

GRFX-4803 PORTFOLIO CAPSTONE

Brain Warm-Ups

- Understanding and Communicating Your Process
- Writing Captions
- Process Books

How to Show Your Portfolio

- Physical Forms
- Goal of Interaction
- Always Reinforce Your Brand
- *Legal Aspects

The Elevator Pitch

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PREK #1: Explain this and text with notes of place

How this piece has shown in an previous round? If so, what was the title name of the last round?

Challenge:

Brain:

Goal:

How will this improve upon this?

How would you present this work?

How would you present this work as a portfolio item?

ARISTA CREATIVE CO

PROCESS BOOK
BY BRIANNA STONE

Week of Feb 25

- Monday, Feb 26 - Start of
- Digital Process Books
- Meet Group 4 Portfolio Assessment A/B Review
- Work Group 4 Portfolio Assessment B/B Review

- EXERCISE**
- Get into 4 groups of 4.
 - Explain YOUR design process to each other (like you aren't designers).
 - Don't just explain the 4 basic Design Process steps. What do YOU do? How do you do it?
 - Also don't talk for more than 1-2 minutes. ☺

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AIGA | MELBOURNE PROGRAMS DESIGN RESOURCES EVENTS ABOUT

Presenting your portfolio

20 tips for design interview success

My own first time

What are you?

- What is a portfolio?**
- A portable **proof of your design education** and a document of your work. A display of exercises, talent, thinking and solutions to visual communication problems.
 - The physical form of the portfolio is completely up to you. It should, however, **not be too precious or complicated**. Nor should it require delivery by freight elevator.
 - It is a **communication tool**, not a self-centered reflection of your personality.

- Design**
- A **portfolio is a design problem**. It contains an assortment of given visual and verbal material.
 - It is a **show piece in itself**.

Organization

- A well-structured portfolio has a beginning, a middle and an end.
- **Samples should be clean and removable**
- The final image leaves a more lasting impression than the first.

http://www.igpp.org/portfolio-presenting

Labels (Captions)

- It helps to label your work with very short descriptions, in case you have to drop off your portfolio and don't have a chance to narrate in person.
- Also online, it is an explanation before or after an interview.
- These are concise explanations. Your work should speak **for itself**, but extra details will help for a full comprehension of the work.
- "Please forgive me for not reading your books, thesis project, poetry or research papers. I'm getting an overall impression and can usually judge from what I'm looking at. **If it doesn't communicate visually, you probably chose the wrong profession.**"

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Present in Person

- "I personally prefer, whenever possible, to see you in person, because it's not the work I'm buying—**it's you I'm interested in.**"
- I want to hear and see you present your work. Your **intelligence, enthusiasm, energy and passion** are more important to me than your whole portfolio.
- Besides, I'm always a little suspicious of the involvement and influence in your work by faculty and fellow students."

- Staff Galois/NIER

http://www.igpp.org/portfolio-presenting

Present in Person

- "Dress presentably.
- Speak up and narrate your work.
- Don't just sit there and wait for questions or comments."

- Staff Galois/NIER

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WHAT and HOW you say things

- **Don't be modest**, but don't be a prima donna.
- "One of the most common mistakes in interviews is when a graduate plays down their work," says D&AD judge Ben Casey.

"Practice your presentation and **don't say 'this is only'...** It's hard if you're nervous, but when you've spent weeks on a piece of work you must present it in a positive light."

*Design & Art Direction, not Advanced Dungeons & Dragons. ©

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WHAT and HOW you say things

- Don't be modest, **but don't be a prima donna.**
- "One of the most common mistakes in interviews is when a graduate plays down their work," "Practice your presentation and **don't say 'this is only'...** It's hard if you're nervous, but when you've spent weeks on a piece of work you must present it in a positive light."
- **But also don't sound like an egotistical, skeezy salesperson.**

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Resumé, business card, leave-behind

- **ALWAYS** have multiple copies of your resumé. **ALWAYS**, The worst that could happen is interviewers politely refuse when offered.
- Do this (offer) at the beginning of the interview once greetings have been made and the conversation of your work begins.
- **ALWAYS** have business cards to offer. Everywhere you go. Give at the end of the interview.
- We will discuss the fancier levels of a Leave-Behind later in the semester.

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The 30-Second "Elevator Pitch"

From The Intern Queen

- **Your name**
- **Give a little background**
 - > where you work OR if you just graduated, where you have interned (or worked in relation to the industry)
 - >> A-State is located in Jonesboro, AR: "about an hour from Memphis" (or "2 hours north of Little Rock") where you just graduated from their outstanding design program with a BFA in Graphic Design (Digital if applies).
- **Explain (provide context)**
- **Connect A > B**
 - (connect who you're talking to TO what you're offering)
- **Ask > BE CLEAR**
- **Close out > BE CLEAR**

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Week of Jan 28

- **Monday:** Be prepared to show proof of notes or highlighted book from previous week's readings.
- **Mean Group 1's Portfolio Assessment A1 Review**
 - A Group students: correctly cited assessment PDF in DUE in shared folders by Wed 1:30pm every week.
 - She marked PDF in shared folder after include within 24hrs, but only to keep track of approval process.
- **Wed Group 2's Portfolio Assessment B1 Review**
 - B Group students: correctly cited assessment PDF in DUE in shared folders by Wed 1:30pm every week.
 - She marked PDF in shared folder after include within 24hrs, but only to keep track of approval process.
- **RE:AD Caldwell pp. 28-36 Chap. 2 Editing Your Archive**

