GD 2262 Message Making: Pre-Portfolio Checklist

Look at your artwork from all the studio classes you've completed thus far, and find *one* or *two* examples of your strongest work from each studio class. Please be concise with your collection of work—have it organized ahead of time so that it is ready to be looked at in an efficient manner.

I prefer to look at digital files on-screen as one multi-page PDF document. It will be best to have between 12–20 pieces of artwork *total*. **Use the following list as guidance—**

FOUNDATIONS

Drawing (still life, perspective, life drawing).

Form & Space (sculpture, perspective, design and concept drawings).

Fundamentals of Design
- Concept & Illustration (pictograms, mandalas, road signs, photos, illustrations).
- Composition, Layout, Paste-Up, Spatial Relationships – emphasis on hand-skills.
- Design basics clearly exhibited: line, shape, value, color, texture, scale, etc.

Color Theory
- Paintings and/or drawings with Color basics clearly shown (primary, secondary, tertiary and complimentary colors), as well as Tonal Values (shades, tints).

DIGITAL IMAGING

Image Manipulation (Phototshop) **/ Advanced Image Manipulation**
- Collage, compositing, colorizing, type, filters, distortion, retouching.

Digital Illustration (Illustrator)
- Realism, blending, vector shapes, patterns, portraits, imagination!

Concept Design / Illustrative Concept Designs

Message Making / Digital Message Making

DESIGN & LAYOUT

Electronic Layout (Illustrator)
- Single-page layout (poster, post card, flyer, magazine page, ad, etc.)
- Composition & Typography

Grid Systems / Digital Grid Systems (Illustrator, InDesign, or Quark)
- Multi-page layout (ad, brochure, magazine, pamphlet, newsletter, book)

Pre-Print Production

LOGO / BRANDING / COLLATERAL / IDENTITY

Branding

Corporate Communications

TYPOGRAPHY

Typography I – Traditional

Typography II – Hierarchy

Typography III – Expressive & Experimental

Typography IV – Publication

PHOTOGRAPHY

Introduction to Photography