

GRAPHIC DESIGN: Portfolio Contents

- Identity / Collateral
- Logo Design
- Icons / Symbols / Dingbats
- Branding Campaign
- Multi-page layout (magazine, book, newsletter, etc.)
- Editorial design / Publication design
- Illustration
- Typography / font development
- Magazine cover / Book cover / Annual Report cover
- Newsletter (single page)
- Bookbinding
- Calendar
- Standards Manual
- Brochure / pamphlet
- Flyer / poster / postcard
- Menu
- CD / DVD
- Package design
- Product design (example: a game board)
- Environmental graphics / design (examples: banner, trade show booth, bus wrap)
- Web Design
- Print Advertising Campaign (and single ads)

Web / Interactive media design

- Working web site
- Flash animation
- Video
- Motion Graphics

Additions (separate books or items aside from the main portfolio)

- Leave Behind book or mailing portfolio
- Photography book
- Sketchbook
- Standards manual (complete)
- Process Book
- Bookbinding
- Illustration book
- Cartooning / Comic book
- Screen-printing
- Fabric: clothing, display, screen-printed articles, packaging pouch, gift bags, etc.
- Sculpture
- 3D models / product design
- Interactive Portfolio: DVD