

portfolio captions

objectives People are usually scanning your projects to get a general idea of your skills and the way you work. Don't write a novel, but just share a short paragraph or two that makes your project interesting and relatable to your reader. **These work as helpful reminders when you are interviewing in person, as well as important supplemental information when you have supplied the portfolio electronically.** Also via the exercise of composing these explanations, you are better able to construct your own narrative as you guide somebody through your work.

problem This following **is a template required for this class**, but it's not an industry-required list. Find your own way to explain your work in the future if you wish, but realize that these are the common questions your explanation should answer in some way.

- overall**
- Write the answers in your own voice and/or tone of your brand positioning. Don't sound like a robot or a student forced to answer an essay question. Perhaps you begin that way, but always revise and refine what you write. Make time for it – it matters.
“You and your client might know what they mean, but acronyms and buzzwords only distance your reader. Don't try to impress with lofty language, just share your work in your own voice and be as clear as possible. We should finish reading with a sense of your personality and design process. Whatever you do, don't just copy/paste words about your client's product from their website. The shift in voice will be obvious and will only make you seem lazy.”
 - These captions will be displayed on the page previous to the work shown. They will be shown in a way that follows your brand's visual guidelines. More formatting for your digital portfolio will be explained on the *FinalWork_Portfolio_SPG20* project sheet.
 - Check your spelling and grammar. ALWAYS.

requirements **1. Client**

Name of client. What client does. Client location.

Give your reader context and write a quick sentence about what this project or product is all about. This will show your experience and interest in specific types of clients or design work. Naming the location will also help if you want to make it clear you work with clients all over, as opposed to just your hometown.

2. Objective (or Goal)

What did the client ask you to do? What was the briefing? What was the main challenge and measure of success? Did you have a certain idea or expectation for the project when you began?

What objective did you answer with this project?...Were you heightening brand awareness with a specific demographic on a slim budget? Perhaps you were delivering a defined amount of blog posts over a 6-month period. Maybe you were putting together a brand book, or directing a promotional video. Use 2-3 descriptive sentences to capture the essence of what this project was tackling for your client.

3. Role

Be very transparent about your role in each project. Were you managing a team of designers? Were you doing the actual design work yourself? If you took a project from concept to finished work, totally on your own, that's something you need to highlight.

see next page

requirements
(cont.)

This is especially important if it was a team project. If I just see a list of names without their roles, I might be a little suspicious about what you actually did on this project. But whether or not this was a team project, it's helpful for us to understand what role you played. This could be as simple as listing "art direction & design" beside the project summary. Forgetting this detail is crucial and can mean the difference between getting hired or not.

4. Results

If this project met the target your client was seeking to hit, then state that. Add a time frame in which you delivered your objectives, and if the project succeeded beyond expectations, share as much about those results as possible.

Did you feel proud of the result? Did it exceed your expectations? Did it increase the client's sales by 2000%? Don't get too technical or share some crazy analytics report (and definitely do not make anything up), just include a brief sentence or two that shares how the project was successful. A case study should ideally be a success story.

5. Credit (if applicable)

If you worked with other people on the project you're featuring, certainly give credit and attribution to others on your project team. Same goes with photography you did not take. If it's all yours, then leave this off the caption.

schedule **Week of Apr 6:** Begin Captions.

Watch this video until 9:36, at least. <https://youtu.be/kv7aRXmNIg8>

Sat Apr 25, 11:59pm*: Captions DUE with Final Count.

- Add as the page before work shown.
- Caption required to use typography specified in your brand's visual guidelines.
- CHECK SPELLING AND GRAMMAR**.
- **Format of final review and captions:** can still be in assessment format, but it is suggested you start to experiment with the look and flow of your final digital portfolio.
- The *Final Portfolio* project sheet for this – including when and how final portfolios with captions included – will be provided soon.

evaluation *You will be graded on the following:*

- Directions were followed accurately with absolutely no errors.
- Verbal skills displayed in order to explain intelligently.
- Typography shows awareness of space, including leading.
- Typography follows student's brand visual guidelines.
- No grammatical errors.
- **Misspellings** = F**
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Cleanliness and Presentation.
- Participation in critique.

* Please remember that 11:59pm is one minute before midnight, or the most end-of-day it can possibly be. I do this because "midnight" understandably confuses people what day that is.

** The most recent version of InDesign's spell-check is notoriously incorrect. Find another way to check your work on everything.