</u> use page protectors.
1.2. Digital PDF Portfolio.	11 x 17" or 1280 x 720 pixels	Create a PDF Portfolio in landscape orientation for screen viewing. The file should compose of all your work in one, scrolling, PDF file. Each page should include title, client, objectives, role, & media.
1.3. Booklet Portfolio.	8.5 x 14" [spread size.]	Create a booklet portfolio. The purpose of the booklet is to be left behind with clients or Art Directors. The booklet should carry the spirit of your personal branding.
1.4. Website Portfolio.	[variable]	Create a Portfolio Website that showcases your work, bio, statement, and contact information. This site must be functional and published online. Platforms where you can build and host a site include: Square Space, Wix, Webflow, and Without-code. The minimum for hosting a site will be around \$14 a month unless you build a site from scratch.
1.5. Unique Takeaway.	[variable - depends on what you select.]	Create a unique Take-away for your table at portfolio day that viewers can take with them. Examples of this could be cards, buttons, designed object, mini micro-sized booklet, etc.



**Tip: create your Folio Portfolio first and then you will have a template to use for your PDF portfolio where you can make some minor edits. Same thing can apply to your Booklet Portfolio.



Portfolio contents:

The contents of your portfolio is very important. What you decide to include and the way you include it communicates a message about your strengths & weaknesses as a designer. These cues educate an Art Director or interviewer, giving them important insights into your abilities, skills, work ethic, & knowledge as a designer. Below are requirements you must address to meet minimum requirements.

__2.1. **Number of Pieces:** You must include a minimum of 3 to a maximum of 15-20 separate design pieces [or series with collateral] in your portfolio. Do NOT include anything that is not your best work.

__2.2. **Best Work / Discernment:** You will be graded on your ability to select and include your best work. Make sure you are utilizing good judgment considering form and concept within the pieces chosen.

__2.3. **Personal Branding:** Create your own Personal Branding and Include aspects of your Personal Branding in all portfolio versions.
__A. Naming: if name is different from your own name. __B. Logo(s)/Marks: Wordmark, Lettermark, Symbol, Combination Mark, + Other Options. __C. Stationary: __. Business Card, __. Letterhead, __. Envelope. __D. Website Design, __E. Resume / Bio / Statement

__2.4. **Cover Design + Intro page & Transitions:**
It's important that you consider the cover design, intro pages, and transitions for your portfolio. Make sure to implement elements of your personal branding and consider how to unify these elements using a minimal application so the portfolio work stands out.

__2.5. **Layout Design:**
Consider the layout and design for the pages inside your portfolio. Include information about each project. See following pages for requirements. The layout design should be minimal and let your work breathe.

__2.6. **Process / Research Sample:** Include a sample of design work that shows off your ability to execute the graphic design process [design research, sketches, listed characteristics of your conceptual ideas, color schemes, variations of your design work.

__2.7. **Self-Driven Work:** Add a section in the back surrounding Self-driven Work or Passion Projects. Label these projects clearly in a different category in the back to communicate that it is expressive work. Many professional award winning firms look for Self-Driven Work. You can title: "Expressive Work", "Illustration", "Other Creative Work", etc. Examples: *Layered Poetic Phrase, Making Collection Cycle Final Artwork, 40 Page Book.*

__2.8. **Voice & Visual Language + Aesthetics:**
Include work that communicates voice and visual language but also consider different aesthetic directions. Consider including design samples that depict 2 or more different aesthetics and/or conceptual trajectories for a similar project.

__2.9. **Portfolio Narrative:**
What's your Portfolio Narrative?
Do you want to achieve a job in a specific area? Create a narrative that surrounds this direction. Examples include Athletic Design, Boutique Aesthetic, Sports Car Racing, etc.

__2.10. **Pocket for Samples:**
Include a pocket in the back for physical portfolio pieces. [Like your brand book, printed samples of your work at actual scale, etc.]

__2.11. **Pocket for Business Cards + Resume:**
Include an additional pocket in the back for your business cards and resume.

__2.12. **Design Statement:**
Write a couple of paragraphs illuminating your specific design process & philosophies. __Why are you a designer? __Why is design important? __What is your process?

__2.13. **Bio + Overview:**
Write a short bio. [Include an overview of proficiencies]

__2.14. **Resume:**
Design a resume that connects with your personal brand. Select items to include based on graphic design experience. Make sure to include items such as: "Graphic Design Collective", "HPU Graphic Design Educational Archive", "Graphic Artifacts" [exhibits], "Inktober", and any other experience connected to illustration, photography, printmaking, studio art, or graphic design.

__2.15. **Contact Information:**
__A. Name, __B. Website, __C. Email, __D. Phone Number.

__2.16. **Approval:** All pieces will need to be approved by the professor before it can be officially included in your portfolio.

Unit3.0.

DISCUSSING YOUR Portfolio.

3.1. Avoid saying "Assignments" when interviewing.	When discussing or presenting your portfolio use the language "this design is a concept for a client". ***Never refer to work as an "assignment".
3.2. Practice.	It is very important that you practice talking about your work and developing philosophies and ideas of how you see design and it's place in society.
3.3. Be Confident. [Avoid Egotistical Behavior]	Practicing will help your confidence but also believe in yourself. I highly recommend that you develop portfolio work that is competitive and successful. Being confident also means you know not everyone will get you and your work. It's okay that there are different opinions out there.
3.4. Be Humble + Kind	When discussing your work be humble and kind. These small gestures go a long way with a potential employer.
3.5. Growth Mindset.	Employers appreciate a Growth Mindset philosophy in their employees.
3.6. Different Angles.	Consider different angles and perspectives when looking at your work. All the years of critique should help these concept.
3.7. Strong Opinions.	Every review, Art Director, Creative Director, Interviewer will have different passionate opinions about design. Be ready for different perspectives and opinions.
3.8. **Project for Interview	Many Art Directors will ask you to complete an assignment/project for your interview. They will give you 24 to 48 hours to complete the assignment. Know that this is a possibility.

COMMON INTERVIEW QUESTIONS.

A. Q: What qualities and skills should a good graphic designer have?	H. Q: Tell me about your experience working remotely. What do you feel is important to make sure the work gets done efficiently?
B. Q: How do you work with collaborators like copywriters, developers, and project managers? Tell me about the final hand-off process.	I. Q: What's an example of a project where you disagreed with the client's feedback and how did you handle it?
C. Q: How do you incorporate feedback into your designs? What's a time you received hard criticism for your work?	J. Q: Let's say someone tells you to design something without any context. What do you do?
D. Q: Describe your creative process. What are the major steps?	K. Q: Walk me through your portfolio. Which pieces are you most proud of, and why?
E. Q: What brands do you most admire and how do they influence your work?	L. Q: How do you measure the success of your designs?
F. Q: Let's say you're designing a new logo for our company. What would it look like?	
G. Q: How do you meet tough deadlines? Tell me about a time you completed great work under pressure.	

<https://www.upwork.com/i/interview-questions/graphic-design/>

Unit

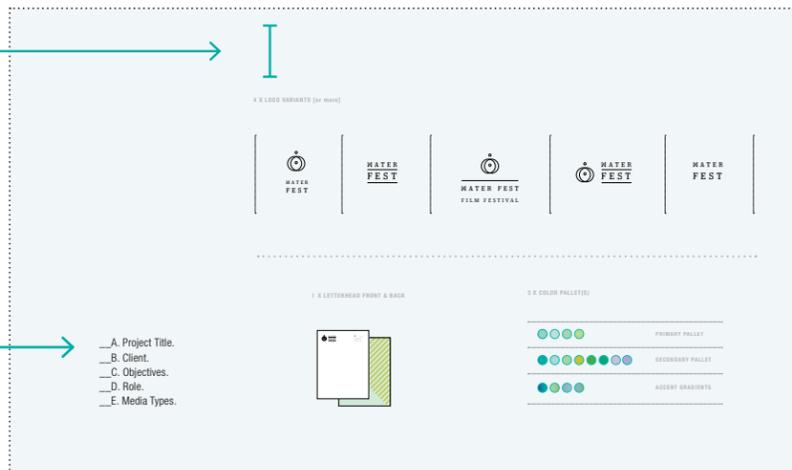
4.0.

**PORTFOLIO -
LAYOUT :**

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.

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

- __A. Project Title.
- __B. Client.
- __C. Objectives.
- __D. Role.
- __E. Media Types.



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

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].



CONSIDER DIFFERENT LAYOUT POSSIBILITIES.

Unit

5.0.

**OTHER
CON-
SIDER-
ATIONS.**

5.A. PERSONAL BRANDING:

Personal Branding is basically everything about yourself and how these cues are perceived by others. Considering your personal branding as a designer is an important task.

- 5.1. **Identity Design / Logo Design** Just like any other identity it is important that you consider creating some kind of visual system that communicates a sophisticated message about yourself, especially regarding your design abilities and skills.
- 5.2. **Business Card** Your Business Card should communicate your unique identity and should be memorable. How do you create a business card that is unique somehow and fits your identity system without being too redundant.
- 5.3. **Letterhead / Stationary** Your letter head should be informative including information that allows a potential viewer to contact you directly. This should include a number, email, website, and address.
- 5.4. **Resume** Your resume should highlight your design skills. List unique design projects you have worked on. List achievements like gallery exhibitions like *Graphic Artifacts*, if you were Featured on the *Graphic Design Collective*, if you were included in the *Graphic Design Educational Archives at HPU*. List specific client projects you have worked on. Consider listing your own freelance business if you have started one. Also list any other creative positions or projects you have worked on, were included in, etc.
- 5.5. **Website** Your website should also be branded with your personal brand artifacts. Consider typographic selection, hierarchy, pairing.

Every item you include on your website and on social media is a part of your personal brand and these things communicate a message about you.

Be careful that your website does not communicate a cookie-cutter website. A cookie-cutter website looks like every other template site. How can you make your website functional and communicate unique voice, and individual language about you.
- 5.6. **[What you include in your portfolio]** Just like mentioned above everything you include in your portfolio communicates a message about you, your personality, your values, and how you are an asset to an employer. Be careful about the selection of work. Make sure the quality of your work is tremendous, and make sure to practice talking about yourself and your work.
- 5.7. **[What you include on social media]** Social media is also an important factor. Consider incorporating work in your social media accounts or styling your message accordingly.

5.B. SOCIAL MEDIA:

Review the below social media sites. Sign up for and account on each of them and develop a professional presence.

- 5.B.1. LinkedIn.
- 5.B.2. Instagram.
- 5.B.3. Behanced.
- 5.B.4. Dribbble.

5.C. PORTFOLIO DAY:

- 5.C.1. **Table.** Don't "Decorate" your table with frills unrelated to your work or portfolio.
- 5.C.2. **Be Nice.** When friends, family, interviewers, etc stop by be nice and professional.
- 5.C.3. **Portfolio Day is a Requirement.** If you do not pass any of the draft critiques, before Portfolio Day, then you will have to revise your work and resubmit before you can attend.
- 5.C.4. **Practice.** It is very important that you practice for your interview. Get use to talking about your work.
- 5.C.5. **Physical Examples.** Bring physical examples of your work like packaging, promotional booklets, takeaways, etc.
- 5.C.6. **Craft.** Craft is extremely important.
- 5.C.7. **Large Poster.** Print a large poster or visual that communicates a message about you, your work, and your personal brand. This will be displayed behind your on Portfolio Day.
- 5.C.8. **Portfolio Table: No Friends or Parents.** At your portfolio table on Portfolio Day no friends or parents are allowed to sit with you. This is a professional situation with professionals reviewing your work.

5.D. OTHER REQUIREMENTS:

- 5.D.1. **All aspects of your portfolio must be your work.** [illustrations, photography, etc.] Do not download, copy, or use work off the Internet. The work in your portfolio must be your own. In you do not follow these guidelines you will not pass the class.
- 5.D.2. **Portfolio Form is Required.** A physical portfolio form for the large Folio is required to be presented and approved by professor the 4th week of class.
- 5.D.3. **Portfolio Day is Required.** See right column.
- 5.D.4. **Social Media.** Social Media accounts are required.

Unit

6.0.

PROJECT PROMPTS:

! = Advanced

⚙️ = Playful / Expressive



	PROJECT.	DESIGN COLLATERAL.	EXAMPLES of Theme / COMPANY / CONTEXT.
6.1.	Identity Design.	__Logo. __Business Card. __Letterhead. __Website. __Package Design. __Billboard. __Other _____.	__Paper Company __Candy Company __Boutique __Non-Profit __Non-Profit / Raising Awareness to Social Issue
6.2.	Layout Design.	__Logo Design __16-40 Page Layout	__Magazine __Self-Driven Work __Essence of yourself
6.3.	Package Design.	__Logo Design __3 packages [series] __Other Identity Items	__Soap Package __Jar of Pickles __First Aid Products
6.4.	AD Series.	Create a series of Ads based around a company, organization, product, or important issue.	__Local Exhibit __Restaurant __Shoes
6.5.	Poster Series.	__Logo Design __5 Posters	__PSA __Raising Awareness to Social Issue
6.6.	! Invent Something.	Invent something that will change the world for the better and design it or present it using design problem solving skills.	
6.7.	⚙️ Series of Zines.	Create a series of Zines based on a specific subject matter of your choice.	__Dark / Light __Inside / Outside __Close / Far
6.8.	Series of Billboards.	Create a series of Billboards that communicate a message.	
6.9.	! Entrepreneurial Products.	Make your own products for sale on your website.	__Apparel Design __Object Design __Bag Design
6.10.	⚙️ Unity of Opposites Book[s].	__Logo Design __16 page Layout Design	__Unity of Opposites __Close / Far __Open / Closed __Isolated / Connected
6.11.	Website Design.	__Logo Design __Website Design __5 pages	[Your choice]

6.12.	⚙️ Layered Poetic Phrase.	__6 image based __6 text based	__Self-Driven Work __Poetic Phrase
6.13.	Apparel Design.	__Logo Design __Tag Design __Shirt Design __Collateral	__Boutique Clothing Company Fictitious brand
6.14.	Information Graphic or Diagram.	Create an information graphic visualizing complex information, data, or diagrammatic structures.	__Solar System __Geological Survey __Other
6.15.	Way-finding System.	Create a series of signs [at least 20] that help the viewer find their way through a physical system.	
6.16.	Campaign.	__A. Awareness Campaign: Develop a campaign that raises awareness to an important issue. __B. AD Campaign: Develop a campaign based around a specific company or product.	__[] Pick an issue. __Infect the Truth. -An example of a powerful series of campaigns is the "Truth" campaign. <www.thetruth.com>
6.17.	24 Icon Series.	Create a series of 24 icons connected to a theme or knowledge domain.	
6.18.	Typographic Poster Series.	Create a series of posters based around your choice of subject matter,	
6.19.	Album Art & Poster.	Create album art and poster based around a chosen or fictitious band.	
6.20.	Ap Design.	Create an AP design based around a specific company, technological need, or invention.	
6.21.	Deck of Cards.	Create a deck of cards, pick deck type. Design both sides and have printed professionally. Photograph for your portfolio.	
6.22.	! Game.	Your choice.	
6.23.	! Invent Toy.	Invent a Toy, Prototype it, Package it.	

