

PORTFOLIO

graphic design

All students must complete and present a portfolio in order to graduate. The portfolio will be assessed by a graphic design evaluation committee consisting of graphic design faculty. Evaluation will be on Thursday of the tenth week of the quarter. Successful completion of portfolio review is on a pass/fail basis. If deemed necessary, a student will be granted conditional status to correct errors and will have until 9 AM Wednesday of week eleven. Revised portfolios will then be reviewed by the portfolio instructor.

The portfolio requirement for graduation is divided into two sections: Portfolio One and Portfolio Two. Portfolio One shows a student's skill and talent in basic design as well as production techniques required of all designers. It highlights one's ability to work on a variety of projects, showing a wide range of work both in type of project and in production methods. Portfolio Two is intended to expand on these skills and demonstrate the student's specific abilities within a given area of the field. This portfolio shows focused concentration and professional development above and beyond the basics displayed in Portfolio One.

Presentation

All pieces in the portfolio must conform to a professional format demonstrating consistent presentation including boards that are all the same size and color and a clean, sturdy portfolio case. All pieces in the portfolio must be labeled with a removable note stating the requirement it satisfies.

Submission

Students must submit Portfolio One and Two to the Department Director by 12:00PM on Thursday of Week 10.

Students who fail to meet this strict deadline will not pass Portfolio.

The portfolio must be accompanied by this form, signed by the student verifying completion, the completed Portfolio One signature sheet and the Portfolio Two sheet indicating all pieces have been completed.

I verify that my portfolio, as submitted to The Art Institute of Seattle portfolio assessment committee:

- contains all the required pieces.
- is all my original art work.
- is professionally presented.
- is in the order listed on the requirement sheets.
- is appropriately labeled.
- has my name affixed to the outside surface.

Student

THE REQUIREMENTS FOR PORTFOLIO ONE ARE OUTLINED BELOW:

Each piece must be completed—meeting these specifications, and a signature obtained by the appropriate faculty. All pieces must be mounted on board and accompanied by a project statement. If the project was completed outside of school, through an internship, or was a group assignment, this must be stated in writing and accompany the piece. Portfolio One is re-submitted in Portfolio Two.

REQUIREMENTS

portfolio I

Personal Resumé | Business Card | Promotional Sheet | Web Site Concept **Class: Promotional Design / Fundamentals of Web Page Scripting / Concept Development**

- Resumé meets guidelines of Career Services.
- Must be proof read and signed by instructor.
- One copy must be submitted to career advisor at the time of the exit interview.
- Resumé, with promotional sheet, must be saved as a pdf. The file size must not exceed 3 MB.
- Web Site must be designed as part of the business cabinet with a live URL and minimally contain contact info, portfolio work, and resume pages.

Production Art **Class: Advanced Electronic Print Production**

A test will be administered in the last 2 weeks of Advanced Electronic Print Production consisting of three parts and be saved in separations using Acrobat Distiller.

Certificate

- Must have a certificate stating the student has passed the test and have the instructor's signature verifying the fact.

Concept Book **Saved work from all courses and projects**

Present a complete, full example of client research, ideas, development and process.

- Must show individuality and concept development
- Feature at least 4 individual, complete creative developments (10-15 thumbnails, 6-8 comps) corresponding to existing projects in portfolio.
- Minimum size 7" x 10", 100 double-sided pages.
- Must contain 80% of hand rendered concepting and 20% of research from various media.

Typography: Page Layout **Class: Digital Typography / Type and Letterform Design**

Page layout using type as the primary design element with body text.

Page Layout | Periodical Design **Class: Electronic Print Production**

Computer generated professional newsletter completed in InDesign or QuarkXPress.

- Minimum of four pages with headlines, readable body copy, supporting visuals and masthead with title, publisher, date, volume and issue number.
- Explore other types of folding methods and use of color.

Advertising Design **Class: Art Direction / Concept Development**

Two black and white ads as part of a campaign.

- Must demonstrate strategy, concept, media application and four or more lines of body copy.
- Must be built to a size specified by the publication or space in which it will be placed.

Identity System **Class: Typography / Art Direction / Concept Development / Corporate ID**

Trademark

- Design must be of original concept.
- Show black and white laser output in two sizes: large with image area approximately 6" to 8" and one approximately 33% of that size.

Application

- Business card, letterhead, envelope.
- Must simulate printed quality and be produced on actual paper stock and envelope.

Collateral

- Two supporting collateral pieces appropriate to selected client.

Applied Illustration or Infographic **Class: Conceptual Illustration / Computer Drawing / Illustration Styles & Techniques**

- Show the original illustration mounted or matted (unless illustration is oversized).
- Mount appropriate application on back of original illustration or on separate board.

IN ORDER FOR PIECES IN PORTFOLIO ONE TO BE ACCEPTED FOR GRADUATION:

All pieces must be cleared by the faculty member in whose class the piece was originally created (if this instructor is not currently available due to sabbatical or other, another faculty who teaches within the course discipline may sign). Signatures must appear below to verify acceptance of portfolio pieces. The signature of the faculty is given only if minimum requirements are met, and the work is mounted or otherwise clearly ready for professional presentation. 4 projects will be signed off by Week 4 with the remainder signed off by beginning of Week 10.

Student Name _____

SIGNATURE SHEET

portfolio I

**Personal Resume | Business Card |
Promotional Sheet | .pdf**

Faculty
Portfolio One

Production Art

Certificate from AEPP

Faculty

Concept Book

Faculty
Portfolio One

Typography: Page Layout

Faculty
Portfolio One

Page Layout | Periodical Design

Newsletter

Faculty
Portfolio One

Advertising Design

Black and White Ad Campaign (minimum two)

Faculty
Portfolio One

Identity System

Trademark | Application | Collateral

Faculty
Portfolio One

Applied Illustration

Faculty
Portfolio One

Personal Web Site concept(sitemap/lofi/hifi)

Portfolio | Resume | Contact | images 400px smallest edge

Faculty
Portfolio One

THE REQUIREMENTS FOR PORTFOLIO TWO ARE OUTLINED BELOW:

Complete **eight of the following requirements and two required pieces**. Each piece must be completed—meeting these specifications, and a signature obtained by the appropriate faculty. All pieces must be mounted by the end of the quarter and accompanied by a project statement. If the project was completed outside of school, through an internship, or was a group assignment, this must be stated in writing and accompany the piece. Portfolio One is reviewed again in Portfolio II and must be turned in for Portfolio Review. Final approval is granted via Committee Review.

REQUIREMENTS

portfolio II

Personal Portfolio Web Site (Required)

Class: IM205 Advanced Web Page Scripting

- Must be live.
- Must create two case studies, one page for each, showing the research and objectives of two design projects. Must be easily downloadable as a pdf.

Copy of Portfolio II on Disk (Required)

- Saved high resolution pdf format.

Website Project Proposal

Class: Writing for Interactive Media

- Bound or in interactive .pdf format.

Brand Style Guide

Class: Corporate ID, Information Design, Promotional Design

- A comprehensive instruction on brand usage and guidelines for print and/or web deployment
- Bound or in interactive .pdf format.

Multi-page Publication

Class: Publication Design

- Must consist of at least 28 pages.
- Approximately six pages of informational graphics, i.e. graphs, charts financial pages and forms.
- Must adhere to a grid system.

Business Identity System; Local, Regional and National (maximum 2)

Class: Art Direction / Corporate Identity

- Must include a business cabinet and four supporting collateral pieces appropriate to the business.
- Students **may only complete two** of the three options for the Business Identity System.
- Must consider the budget for the business when designing the collateral support.
- Local is low budget, regional is medium budget and national is a high budget company.

Web Site (Third Party)

Class: Interface Design

- Live, interlinked, minimum five pages.

Event Promotion Package

Class: Advanced Design / Art Direction

- Must include a minimum of five parts.
- Must complete a press release.
- A case study will accompany the project.

Integrated Marketing Solution

Class: Advanced Design / Computer Drawing

- Must incorporate informational graphics.
- The design must be applied to at least three parts of an environmental design.
- Must be built to size specifications.

Research Based Design

Class: Advanced Electronic Print Production

- Use industry research assignment and apply to design piece.
- Must show suitable design to support the information, i.e. brochure, booklet, publication, poster.
- Must inform a specific audience.
- Eight page minimum if in book form.

Ad Campaign: Trade Advertising, Public Service Advertising, Retail Advertising

Class: Art Direction / Advanced Design

- Must consist of at least five parts, i.e. three print ads campaign and two supporting collateral.
- Format must demonstrate support in collateral and media.
- Must have a case study to support the research.
- Ads must be built to size of advertising space and scaled down proportionately.

Design Process Book

- Shows thought process from thumbnail to finish.
- Minimum 5 projects illustrated.
- Must be professionally bound.
- Smallest dimension to equal 5.5"

BFA Faculty Advisor (signed by advisor):

THE PORTFOLIO TWO GRAPHIC DESIGN PORTFOLIO CONTAINS YOUR **personal web site, a disk of your portfolio work and eight** of the projects outlined below. In order for pieces to be accepted for Portfolio Review, all pieces must be cleared by the Portfolio II faculty. The signature of the Portfolio II faculty is given **only** if the portfolio piece has met the assigned deadline, is complete, and fulfills all requirements. All pieces must be accompanied by a project statement.

SIGNATURE SHEET

portfolio II

Personal Portfolio Web Site (Required)

Portfolio Two

Event Promotion Package

Portfolio Two

Portfolio II on Disk (Required)

Portfolio Two

Integrated Marketing Solution

Portfolio Two

Multi-page Publication

Portfolio Two

Research Based Design

Portfolio Two

Business Identity System: National

Portfolio Two

Ad Campaign: Trade Advertising

Portfolio Two

Business Identity System: Regional

Portfolio Two

Ad Campaign: Public Service Advertising

Portfolio Two

Business Identity System: Local

Portfolio Two

Ad Campaign: Retail Advertising

Portfolio Two

Web Site (Third Party)

Portfolio Two

Design Process Book

Portfolio Two

Website Proposal

Portfolio Two

Style Guide

Portfolio Two

THE FINAL YEAR IN GRAPHIC DESIGN IS A SYNTHESIS OF CONCEPTUAL and technical abilities, personal process, presentation skills and computer literacy, all leading toward the completion of a highly competitive portfolio. You will develop a portfolio focused on a particular discipline, such as editorial or package design, or one that reflects a broader presentation of your skills, interests and capabilities. This work should reflect your uniqueness and your ability to meet demanding industry standards. Either way, the portfolio will serve as your entry into the job market.

BFA SEQUENCE

Q7 - Portfolio I, *pre-requisite 90 credits in technical field of study*

Q8 - Portfolio II, *pre-requisite Portfolio I*

Graphic Design Studio, *pre-requisite 90 credits in technical field of study*

Students will begin individualized research on a topic of interest that is particular to their area of study within graphic design. Submission to competitions and analysis of work contrasted against the professional graphic design community will be emphasized.

Q10 - Senior Thesis, *pre-requisite Portfolio II*

Students in this course present a written comprehensive understanding of their academic experience as it applies to graphic design. A written proposal will also be developed for a research-based visual body of work to be completed in their final quarters.

Q11 - Senior Project, *pre-requisite Senior Thesis*

Students will develop project work supporting their thesis. Developing long-term assignment and assessment skills learned in previous studio classes are extended and emphasized.

Q12 - Portfolio Presentation, *pre-requisite Senior Project*

The completion and defense of the senior project and thesis and other portfolio work. The final portfolio, including the research paper and supporting visual work is completed and presented for review and evaluation by a faculty committee. The completed portfolio and/or representative process documentation must be presented to the graphic design community during AiS Portfolio Day.