

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
- So What's Due Next? (4803 + 4503)
- BEGIN remaining Section 1 Projects: Business Plan A, Idea Board, Job Hunt Journal
- BEGIN Section 2: Logo

The skeleton

- **SUPPOSEDLY GOOD ADVICE @ #1:** Chronological order of pieces.
 - "Because you tell your story by how your skills develop."

The skeleton

- **SUPPOSEDLY GOOD ADVICE @ #1:** Chronological order of pieces.
 - "Because you tell your story by how your skills develop."
- **NO.** You are always judged by your worst work. It's inevitable.

The skeleton

- **SUPPOSEDLY GOOD ADVICE @ #2:** Sort pieces by industry.
 - "Because your work is organized by what you've created for different specialties per the industry that requires it."
 - For example, all Advertising work, then all logo design and collateral, then all merchandise, etc.

The skeleton

- **SUPPOSEDLY GOOD ADVICE @ #2:** Sort pieces by industry.
 - "Because your work is organized by what you've created for different specialties per the industry that requires it."
 - For example, all Advertising work, then all logo design and collateral, then all merchandise, etc.
- **NO.** You don't have that much work yet. This is also an antiquated way of viewing how media works.

The skeleton

- **SUPPOSEDLY GOOD ADVICE @ #3:** Sort pieces by their medium/platform.
 - "Because then your work is easily categorized."
 - For example, all print, then all social media, then all apps, then all websites, etc.

The skeleton

- **SUPPOSEDLY GOOD ADVICE @ #3:** Sort pieces by their medium/platform.
 - "Because then your work is easily categorized."
 - For example, all print, then all social media, then all apps, then all websites, etc.
- **NO.** You don't have that much work yet. This is also an antiquated way of viewing how media works.

The skeleton

Flow of Book

- Like a musical score. Begin with a bang, then softer and build slowly up with a climax about 2/3 through. Finish with something memorable.

- **4:** You can include all the following as one story, one flow:

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

The skeleton

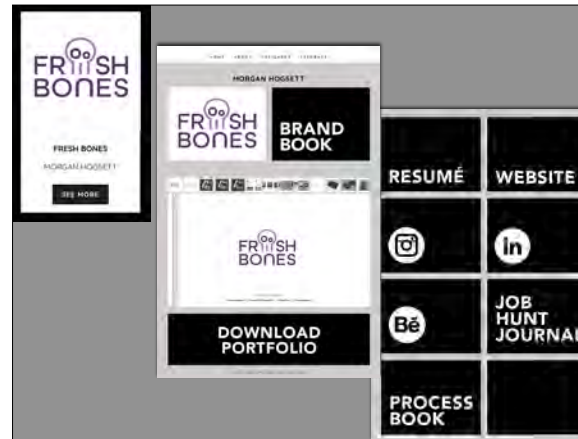
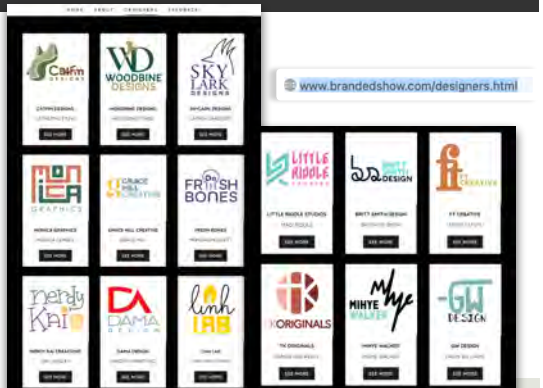
- **Package Design*** (you CAN do this!)
- **Advertising campaigns**
 - Print ad series, social media, merchandise
 - Work with teams is great! (If its quality is MUCH lower than other pieces in your book, consider that.)
- **Photography campaigns**
- User Interface **Design Systems and Icons**
- **Apps.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

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
- So What's Due Next? (4803 + 4503)
- BEGIN remaining Section 1 Projects: Business Plan A, Idea Board, Job Hunt Journal
- BEGIN Section 2: Logo



Examine others' guts



Examine 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.

Examine 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

Examine 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! 😊

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
- So What's Due Next? (4803 + 4503)
- BEGIN remaining Section 1 Projects: Business Plan A, Idea Board, Job Hunt Journal
- BEGIN Section 2: Logo

GRFX-4803

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

SAT JAN 21 for GROUP A
MON JAN 23 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 18th.

▶▶▶ Sat Jan 21 by 5pm: **Group A** Weekly Assessment (for next Mon) **DUE** in correct folder

▶▶▶ Mon Jan 23 by 5pm: **Group B** Weekly Assessment (for Wed) **DUE** in correct folder

GRFX-4803

WEEK OF JAN 9
Tues Jan 10: A-State classes begin

WED

- Intro Lectures, **GROUPS assigned**
- Begin Weekly Assessments**
- Class contract (one for co-requisites GRFX-4503 and GRFX-4803) **DUE** >> [CLICK HERE](#), or see link on Slack #4503_4508_main channel.

GROUP A

- 1 - JAN 21
- 2 - JAN 28
- 3 - FEB 4
- 4 - FEB 11
- 5 - FEB 18
- 6 - FEB 25
- 7 - MAR 4
- 8 - MAR 25
- 9 - APR 1
- 10 - APR 8

GROUP B

- 1 - JAN 23
- 2 - JAN 30
- 3 - FEB 6
- 4 - FEB 13
- 5 - FEB 20
- 6 - FEB 27
- 7 - MAR 6
- 8 - MAR 27
- 9 - APR 3
- 10 - APR 10

GRFX-4803

Document fonts:

- Arial Bold Italic.ttf
- Arial Bold.ttf
- Arial Italic.ttf
- Arial.ttf
- Portfolio_Assessments_SPG23.indd
- Portfolio_Assessments_SPG23.pdf

GRFX-4803

NAME: Information Here.
DUE DATE (date of folder): Information Here.

GRFX-4803 - SPRING 2023 - WEEKLY PORTFOLIO ASSESSMENT FORM

FOLLOW ALL DIRECTIONS OR I WILL COUNT THE WORK AS INCOMPLETE.

- 5-10 separate "pieces" are required for the first 7 weekly assessments.
- "Pieces" per "Portfolio Math." -> Required minimum after this TBD
- Save this file as **Your Last Name-Date of Folder** in InDesign and then File : Export as a PDF of the same name. If you have a link, make sure to assign it and export as an Interactive PDF. Ignore RGB color warnings.
- The PDF of all files would be placed in the 1 - JAN 21 folder in their shared folder on Google Drive.

PIECE IX: (Replace the non-bold black text here with name of piece)
How this piece fits in your portfolio? Explain why this would be good for your portfolio. Reasons should include information obtained in lectures and previous readings/research in relation to your goals. How well you improve upon this work? Be specific. Very rarely is the work actually first with no need for improvement on the first round.

FOLLOWING WEEKS SHOWING: Keep these and answer all weeks of development.
What have you done since the last round that you would like to explain?
Do you believe you are finished with this piece? Yes or No
If you are still working on this, what further steps do you have? Be specific. Explain.

Remove any pages you are not using in this template for 10 "pieces". If you only have 5 pieces this week, then remove 5 sets instead of leaving them blank. Use **Master Pages** to add more images or to submit more work.

GRFX-4803

NAME: Information Here.
DUE DATE (date of folder): Information Here.

GRFX-4803 - SPRING 2023 - WEEKLY PORTFOLIO ASSESSMENT FORM

FOLLOW ALL DIRECTIONS OR I WILL COUNT THE WORK AS INCOMPLETE.

- 5-10 separate "pieces" are required for the first 7 weekly assessments.
- "Pieces" per "Portfolio Math." -> Required minimum after this TBD
- Save this file as **Your Last Name-Date of Folder** in InDesign and then File : Export as a PDF of the same name. If you have a link, make sure to assign it and export as an Interactive PDF. Ignore RGB color warnings.
- The PDF of all files would be placed in the 1 - JAN 21 folder in their shared folder on Google Drive.

PIECE IX: (Replace the non-bold black text here with name of piece)
How this piece fits in your portfolio? Explain why this would be good for your portfolio. Reasons should include information obtained in lectures and previous readings/research in relation to your goals. How well you improve upon this work? Be specific. Very rarely is the work actually first with no need for improvement on the first round.

FOLLOWING WEEKS SHOWING: Keep these and answer all weeks of development.
What have you done since the last round that you would like to explain?
Do you believe you are finished with this piece? Yes or No
If you are still working on this, what further steps do you have? Be specific. Explain.

Remove any pages you are not using in this template for 10 "pieces". If you only have 5 pieces this week, then remove 5 sets instead of leaving them blank. Use **Master Pages** to add more images or to submit more work.

GRFX-4803

PIECE IX: (Replace the non-bold black text here with name of piece)
How this piece fits in your portfolio? Explain why this would be good for your portfolio. Reasons should include information obtained in lectures and previous readings/research in relation to your goals. How well you improve upon this work? Be specific. Very rarely is the work actually first with no need for improvement on the first round.

FOLLOWING WEEKS SHOWING: Keep these and answer all weeks of development.
What have you done since the last round that you would like to explain?
Do you believe you are finished with this piece? Yes or No
If you are still working on this, what further steps do you have? Be specific. Explain.

Remove any pages you are not using in this template for 10 "pieces". If you only have 5 pieces this week, then remove 5 sets instead of leaving them blank. Use **Master Pages** to add more images or to submit more work.

GRFX-4803

PIECE IX: (Replace the non-bold black text here with name of piece)
How this piece fits in your portfolio? Explain why this would be good for your portfolio. Reasons should include information obtained in lectures and previous readings/research in relation to your goals. How well you improve upon this work? Be specific. Very rarely is the work actually first with no need for improvement on the first round.

FOLLOWING WEEKS SHOWING: Keep these and answer all weeks of development.
What have you done since the last round that you would like to explain?
Do you believe you are finished with this piece? Yes or No
If you are still working on this, what further steps do you have? Be specific. Explain.

Remove any pages you are not using in this template for 10 "pieces". If you only have 5 pieces this week, then remove 5 sets instead of leaving them blank. Use **Master Pages** to add more images or to submit more work.

GRFX-4803

PIECE IX: (Replace the non-bold black text here with name of piece)
How this piece fits in your portfolio? Explain why this would be good for your portfolio. Reasons should include information obtained in lectures and previous readings/research in relation to your goals. How well you improve upon this work? Be specific. Very rarely is the work actually first with no need for improvement on the first round.

FOLLOWING WEEKS SHOWING: Keep these and answer all weeks of development.
What have you done since the last round that you would like to explain?
Do you believe you are finished with this piece? Yes or No
If you are still working on this, what further steps do you have? Be specific. Explain.

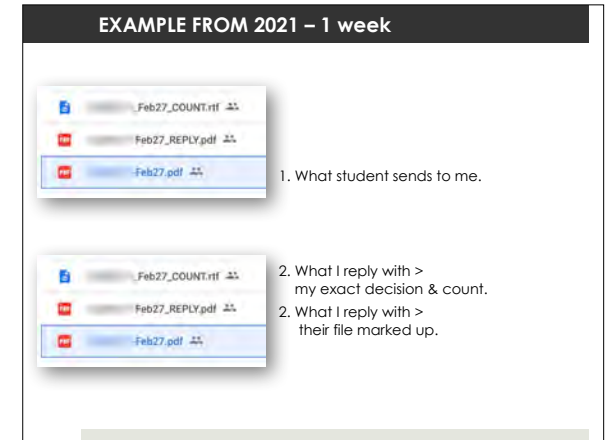
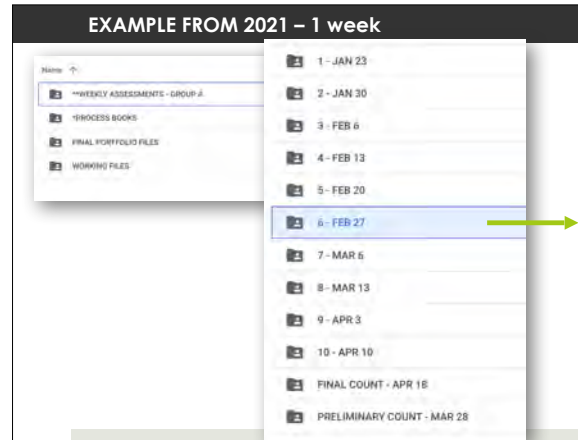
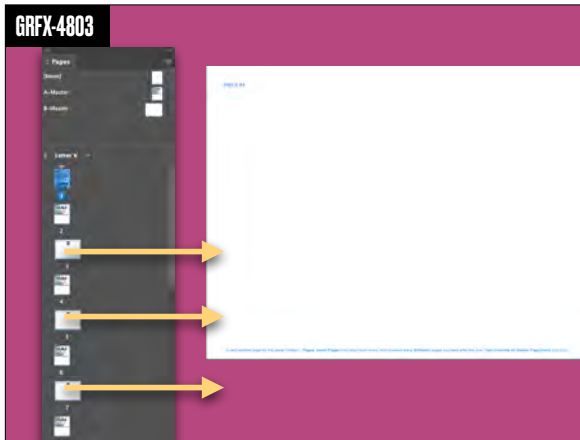
Remove any pages you are not using in this template for 10 "pieces". If you only have 5 pieces this week, then remove 5 sets instead of leaving them blank. Use **Master Pages** to add more images or to submit more work.

GRFX-4803

PIECE IX: (Replace the non-bold black text here with name of piece)
How this piece fits in your portfolio? Explain why this would be good for your portfolio. Reasons should include information obtained in lectures and previous readings/research in relation to your goals. How well you improve upon this work? Be specific. Very rarely is the work actually first with no need for improvement on the first round.

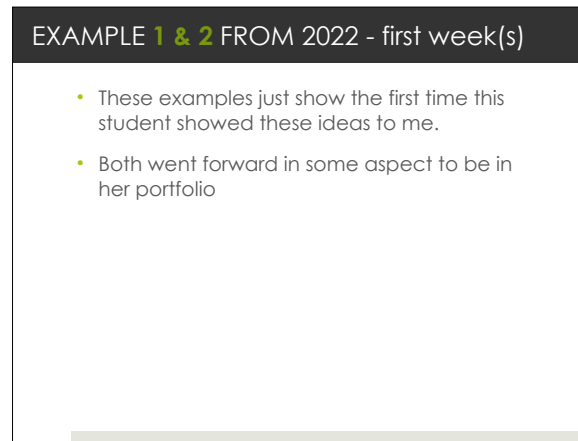
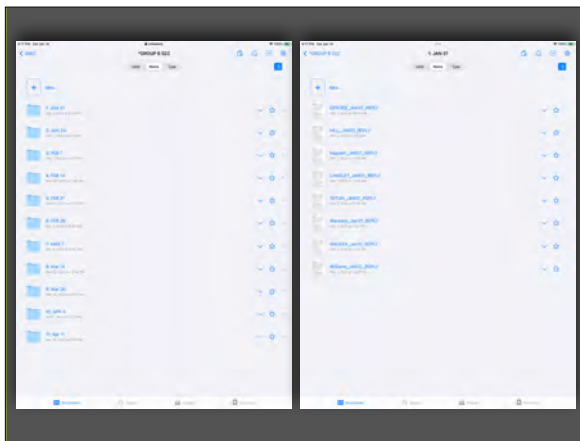
FOLLOWING WEEKS SHOWING: Keep these and answer all weeks of development.
What have you done since the last round that you would like to explain?
Do you believe you are finished with this piece? Yes or No
If you are still working on this, what further steps do you have? Be specific. Explain.

Remove any pages you are not using in this template for 10 "pieces". If you only have 5 pieces this week, then remove 5 sets instead of leaving them blank. Use **Master Pages** to add more images or to submit more work.

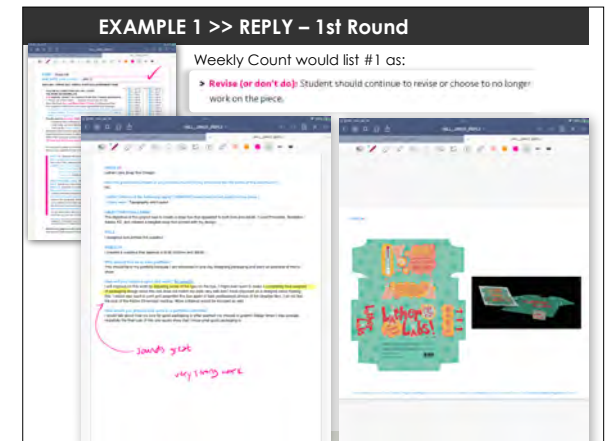


1. What student sends to me.

2. What I reply with > my exact decision & count.
2. What I reply with > their file marked up.

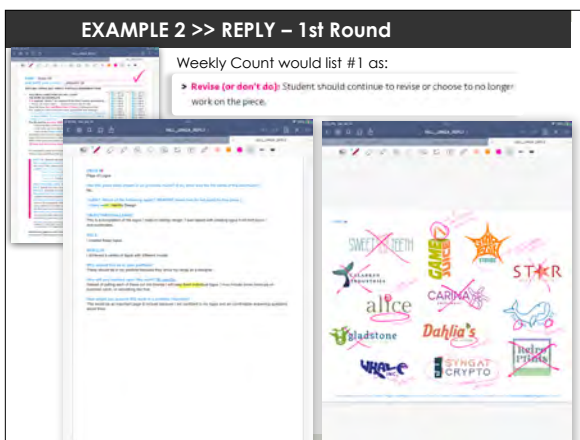


- These examples just show the first time this student showed these ideas to me.
- Both went forward in some aspect to be in her portfolio



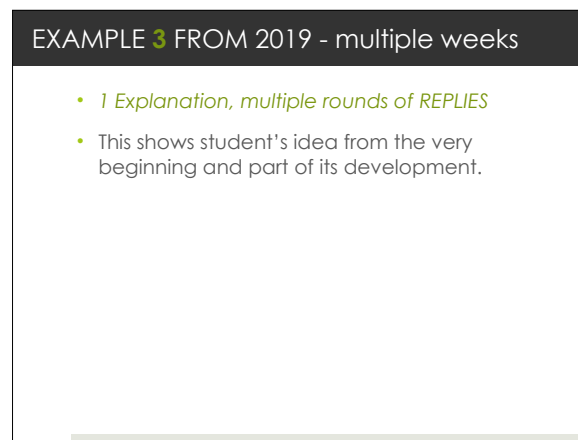
Weekly Count would list #1 as:

> **Revise (or don't do):** Student should continue to revise or choose to no longer work on the piece.

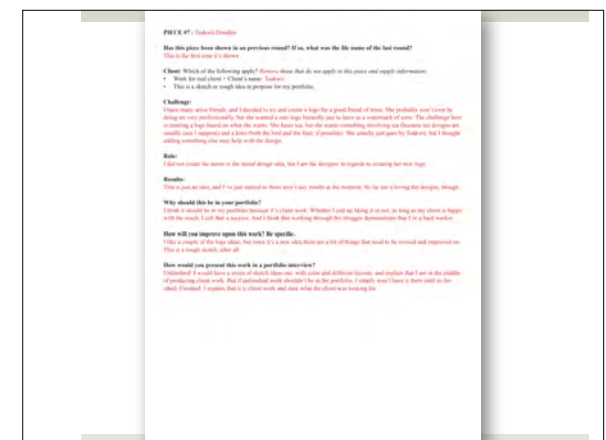


Weekly Count would list #1 as:

> **Revise (or don't do):** Student should continue to revise or choose to no longer work on the piece.



- *1 Explanation, multiple rounds of REPLIES*
- This shows student's idea from the very beginning and part of its development.



PRICE #1: Student Decision

How did you have shown to me you have revised? If not, what was the like state of the last round?

This is the first case of a design.

< Base: Which of the following apply? Please show that do not apply in this piece and explain why:

- Work for real client < Change name, format...
- This is a sketch or rough idea to prepare for my question.

< Challenge:

I have made some friends, and I decided to try and create a logo for a good friend of mine. The probably won't see the design or very professionally, but she wanted a nice logo for her to have as a watermark of mine. The challenge here was trying to get her to see what she wants. She has had her own company, working on her business for design and usually uses a laptop and a bit of the best and the best. If possible, she would just give me her logo, but I thought making something that she can help with the design.

Goal:

I did not create the name or the overall design idea, but I am the designer to create for her logo.

Results:

She is not on the list, and I've just started on her own's own website at the moment. Her idea is bring the design through.

Why should this be in your portfolio?

It should be in my portfolio because it's a great work. I think I did a good job at it, and it was my first time to help with the design. I did that a success. And I think that working through the design, I think that it is a good work.

How will you improve upon this work? Be specific.

This is a rough sketch, just all.

How would you present this work in a portfolio interview?

I would be proud to have a copy of what I did with my own, with color and different layouts, and explain that I am in the middle of working on my work, that if I could not work on it, I would be proud to have it in my portfolio. I would be proud to have it in my portfolio, but I would be proud to have it in my portfolio, but I would be proud to have it in my portfolio.

SKILLS IN DEMAND - 2022-23

The 7 Most Graphic Design Careers in 2022 - for Beginners and Seasoned Professionals

- 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

SKILLS IN DEMAND - 2022-23

The 7 Most Graphic Design Careers in 2022 - for Beginners and Seasoned Professionals

- 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

SKILLS IN DEMAND - 2022-23

The 7 Most Graphic Design Careers in 2022 - for Beginners and Seasoned Professionals

- 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

SKILLS IN DEMAND - 2022-23

The 7 Most Graphic Design Careers in 2022 - for Beginners and Seasoned Professionals

- 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

SKILLS IN DEMAND - 2022-23

The 7 Most Graphic Design Careers in 2022 - for Beginners and Seasoned Professionals

- 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

SKILLS IN DEMAND - 2022-23

The 7 Most Graphic Design Careers in 2022 - for Beginners and Seasoned Professionals

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.

SKILLS IN DEMAND - 2022-23

The Graphic Designing Skills You Need to Succeed in 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

SKILLS IN DEMAND - 2022-23

The Graphic Designing Skills You Need to Succeed in 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

Top 5 Most In-Demand Design Jobs of 2022

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

Top 5 Most In-Demand Design Jobs of 2022

Get a look at the most in-demand, high-paying design jobs of 2022. Learn how to succeed in these roles and how to stand out from the crowd.

Top 5 Most In-Demand Design Jobs of 2022

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

MATT ELBERT | Conversations With Designers #9
9 views • Nov 10, 2021

Prof NINA
13 subscribers

This month's talk is with Matt Elbert, a **Senior Product Designer for Amazon** and a graduate from our program long ago. What a fun chat! Check out his great work and connect: <https://www.linkedin.com/in/matt-elbe->

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.

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. [\[PROCESS BOOK PROJECT\]](#)

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**.

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.

Top 5 Most In-Demand Design Jobs of 2022

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

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.

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
 - So What's Due Next? (4803 + 4503)
 - BEGIN remaining Section 1 Projects: Business Plan A, Idea Board, Job Hunt Journal
 - BEGIN Section 2: Logo



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

https://www.youtube.com/watch?v=1z071_5Z7zI

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=1z071_5Z7zI

The 30-Second "Elevator Pitch"

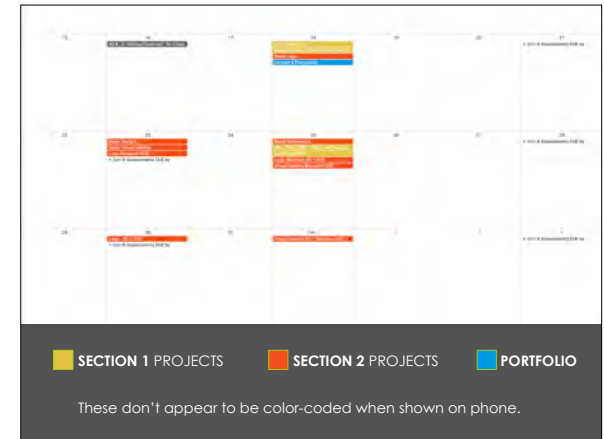
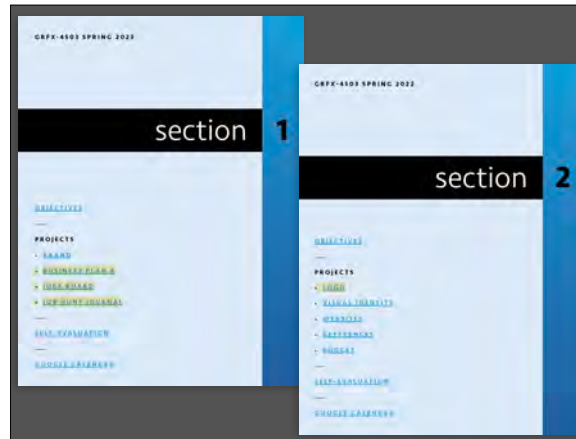
From The Intern Queen

- 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

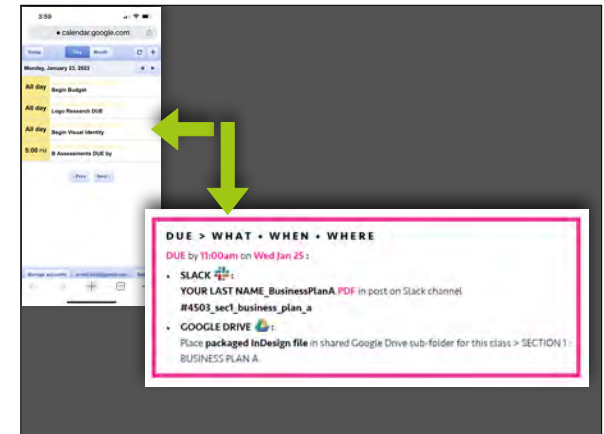
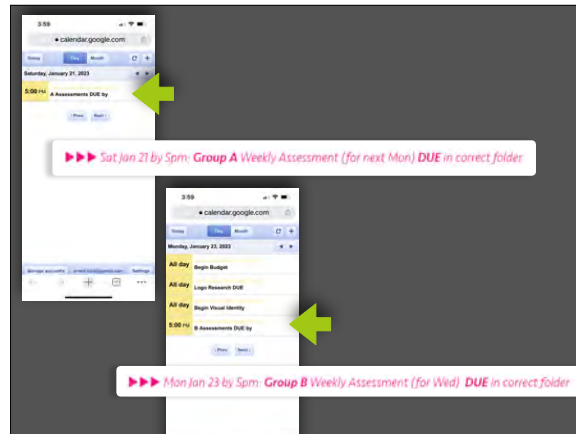
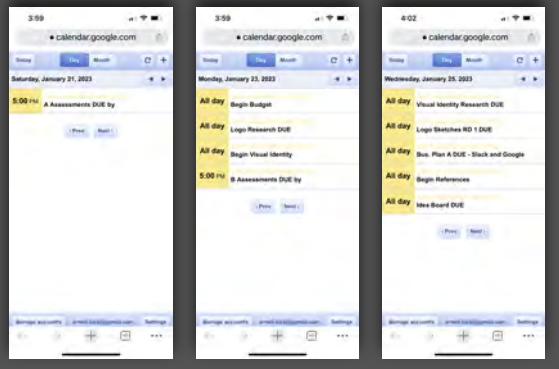
https://www.youtube.com/watch?v=1z071_5Z7zI

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
- So What's Due Next? (4803 + 4503)
- **BEGIN remaining Section 1 Projects:**
Business Plan A, Idea Board, Job Hunt Journal
- **BEGIN Section 2:** Logo



This is what is due next week, but you should be working on many things due in the proceeding week! Understand the WHOLE calendar!



calendar.google.com

Visual Identity Research DUE

Logo Sketches RD 1 DUE

Bus. Plan A DUE - Slack and Google

Begin References

See Brand DUE

DUE > WHAT • WHEN • WHERE

DUE in post on Slack channel: #4503_sec2_logo by 11:00am on Mon Jan 23

Prof. Nikki Arnall
LOGO RESEARCH:
LOGOTYPES/WORDMARK
Share your 10 samples of strong logos that are entirely (or almost entirely) made of typography. Do this in the channel so the post. Each student post once. That way you will have all 50 images attached.
It's okay if multiple students post the same work. It's also ok if you reuse one that you shared in Brand research.

Prof. Nikki Arnall
LOGO RESEARCH:
WORDS
Share your 10 samples of strong logos that you wrote for their mark. Do this in the channel so the post. Each student post once. That way you will have all 50 images attached.
It's okay if multiple students post the same work. It's also ok if you reuse one that you shared in Brand research.

LISTEN to the [this podcast](#) listed in the #4503_sec2_logo channel. Specifically listen 7:40 to 11:23 about the 5 things that make a strong logo (and why)

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
- So What's Due Next? (4803 + 4503)
- **BEGIN remaining Section 1 Projects:**
Business Plan A, Idea Board, Job Hunt Journal
- **BEGIN Section 2: Logo**

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
- So What's Due Next? (4803 + 4503)
- **BEGIN remaining Section 1 Projects:**
Business Plan A, Idea Board, Job Hunt Journal
- **BEGIN Section 2: Logo**

**LOGO
REVIEW +
INSPIRATION**

GRFX-4803 | SECTION 2