

About this class

Your portfolio represents your vision, style, and skills as a designer. In this class you will be working on showcasing your best work, hopefully in a broad repertoire, including: branding, identity, typography, packaging, illustration, photography, single & multi-page layout, standard manuals, concept design, and environmental design—to name a few. Building a portfolio takes a great deal of persistence, editing, refining, and production skills—all abilities and qualities you'll want to demonstrate for a potential employer.

Basic areas of study will include:

- Sorting & editing your best work
- Page layout & design
- Writing about your designs
- Web site production
- Meeting with Career Services
- Self-promotion: business card & résumé
- Presentation and revision of your layout
- Printing and binding your portfolio

CLASS WORKFLOW:

- 1. Sorting and compiling** —
Sifting through your best projects, to identify suitable material.
- 2. Page Layout** —
Designing with a clear style and attention to detail in all matters of visual organization.
- 3. Project Descriptions** —
Written explanations of your challenges & solutions for each project.
- 4. In-class reviews** —
Presenting your portfolio as a work-in-progress, to gather feedback from the instructor, industry professionals, and fellow students.
- 5. Printing & binding** —
Deciding which will serve you best: using a service bureau, or DIY.
- 6. Portfolio Show!** —
Public event to showcase you & your design skills for employers.