project::portfolio
Your Guide to Building a Professional Portfolio

Assignment ::
The primary outcome of this course is the creation of your professional graphic design portfolio, drawing from work created both for your education at Chemeketa and work done outside on your own. You will be required to both revise existing projects and produce new work for your portfolio. Originality of content will be required, except in some individual project circumstances. In every project, proper credits and permissions will be required on the final portfolio pages.

Work to be completed in VC284 Graphic Design Portfolio ::
Items in bold are assignments with specific grades attached.

- **Worksheet** on your career goals (typed using complete sentences where needed)

- Inventory of work to be included in portfolio

- Complete professional **personal branding**

- **Portfolio show invitation**

- Teamwork preparing for the portfolio show

- Participation in the portfolio show

- Résumé and business stationery including **business card, letterhead**, **envelope** (in conjunction with VC283 Business of Graphic Arts)

- Leave-behind/self-promo

- **Professional website** including online portfolio/presence

- **Digital portfolio** (in PDF format)

- Weekly revisions of work to be included in your portfolio.

Portfolio Formats ::
You have many options to consider for your portfolio format. Both traditional print and digital portfolios are available as options for display at Portfolio Show. It is up to the student to pick which format would be best for their work. Creating both is also an option. In general, however, I expect most students will select a digital portfolio (in PDF form) presented at Portfolio Show on one of the program's iPads. Other versions will still need to be created, include a sharable PDF (reasonable file size) and your professional website.

If you are going to purchase a print portfolio, doing so near the beginning of the term is recommended, as they often need to be special ordered. Expect to spend up to $350 for a professional portfolio, including high quality paper and prints (optionally using the VC Epson printers). Use of plastic sleeves is not recommended and will alter the tactical quality of your portfolio. Printing portfolio-quality pages is expensive. Proof on screen as much as possible. Run test prints early to avoid disappointing color shifts. You may use outside sources for printing, if helpful.

Your portfolio and web presence must coordinate graphically with the professional brand you establish for yourself. I will evaluate the graphics and typography on your digital portfolio as well as your print portfolio. Show proofs early and often. You are required to have an online presence in the form of a portfolio website. Options will be discussed in class. You are required to purchase your own domain and hosting.

Sequencing & Pacing
Throughout the term we will work together to find the right sequencing and pacing of your portfolio. There are some common elements across many portfolios, including a cover page and an end page that includes contact information. For within a portfolio piece, we frequently look for three pages:

1. **Intro/Splash page** to lead-off the piece.

2. **Details page**, which including content discussing the problem/task and the solution.

3. **Ending page**, with additional imagery/mock-ups/views of the work.
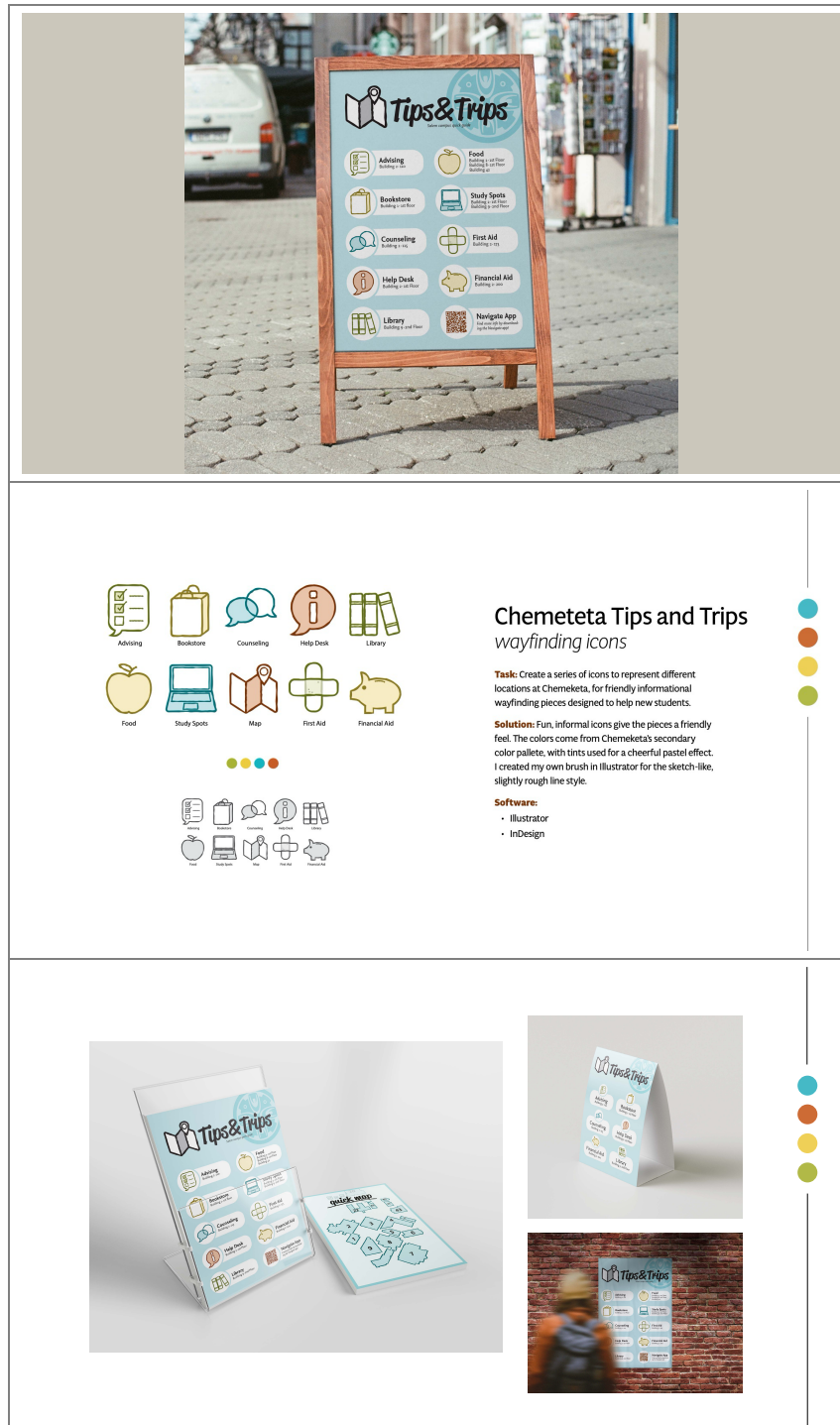
Portfolio Example: Ruth Holt ('23)

— Portfolio Development Guide —

Expectations & Intentions ::

- I intend to provide a kind but truthful and professional mirror for you as you prepare to enter the workplace or continue your education. As this is a career program, most of the outcomes will weigh more heavily towards preparing you to enter the workplace.

- While I will art direct and challenge you to do your best, I will try to remain detached from your outcomes. This is your portfolio, but I will not give you an easy-pass or drive-by approval on anything.

- I expect that you will make every effort to make each indicated change or revision. These are not suggestions, but specific art direction. You may show me that a particular suggestion did not work, but you do have the responsibility to make the changes even if you revert to a previous version. Don't spend more time being stuck or defensive than it would take to try a different solution.

- Liking a piece is not relevant. Be prepared to *present* and *defend* each piece in your portfolio. If I challenge you and you cannot articulate why a particular piece is being shown, either fix it or take it out.

- We will be very busy and sometimes you may not get enough time from me.

- There will be some class days with lots of individual downtime—make effective use of this time by continuing to work on projects and revisions.

- We will bring our very best selves every day, and be organized, prompt, professional and nice.

- We will all get enough sleep, nourishing food and caffeine.

- Celebrate your small accomplishments. Don't beat yourself up.

- Don't expect perfection from yourself, me or anyone in the class. We will all mess up. If we don't make mistakes, we're not doing anything.

- All content, proofing, errors, omissions, etc. are your responsibility. I can only see so much at a time and may totally miss something. Get as many eyes on your work as you can.

Important Dates ::

- First critique — *Everything, Everywhere, All at Once Version* — is on **Thursday, April 10th** (Week 02). Be ready for your assigned time and don't be late.

- Midterm group critique — *Putting It All Together Version* — is on **Tuesday, May 13th** (Week 07)

- Meet with your **Portfolio Mentor** at least once in the month of May

- Portfolio Show on **Thursday, June 5th, 3:30–7:00pm** (Week 10)

- Portfolio group final **Tuesday, June 10th, 10:00am–11:50am** (Finals Week)

- Graduation **Friday, June 13th** (optional but highly recommended)

Assessment & Grading ::
Attached this handout is the grading rubric that will be used to assess your final portfolio. While this is an important guide and a way to assign a grade for this course, remember that in the end this is *your* portfolio, and it should be a positive reflection of you as a professional designer.

This project is worth 40% of your grade (400 points).

graduate portfolio review assessment

CRITERIA	4	3	2	1
RESEARCH AND PRESENT DESIGN SOLUTIONS				
Fresh approach, originality, research				
Unique subject or treatment of subjects				
Interesting use of media				
Application of design principles				
Use of color palettes				
Use of typography				
USE OF INDUSTRY STANDARD METHODS & PROCESSES IN PRODUCTION & CRAFTING				
Attention to detail				
Crafting and presentation				
Technical competence				
Conventions, spelling and grammar				
Revisions and refinement				
WORK TOGETHER IN THE CREATION & PRODUCTION OF ORIGINAL IDEAS & GRAPHIC DESIGN				
Ability to communicate concepts				
Ability to work with others				
Organization of thoughts				
APPLY & ARTICULATE, TRADE PRACTICES, ETHICS AND COPYRIGHT LAWS				
Exhibits standards in own work				
Professional work standards, processes				
PARTICIPATE IN A CLIENT-DESIGNER RELATIONSHIP				
Evidence of design studio practices				
Initiate creative processes sequence				
Willingness to accept feedback				
ORGANIZE AND PRESENT A PORTFOLIO OF WORK				
Required knowledge, skills and abilities				
Presentation skills				
Educational and career goals				
Recommendation for employment:				

4 — Entry level professional: Evidence of the knowledge, skills and abilities to begin a graphic arts career;
3 — Advanced level of mastery;
2 — Course-appropriate level of mastery;
1 — Entry level student