

final portfolio – digital files ~~and tangible samples~~

overall The portfolio is the absolute display of your design abilities. This is your key to job acquisition and reputation building. You have worked the entire semester putting together work for *this version* of your book; however, your portfolio must grow and evolve with your abilities and per job interview throughout your entire career.

- reminder**
- More than 10-12 “pieces” are just too much to take in during an interview situation.
 - These 10-12 “pieces” need to be the absolute best expression of your abilities, as **your work is only as good as the weakest piece** included.

objectives of a digital portfolio

Instead of using a traditional portfolio or book:

- A traditional physical book for graphic design is now often considered clumsy, old-school, and expensive. The only exception to this might be for non-digital illustrators where a physical book could still be helpful.
- The ability to show **movies, motion graphics, and working digital prototypes** are impossible to show in a traditional tangible book.

Compared to what is shown on your website:

- Your digital portfolio is more precise than what is shown on your website. More work can be displayed on a website that is intended for individual perusal in a **non-linear** format.

How to visually tell your story:

- Layout ability, its consistency in the **overall visual design system** that holds the work, and how this reads on the digital platform is displayed.
- Comprehension of a visual narrative and **flow of pieces**. This is a skill of subtle awareness, but is a glaring mistake when not done correctly. One must capture the reader immediately, then lead until there is a crescendo about 2/3 through, and end with another bang at the end.

How you verbally tell your story:

- The ability to explain one’s work via the required captions **demonstrates that the designer understands how to explain her/his work**. Most of the work also answers an objective, which shows the designer knows how to solve a problem vs. just making pretty pictures or creating work because a professor demanded it.

How your brand lives:

- The success of one’s logo or mark in a compact form showing ownership on every page without being distracting.

required versions of digital portfolio

BIG Version:

- **Interactive PDF that does not rely on internet connection**. This file will be very large if movie files are necessary. This must use a laptop (in 2020, at least) to display correctly.
- A mock-up is usually still suggested to be used with a movie file next to it. An exception to this may be an app.

When and for whom this should be used:

- In a face-to-face interview situation where you do not know for sure you will have a strong connection to the internet or ability to use data. Though links are also included, viewing the work is not dependent on it.

see next page

SMALL Version:

- **Interactive PDF that requires internet connection.** Size of file will be much smaller because all moving images and prototypes are linked to websites outside of the document.
- A mock-up would be shown with the link accessible.

When and for whom this should be used:

- When you need to send a digital, self-contained portfolio to somebody.
- If you are absolutely sure of a strong internet connection when interviewing with somebody face-to-face. This is still not encouraged because it pulls away the interviewer's attention and doesn't allow you to control the narrative.
- On the senior show class website as a quick example of your work.
- *Optional:* On your own website as a downloadable example of your work.

objectives of
physical samples

The physical samples are not absolutely necessary to have in *every* interview you ever have, but **they will improve the dialogue dramatically**. People like to *touch* and see your work in its three-dimensional form.

When and for whom this should be used:

- Obviously, these are only when interviewing face-to-face. The physical samples supplement the digital portfolio.

Instead of using a traditional portfolio or book:

- The work in a traditional portfolio book is usually protected behind a plastic sheet and/or mounted flat to a board. The interviewer can't **touch or experience the work**.
- Oftentimes, the light glares off the plastic sheets if these are used.
- A bound, printed paper book is beautiful, but again, the interviewer can't actually touch and experience the work or even view it at actual size. It is also an expensive investment in work that should change out often.

Create a good experience of interacting with tangible pieces.

- Consider the feel of a nice **paper stock** and **weight**. Avoid ordinary copy paper.
- Interaction with a physical piece like a **brochure** or **book** is the best way for the work to be viewed.
- Display of professional print knowledge when viewing the size of a poster or other piece larger than a laser-printed 11 inch x 17 inch.
- The clear display of your **craft** and care of your materials.

digital portfolio
file specifications

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This file must be built in **InDesign**. DO NOT use Illustrator for the portfolio file itself.

Students may use the packaged InDesign file **Optional_Template_PORTFOLIO** and adjust as one wishes to follow their branding guidelines and page layout. You will build two related files, one named **YourLastName_Portfolio_BIG** and one **YourLastName_Portfolio_SMALL**.

Dimensions of both portfolios:

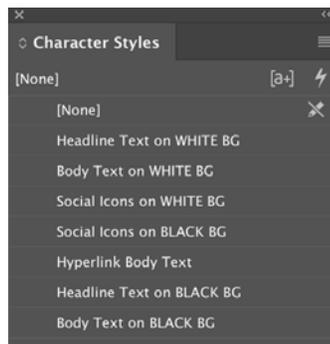
- **Landscape** (horizontal) **orientation**. Do not use Facing Pages (**no spreads**).
20 x 11.25 inches at 150 DPI = 1920 x 1080 pixels screen size.
 - * **Device:** A large tablet or laptop. *Note: Movie files in PDF will only play on laptop. Make the file anyway, even if you only have a tablet and a large computer.*
 - * The dimensions of your digital portfolio should respond to the device on which you will show it. *Consider this after this class is over if you only have a smaller tablet by displaying fewer pieces per screen than one might who has a large tablet or laptop. Either way, be absolutely sure your device is clean when showing in an interview. No fingerprints or crumbs in keyboard!*

master pages Use (and adjust) the existing Master Pages and Character Styles, relink logo files, and type in correct captions.
For these master pages, A means the page has a white background and B means it is black. Choose one and be consistent.

- **COVER:** Your brand logo (large), name, [linked](#) socials, [linked](#) website
- **STATIC:** Your brand logo (small), image box, caption box and optional [link](#) using Character Styles, automated page number using Character Style.
- **STATIC P2:** (Page 2) Same as STATIC, but with no caption box.
- **VIDEO:** Your brand logo (small), text box for caption and optional [link](#), automated page number using Character Style, Play and Stop symbols.



character styles



Adjust all text quickly by doing so in **Character Styles**. (Obviously you only need to adjust three - Headline, Body Text, and Social Icons on *either* WHITE BG *or* BLACK BG.)

Be sure the typeface follows rules you stated in Visual Guidelines when people use your brand because that's what you're doing. *In other, words, I better not see Arial (the default Style) on any of your portfolios unless that's what you set forth in the Visual Guidelines in your Brand Book.*

→ See [InDesign Template Help PART 1](#) and [InDesign Template Help PART 2](#).

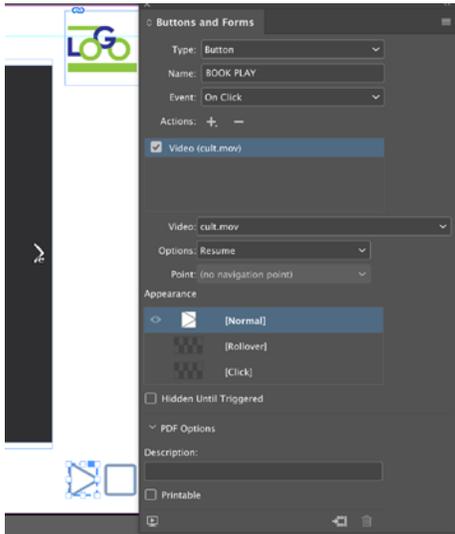
- placed art
- **Raster Images**
 - * For most of the files discussed here, this means the mock-ups you will be creating to show your work.
 - * Consider **first creating work** at a higher resolution than 150 and keep work layered. You can't make up lost digital information.
 - * THEN File : Save As and name it something else, flatten it, make another file type,
 - * etc. to be placed in your InDesign portfolio template. **Streamline the image you are placing into the InDesign document as much as you can.**
 - * Work should be **RGB** and a minimum of **150 DPI** at **100%** of size in page.
 - * **Simply using a high-resolution PNG screenshot is often another strong option.**
 - * Use an Image Box in InDesign and File : Place file.
 - **Vector Images**
 - * These are usually low enough resolution to not be problematic. However, it is always an **option to take a high-resolution PNG screenshot** of the file to be placed in your digital portfolio.
 - **Movies**
 - * For **BIG Version:**, a movie file (usually an mp4) is the best way to show XD prototypes, web sites being used, Issuu books with turning pages, games, gifs, and anything else that is best displayed in use sans internet connection.
 - * For **SMALL Version:**, a movie file may be a viable option, but links to interactive sites are usually a better idea.
 - * **To record screen:**
 - » **Quick Time Player:**
File : New Screen Recording. Only record the area of the screen you need. The stop recording "button" is probably in the top right of your screen by the date and time. **SEE THIS [ISSUU VIDEO](#). SEE THIS [GIF VIDEO](#).**

placed art
(cont.)

» **Zoom:**

Another strong option if you would like to record your voice while showing something is to install the free Zoom app. Start a meeting with just yourself and record it. You may Share Screen and then record. Realize that this sound option will not be dependable for your *BIG Version*.

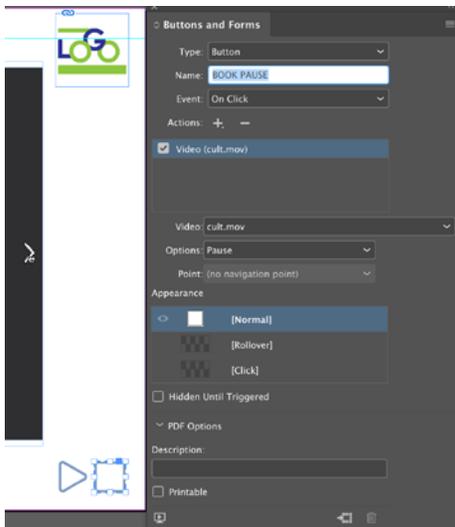
- * **When placing in InDesign, do not use an Image Box.** Simply File : Place then scale the size down accordingly.
- * For the Play and Pause buttons to work correctly, you must use **Window : Interactive : Buttons and Forms**. Review the earlier [linked videos](#) and the explanation below.



PLAY BUTTON:

- > Select arrow button (or whatever symbol you have placed on page to signify this).
- > Open Window : Interactive : Buttons and Forms.

- * **Type: Button**
- * **Name:** Because this is a book, I called it “BOOK PLAY”. Rename to something that makes sense to you.
- * **Event:** Choose **On Click**.
- * **Actions:** Choose +. From this drop down, choose **Video**. More options will appear.
- * **Video:** The movie file placed on your page should default here. If you have more than one movie, you will need to choose what the button is controlling.
- * **Options: Resume** (not Play)
- * **Point:** no navigation point
- * **Appearance:** Normal, but mess with this if you’d like.
- * **DO NOT CHECK Hidden Until Triggered.**
- * **DO NOT CHECK Printable.**



PAUSE BUTTON:

- > Select square button (or whatever symbol you have placed on page to signify this).
- > Open Window : Interactive : Buttons and Forms.

- * **Type: Button**
- * **Name:** Because this is a book, I called it “BOOK PAUSE”. Rename to something that makes sense to you.
- * **Event:** Choose **On Click**.
- * **Actions:** Choose +. From this drop down, choose **Video**. More options will appear.
- * **Video:** The movie file placed on your page should default here. If you have more than one movie, you will need to choose what the button is controlling.
- * **Options: Pause** (not Stop)
- * **Point:** no navigation point
- * **Appearance:** Normal, but mess with this if you’d like.
- * **DO NOT CHECK Hidden Until Triggered.**
- * **DO NOT CHECK Printable.**

output *BIG Version:*

- * File : Export as an **Interactive PDF**. *See directions on next page.*
- * Check file on the machine you will use. For files with movies: I have only had luck using **Adobe Acrobat** on a **laptop/computer** after telling the program to **trust the file**.
- * Be sure all links work, though they are intended to be used only as a last resort.

SMALL Version:

- * File : Export as an **Interactive PDF**. *See directions on next page.*
- * File should be no larger than 10MBs if possible. Beware compressing too much.
- * Check file on a machine that is not yours. Be sure all links work.

Both Versions:

File : Export as an **Interactive PDF**.

- **General**

- * **Pages:** All
- * **Export As:** Pages
- * **View:** Default
- * **Layout:** Single Page Continuous
- * **Presentation:**
DO NOT select Open in Full Screen Mode.
View After Exporting is up to you.
- * **Page Transitions:** Mess around with these options and see what you prefer.

- **Compression**

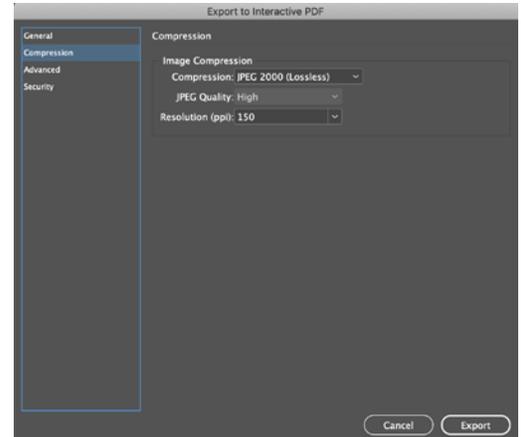
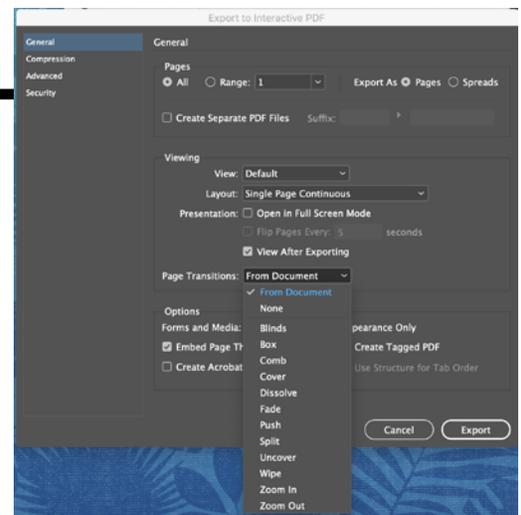
- * **Image Compression:** JPEG 2000 (Lossless) or JPEG (Lossy)
- * **JPEG Quality:** At least High. You may try more than this if file size is not too large.
- * **Resolution (ppi):** 150.

- **Security:**

- * Do not use anything for this project.

- **Security:**

- * Do not use anything for this project.
- * If you would like to use a password to restrict anything, you may do so in the future.



what is due *Note: **Everyone should have at least one movie file** and therefore, both a **BIG** and **SMALL** Version. If you had absolutely no movies to show, please speak with Prof. Nikki before April 29th because there was likely a miscommunication. A few reminders:*

Book or Magazine that was approved for its contents (not just book covers):

BIG Version:

- * Mock-up of book.
- * Cropped in movie of Issuu display of book being used IF a physical sample was not available.
- * For this class, no physical samples are available, so Issuu movie is required.
- * Link to Issuu page, though not expected to use.

SMALL Version:

- * Mock-up of book.
- * Link to Issuu page.

App:

BIG Version:

- * Movie of app being used. (Though a spare smartphone with app installed and dedicated only for your portfolio may be used in an interview, the movie file should be kept on digital portfolio in case the phone dies.)
- * App screens, possibly using mock-up only if helpful.
- * XD or Sketch (or other) link to prototype, though not expected to use.

SMALL Version:

- * App screens (possibly using mock-up if helpful).
- * XD or Sketch (or other) link to prototype.

Stand-alone Website (not a mock-up within an ad campaign):

BIG Version:

- * Cropped in movie of website being used.
- * Page screens, possible using mock-up if helpful.
- * Link to website home page, though not expected to use.

SMALL Version:

- * Page screens (possibly using mock-up if helpful).
- * Link to website home page, though not expected to use.

Game:

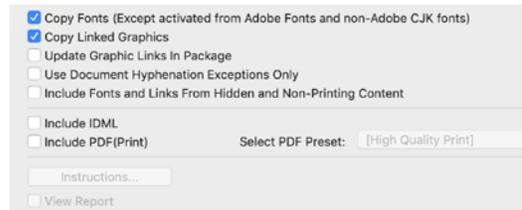
BIG Version:

- * Cropped in movie of game being used. (A spare smartphone with game, dedicated only for your portfolio may be used instead in an interview. The movie file would be smart to keep just in case the phone died.)
- * Title screen of game on a mock-up would be helpful.
- * Link to working game, though not expected to use.

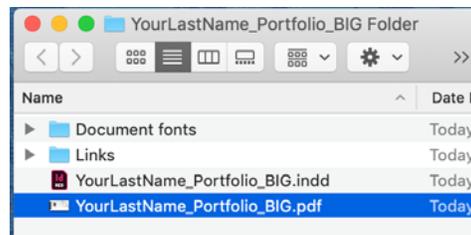
SMALL Version:

- * Title screen of game on a mock-up would be helpful.
- * Link to working game. If this is not available, link to the movie of game being used on YouTube or similar.

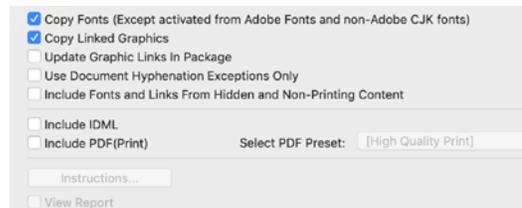
big version due **Package InDesign** as follows. Remember the folder is named automatically from the file name. Assuming you had the correct file name to begin with, **do not adjust the folder name.**



Then move the **Interactive PDF** you created earlier into this packaged folder.

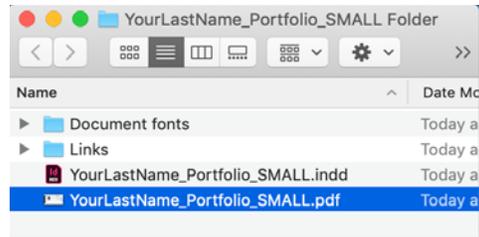


small version due **Package InDesign** as follows. Remember the folder is named automatically from the file name. Assuming you had the correct file name to begin with, **do not adjust the folder name.**

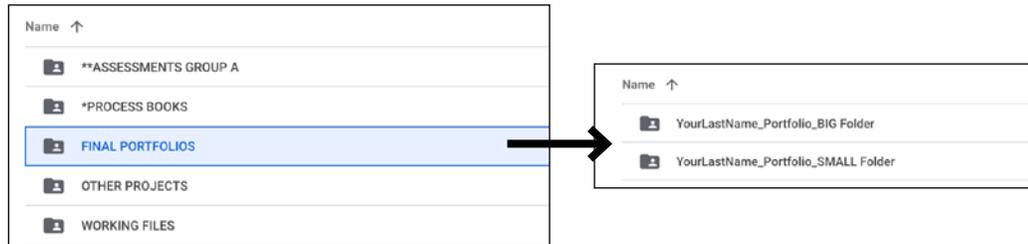


see next page

Then move the **Interactive PDF** you created earlier into this packaged folder.



both versions due Upload both folders to **FINAL PORTFOLIO** in your shared folder for this class.



extra credit/
version b option

- If any student would like to create a version of their portfolio that exists on **Adobe Spark or some other program**, please talk to Prof. Nikki soon. This would get lots of extra credit as an additional piece.
- If student would rather use Spark (vs. InDesign) or other program for their *Small Version*, speak with Prof. Nikki as soon as possible. Realize that this would be much more work than using the template that is almost the same as the required *Big Version*.

PHYSICAL: Nothing physical is due for this Spring 2020 course. The following is intended as guidance for future interviews. See **Schedule and Evaluaton** after this section.

Also consider the guidance provided in Portfolio class when pieces were approved throughout the semester and consider their use in future interviews.

- **Box Requirements** (review of earlier instructions):
 - * Box must be clean and of a sound structure. Black is suggested.
 - * Size of box must be **larger than 11 x 17 inches**, but not ridiculously huge. The depth must be about 2-3 inches. Sizes have been supplied in class, but there are many options available. Student should check with professor if unsure before purchasing.
 - * Box does not need to actually be archival. The term is inherited from photographers' boxes. This inherited forms is also why many Google searches will result in boxes that are far too small for *your* needs.
- **2 Process Books, bound with perfect craft.**
- **4-6 "pieces" samples** should be included.
 - * Any more makes the digital portfolio pointless. Any less makes the big box pointless.
 - * No new work that is not also in the digital portfolio. A different version is sometimes ok, but not a completely new piece.

- Not every work must be shown in a “piece” from your digital portfolio, but not all 4-6 samples should be from the same “piece”. Have 4-6 different samples from different projects. **For example, a student could have:**
 1. *Physical Sample:*
A professional printed book from her internship with NEA Baptist.
Digital Portfolio:
5-6 pieces from internship.
 2. *Physical Sample:*
1 printed t-shirt and large poster for her FOA campaign.
Digital Portfolio:
Full campaign of print ads, poster, social media, and merchandise.
 3. *Physical Sample:*
Wrapping paper professionally printed of a seamless design.
Digital Portfolio:
3 seamless patterns, each shown on a mock-up. One of these mock-ups is wrapping paper.
 4. *Physical Sample:*
One soap box example that has absolutely perfect craft and uses professional grade paper that resembles an actual box of soap. This must look professional. Because she didn’t want to mess up this perfect box, but wanted to show the inside artwork for kids, she had 2 produced. 1 box stays closed and 1 is already unfolded to quickly showcase the inside.
Digital Portfolio:
Flat art and mock-ups of the 3 soapboxes in the series.

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schedule **Sat Apr 25 11:59pm (23:59):** Captions and Final Count are due. Captions will be reviewed by Prof. Nikki, but student should build Final Portfolio files using captions they turned in. The words may be edited later before the final portfolio files are turned in.

Mon Apr 27, 11:30-1:40: Zoom lecture(s). Expect to be present online for at least 2 hours and 15 minutes. Final Portfolio Q&A will be available after planned talks.

- **11:30-12:10:** <https://us04web.zoom.us/j/77007660623>; Meeting ID: 770 0766 0623
- **12:15-12:55:** <https://us04web.zoom.us/j/71451422844>; Meeting ID: 714 5142 2844
- **1:00-1:40:** <https://us04web.zoom.us/j/74068014765>; Meeting ID: 740 6801 4765

Note: Brand Book (RD 1) for GRFX-4503 is also due on this day

Wed Apr 29th:

Progress on portfolios due. Prof. Nikki will contact each student about this with Zoom. Student will be able to share screens to show work of internet is available for computer.

Note: Significant progress is due on this day. Do not put this off.

Mon May 4th:

- All work is due as explained in Google shared folders.
- Each student post their *Small Version* to Slack on **#grfx-4803_final_portfolio**.
- **Required** Zoom discussion:
11:30-12:10: <https://us04web.zoom.us/j/78833588490>; Meeting ID: 788 3358 8490

Fri May 8th:

- Branded website will be live and shared.
- **Optional** Zoom gathering and goodbye:
11:30-12:10: <https://us04web.zoom.us/j/72388662484>; Meeting ID: 723 8866 2484

evaluation *You will be graded on the following:*

- Directions were followed accurately with absolutely no errors.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Cleanliness and Presentation.
- Verbal skills on captions displayed in order to explain intelligently.
- Composition and typography skills displayed in digital portfolio.
- Brand consistency shown on pages that “hold” the portfolio pieces.
 - * Consistent design “container” featuring logo in a non-distracting way on every page.
 - * Typography follows student’s brand visual guidelines.
- No grammatical errors.
- **Misspellings = F**
- All images shown are clear and clean.
- All colors in work in a “piece” display consistently. *In other words, the red of a logo looks the same on every piece shown from flat art to a mock-up.*
- Files are interactive PDFs.
- **BIG Version**
 - * File works well and transitions smoothly when placed in Adobe Acrobat and trusted.
 - * All pieces that should contain movie versions do.
 - * All links are live and [clearly shown](#).
- **SMALL Version**
 - * File is self-contained. All links are live and [clearly shown](#).
 - * File size is 10MBs or less.