

## leave-behind

**overview** A leave-behind is like a self-promotional piece that you (obviously) leave behind after meeting someone. Though these can be something as simple as a business card or self-promotional piece of merchandise, this project demands a leave-behind that shows examples of your portfolio work showcased within your brand standards and supplies contact information. Because these can become costly, budget is also kept in mind.

As a freelancer, your name – or business name if you have one – is your brand. Just like with any other company, it takes marketing chops to make sure clients know about you, your services, and how to make contact if they are interested in working with you. That’s where having a good leave-behind comes in... Leave-behind items are important for all freelancers, including designers for print or web... A leave-behind is an important reminder of who you are and what you do. A good leave-behind may be something a potential client holds on to for months – or even years – and uses to come back to you for work at a later date.<sup>1</sup>

**objective** Though all portfolio work is showcased on your website that a self-promo piece like a pen could reference, this piece must be a tangible work a person wants to keep. This also means craft must be perfect and awareness of materials is paramount.

- required**
- **At least 5 pieces** from your portfolio. This could mean:
    - > 1 “piece” = many pieces per Portfolio Math. (A full ad campaign with its legs.)
    - > Or 1 “piece” = the best piece from that work. (1 ad from that ^^ campaign.)
    - > It all depends on your leave-behind, its construction, and flow of the materials. However, do not consider “5 pieces” as 5 items from the same work. (In other words, do not put 5 ads from the same campaign and call it done.)
    - > *Obviously, this is work that has been approved already in this class. If you don’t have all 10-12 pieces to choose from yet, just design with placeholders.*Be sure the items are shown **large enough to make sense**. Though details of work (vs. full view) can be explored, these rarely turn out as well as one hopes unless the work is from an illustrator or photographer.
  - Your **visual brand**. In other words, your logo should be included and all elements that hold your portfolio pieces should follow your brand’s Visual Guidelines and tone. This does not mean that each portfolio piece follows the guidelines, but the “container” of this information must follow your brand.
  - **Website domain**
    - > *http://* should not be included in print.
    - > *www.* may or may not be included - your choice.
    - > *.com* or other is obviously necessary.
  - I *strongly* recommend the **social media @handles** your brand uses. (Yes, LinkedIn matters even if you don’t feel like you use it.)
    - >  LinkedIn
    - >  Twitter <sup>2</sup>
    - >  Instagram
    - > any other you have on your Visual Identity

<sup>1</sup> <https://designshack.net/articles/freelancing/the-importance-of-a-leave-behind-for-clients-top-tips-advice/>

<sup>2</sup> Twitter not required (but accepted!) for Spring 2019 Branding class.

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- required (cont.)
- Your resumé.
    - > Consider including pieces of your resumé on the leave-behind by breaking it up into pieces and showing on parts of a poster, cards, etc.
    - > If you do not break the resumé up into pieces, a full resumé must be included in some way (for example, in a pocket of the piece).
  - The cost of these to construct and mail should be kept in mind. There is no budget required yet, but it will be discussed as the work comes to fruition.

schedule **Week of Feb 4:**

- [Slides provided](#) (SLIDES\_GRFX\_4803\_Week4) introducing what is expected in this class for the Leave-Behind.
- Start a Pinterest page titled *Leave-Behind Ideas*. Create at least 40 pins.
- Pinterest page **DUE Fri Feb 8:** Paste link as Comment to supplied Post on Facebook group.

**Week of Feb 11:**

- Discuss Pins and project sheet.
- Begin sketching rough ideas on your own. Remember you should do many of these before you start refining what you will show me. Ask questions in class, on group FB page, or Message me in the next week if you have questions.

**Week of Feb 18:**

- The following is **DUE 2pm Mon for A group** and **2pm Wed for B group**:
  - > **At least 10** tight color sketches of leave-behind. Each sketch should have multiple views and take up at least one page.
  - > Whatever *you* think is your best idea(s), **construct a miniature dummy version** of it. You only need to create the form itself and not the artwork inside (obviously). Consider the weight of the paper needed. If you have an idea of what paper you would like to use, either actually use it or have a sample.

**Week of Feb 25:**

- *Begin Process Books.*

**Week of Mar 4:**

- The following is **DUE 2pm Mon for A group** and **2pm Wed for B group**:
  - > Any revisions to form. Supply tight color sketches and miniature dummy. Unless told specifically that your first round was perfect and that nothing more is required of you, assume that these revisions/developments include you.

**Week of Mar 11:**

- *All students attend Monday and Wednesday. Guest reviewer on Wednesday.*

**Week of Mar 18:**

- *Spring Break*

**Week of Mar 25:**

- *All students attend Monday and Wednesday. Guest reviewer on Wednesday.*

*Any time during these weeks, students may be asked to show proof of work on leave-behind. This includes plans for making multiple copies of work.*

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schedule  
(cont.)

**Week of Apr 15:**

- 1 Leave-behind **DUE 2pm Mon for A group** and **2pm Wed for B group**.  
> *Final assessment with approved 10-12 "pieces" also due this week.*

**Week of Apr 22:**

- All students to class on Mon Apr 22  
> 2 more copies of leave-behind **DUE 2pm**  
> *All final portfolios also due on this day, both digital and tangible materials*
- All students to class on Wed Apr 24  
> *Interview lecture and discussion, including how to talk about each piece using information you have composed in captions.*

**Week of Apr 29:**

- *All students to class on Apr 29. Each student presents work as if in interview with fellow students.*
- *Wed May 1: Senior Graphic Design Show*
- *Sat May 4: Portfolio Review*

evaluation *You will be graded on the following:*

- Directions were followed accurately with absolutely no errors.
- Ideas successfully conveyed per objective, specifically correct use of form in relation to content.
- Portfolio work shown as directed.
- Craft is absolutely perfect.
- Awareness of materials like paper is shown. The tangible nature of the piece is explored.
- Website present on piece.
- Resumé included on or within the piece.
- Verbal and/or visual communication skills displayed in order to persuade in an intelligent and compelling manner.
- No grammatical errors.
- **Misspellings = F**
- Materials support brand positioning statement.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Cleanliness and Presentation.
- Participation in critique.