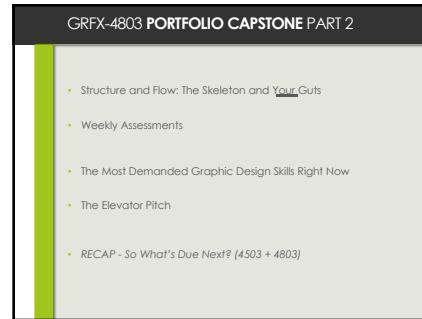
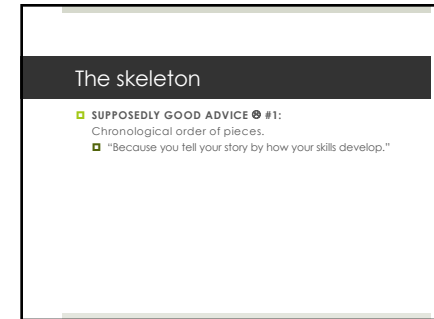


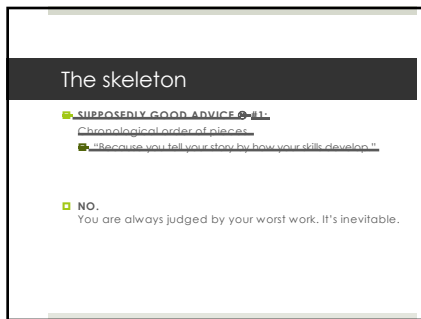
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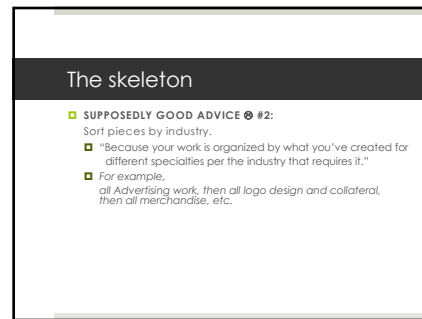
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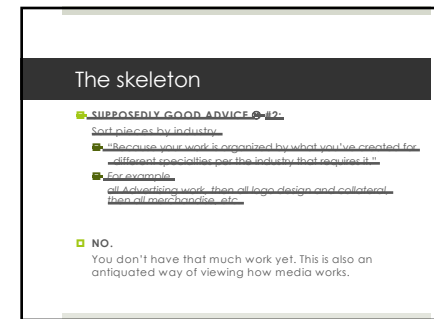
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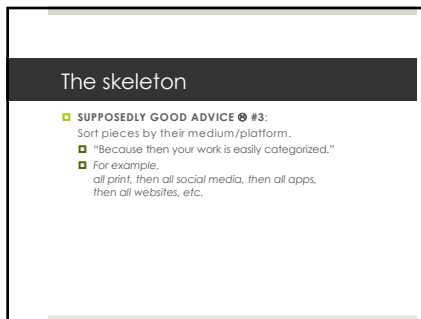
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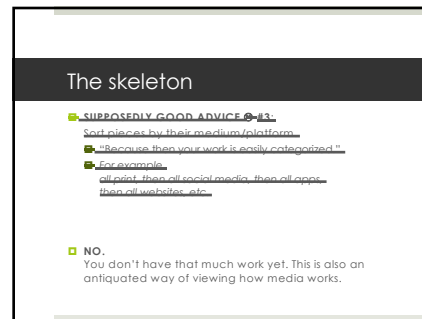
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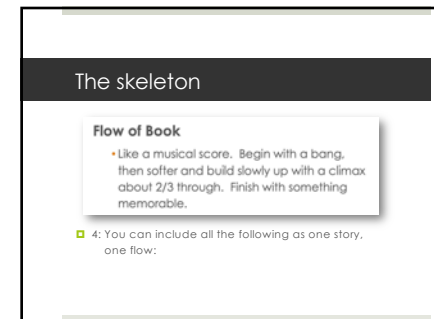
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7



8



9

The skeleton

- Logo work
 - Visual Guidelines AND/OR
 - Brought out to full campaign
 - BUT no more than 2 of these for most of you. 3 are allowed only if you WANT to do logos for a living.
 - Most of you do not, but the one good logo you made can easily work for a portfolio...even though you HATE making them.
 - SO REMEMBER THIS. Don't sell what you don't want to do - or can't consistently do well.
- Illustration
 - If you did a pattern, it must go on something
 - If you did a self-portrait, I need at least 2 more

10

The skeleton

- Package Design* (you CAN do this!)
- Advertising campaigns
 - Print ad series, social media, merchandise
 - Work with teams is great! (If its quality is MUCH lower than other pieces in your book, consider that.)
- Photography campaigns
 - User Interface
- Design Systems and Icons
- Apps. !!!!!!!
- Internship work
- Real Client work

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GRFX-4803 PORTFOLIO CAPSTONE PART 2

- Structure and Flow: The Skeleton and Your Guts
- Weekly Assessments
- The Most Demanded Graphic Design Skills Right Now
- The Elevator Pitch
- RECAP - So What's Due Next? (4503 + 4803)

12

Examining others' guts

Prof Nikk 1:27 PM
See last year's work. There was no in-person show. Also go ABOUT: HISTORY and see work from 2020 (no in-person show) and 2019 (big of in-person show and the first year it was an actual SENIOR SHOW).
<http://www.brandedshow.com>
brandedshow.com
BRANDED: GRAPHIC DESIGN SENIOR SHOW 2021
Branded: Graphic Design Senior Show at Arkansas State University (65 kB)

13

Examining your guts

- Make a list of pieces you think could work.
- A good start for most students are projects for/from your upper-level classes. *see next slide
- Start thinking of ways to grow or refine these pieces.

14

Examining your guts

- Categorize this work that you have so far.
- Examples include (some could fit into multiple):
 - Logo and visual branding work
 - Icons, User Interface Design Systems
 - Advertising campaigns
 - Digital illustrations > applied to what?
 - Merchandising
 - Book covers
 - Magazine (periodical) layout
 - Photography
 - App design
 - Website design

15

Examining your guts

- Categorize this work that you have so far.
- Examples include (some could fit into multiple):
 - Logo and visual branding work
 - Icons, User Interface Design Systems
 - Advertising campaigns
 - Digital illustrations > applied to what?
 - Merchandising
 - Book covers
 - Magazine (periodical) layout
 - Photography
 - App design
 - Website design

START WORKING! 😊

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GRFX-4803 PORTFOLIO CAPSTONE PART 2

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GRFX-4803

There is nothing due for portfolio until your first Weekly Assessment:

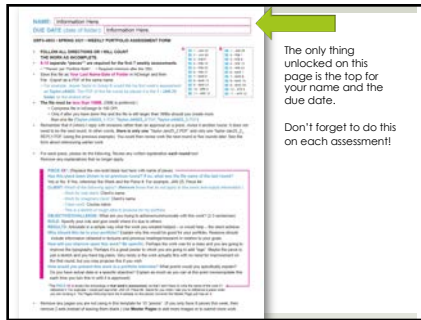
- SAT JAN 22 for GROUP A
- MON JAN 24 for GROUP B

Start considering possible work now. Also open and familiarize yourself with the InDesign document.

I will give you even more guidance on this when I see you ALL next Wednesday, January 19th.

GRFX-4503

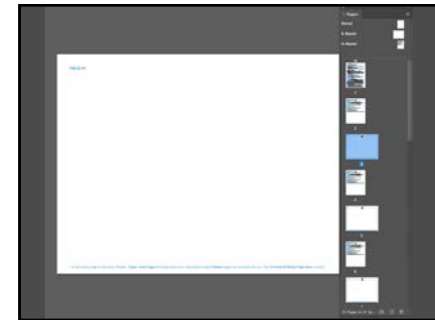
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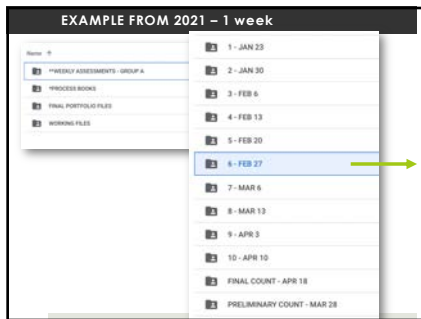
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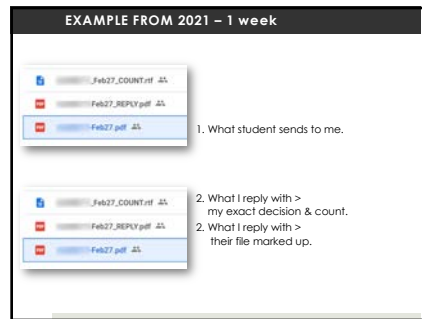
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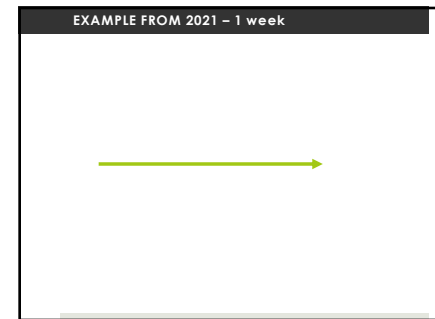
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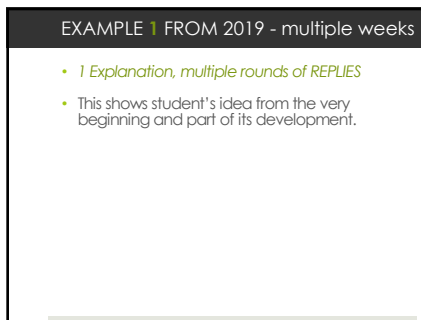
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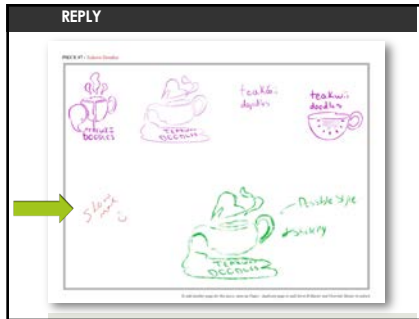
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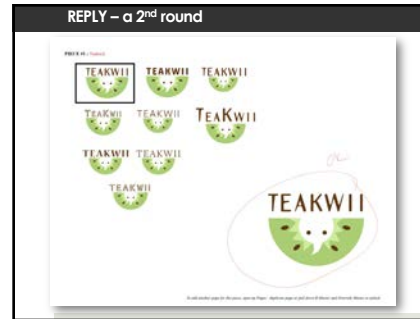
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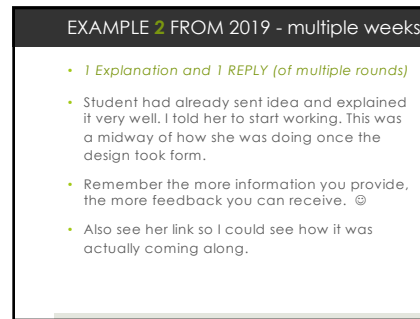
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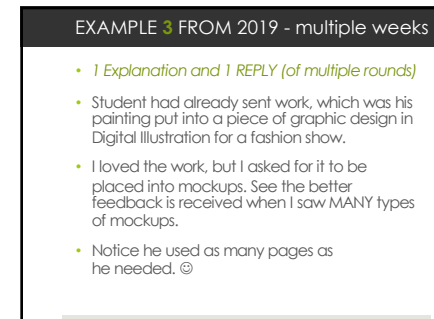
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35



36

See on the following slides how this student used multiple pages to show a campaign. He gave me **LOTS of options of how to show the work**. **SAVE TIME** by doing this sort of thing!

You're not printing anything, so you're not trying to save money on fewer pages.

37

I'll make the lines thicker, but always ask me if you don't understand what I've marked!

38

39

40

41

ASSOCIATE WITH EACH OTHER AND MAKE THEM TO YOUR OWN. (??)
SO JUST SHOW THEM AS THEY ARE.
HAVE THEM AS A PART OF YOUR
(LINE THEM?)

42

WEEK OF JAN 17
Mon Jan 17: Martin Luther King, Jr. Day observed. No classes.
WED - Both **GROUP A** and **GROUP B** attend
- **Lecture & Discussion:**
-> Everybody's Got An Opinion
-> How to Not Get Called Back
-> Portfolio Tips 101
-> Structure and Flow: Skeleton and Your Guts
-> Understanding and Communicating Your Process (Writing Captions, Process Books)
-> How to Show Your Portfolio (Physical Forms, Goals of Interaction, Always Reinforce Your Brand)
- **Weekly Assessments** (W/P and Q&A)
->>> Set Jan 22 by Item **Group A** Weekly Assessment (for next Mon) **DUE** in correct folder

WEEK OF JAN 25
Fri Jan 28: Intent to Graduate due to the university
MON
- **GROUP A** meet + optional attendance for **Group B**
- Discuss Plagiarism Requirements for future weeks
->>> Meet Jan 24 by Item **Group B** Weekly Assessment (for Wed) **DUE** in correct folder
WED
- **GROUP B** meet + optional attendance for **Group A**
- Discuss Plagiarism Requirements for future weeks
->>> Set Jan 29 by Item **Group A** Weekly Assessment (for next Mon) **DUE** in correct folder

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GRFX-4803 PORTFOLIO CAPSTONE PART 2

- Structure and Flow: The Skeleton and Your Guts
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- The Most Demanded Graphic Design Skills Right Now
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45

SKILLS IN DEMAND - 2022

- General design
- Website design
- UI/UX
- Print layout
- Typography
- Infographics
- Social media graphics
- Marketing
- Ad design
- Search engine optimization (SEO)
- Content creation
- Apparel design
- Packaging design
- Branding
- Motion graphic design
- Illustration
- Hand lettering
- Project management
- Presentation design
- Back-end coding
- Web development
- Industrial design

46

SKILLS IN DEMAND - 2022

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- Content creation
- Apparel design
- Packaging design
- Branding
- Motion graphic design
- Illustration
- Hand lettering
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- Back-end coding
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47

SKILLS IN DEMAND - 2022

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- Content creation
- Apparel design
- Packaging design
- Branding
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- Illustration
- Hand lettering
- Project management
- Presentation design
- Back-end coding
- Web development
- Industrial design

48

SKILLS IN DEMAND - 2022

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- Infographics
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- Search engine optimization (SEO)
- Content creation
- Apparel design
- Packaging design
- Branding
- Motion graphic design
- Illustration
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- Back-end coding
- Web development
- Industrial design

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SKILLS IN DEMAND - 2022

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- Infographics
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- Search engine optimization (SEO)
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- Apparel design
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SKILLS IN DEMAND - 2022

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- Illustration
- Hand lettering
- Project management
- Presentation design
- Back-end coding
- Web development
- Industrial design

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SKILLS IN DEMAND - 2022

Don't neglect the development of soft skills either. Build skills in things like communication, conflict management, and business strategy. Work on public speaking and leadership. These skills can go a long way toward helping you land the creative career of your dreams.

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SKILLS IN DEMAND - 2022

- Typography
- UX Design
- Software Expertise (InDesign, Illustrator, Photoshop)
- Image Editing
- Photography
- Coding*
- HTML Basic
- AI, AR, or VR Artificial Intelligence, Augmented Reality, Virtual Reality
- Graphics: Digital and Print Media
- Problem Identification and Solving

54

SKILLS IN DEMAND - 2022

- **Typography**
- UX Design
- **Software Expertise (InDesign, Illustrator, Photoshop)**
- **Image Editing**
- **Photography**
- Coding*
- HTML Basic
- AI, AR, or VR Artificial Intelligence, Augmented Reality, Virtual Reality
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- **Problem Identification and Solving**

55

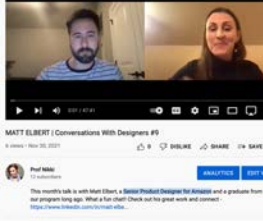
Top 5 Most In-Demand Design Jobs of 2022

- Product Designers*
- Graphic Designers
- UI & Visual Designers
- UX Designers
- Motion Designers

56

Top 5 Most In-Dem

- Product Designers*
- Graphic Designers
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- UX Designers
- Motion Designers



57

Top 5 Most In-Demand Design Jobs of 2022

- Product Designers*
- Graphic Designers
- UI & Visual Designers
- UX Designers
- Motion Designers

Product designers are responsible for **coming up with solutions to real-world problems people have**. They're the driving force behind the websites, apps, and other digital products we use on a daily basis.

Becoming a product designer requires a solid basis in **user experience design and user research**. In addition, most product designers have experience working as **senior designers on a design team**, where they've implemented **user-focused solutions**. They should also have well-established **design thinking skills**, as that process will guide much of their work.

If your goal for 2022 is to land a product design job, you'll want to **focus your resume and portfolio on your problem-solving capabilities**. Show how you apply things like user research and the design thinking process to your past projects.

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Top 5 Most In-Demand Design Jobs of 2022

- Product Designers*
- Graphic Designers
- UI & Visual Designers
- UX Designers
- Motion Designers

Graphic designers do a variety of tasks, from designing logos, print & publication graphics, social media templates, advertisements, and so much more...

When applying for graphic design jobs, **your portfolio will be your most valuable asset**. Be sure that it includes good representations of the types of designs you've created.

Take time to **craft a narrative around each design**, discussing the design problem presented as well as the solution you came up with. **[CAPTIONS PROJECT]**

Mention any problems or blocks that presented themselves along the way, as well as how you overcame them. **[PROCESS BOOK PROJECT]**

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Top 5 Most In-Demand Design Jobs of 2022

- Product Designers*
- Graphic Designers
- UI & Visual Designers
- UX Designers
- Motion Designers

If you're searching for a graphic design position, be sure you search for related jobs as well.

For example, you might find positions listed under **visual designer, content marketing designer, or UI designer** that are actually what you're looking for.

And more senior graphic design positions might be listed under titles like **art director or creative lead**.

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Top 5 Most In-Demand Design Jobs of 2022

- Product Designers*
- Graphic Designers
- **UI & Visual Designers**
- UX Designers
- Motion Designers

Closely related to graphic design is **UI Design**—sometimes referred to as **Visual Design**. Really, these positions are a **subset of graphic design**, focused solely on designing digital interfaces and content. Some UI designers will also have a basic grasp of HTML and CSS, while visual designers rarely implement those skills in their work.

To get hired as a UI or Visual Designer, you'll need to focus on your design portfolio. Showcase the designs you've created and be sure to incorporate the stories behind those designs.

As a UI/visual designer, you'll likely be working as **part of a team** to actually turn your designs into usable products. So **understanding how to work with developers, other designers, product managers**, and the like will help you excel in this career.

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Top 5 Most In-Demand Design Jobs of 2022

- Product Designers*
- Graphic Designers
- UI & Visual Designers
- UX Designers
- Motion Designers

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SOMETHING ALWAYS IN DEMAND

- **2-3 YEARS OF EXPERIENCE**
- You **DO** have experience, even before you graduate.
- This will all become apparent in GRFX-4503 when you work on your resumé.

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GRFX-4803 PORTFOLIO CAPSTONE PART 2

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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, Arkansas: "about an hour west of Memphis" (or "2 hours north of Little Rock") where you just graduated from their outstanding design program with a Bachelors of Fine Arts 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**

66

The 30-Second "Elevator Pitch"
From The Intern Queen

- **BREAK INTO GROUPS! ☺**
- **HAVE FUN AND DON'T BE AFRAID TO FEEL SILLY.**

<https://www.youtube.com/watch?v=6G7L527E>

67

The 30-Second "Elevator Pitch"
From The Intern Queen

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