

Portfolio Review/Senior Exhibition 22.442.001/22.490.003

Instructor permission is required to take this course.

You may not enroll in this class unless graduating this semester.

Graduating Design Seniors should also be registered for Senior Exhibition 22.490.003

Edwin Jager

office hours: Mon–Thurs: 9am–10am
2–3pm

325AC

email is the best means to contact me: jager@uwosh.edu

If you must, call my office only: 424 0492

Portfolio Review

This course provides the opportunity for you to develop your portfolio to a standard that reflects competence for an entry level position in the field. Your portfolio should primarily contain projects that were produced in previous graphic design and illustration classes. Since this course is structured toward independent study, you are expected to be self-motivated in reworking selected projects and demonstrate significant progress when your work is reviewed during individual and group critiques.

Portfolio

Revise and create 8–12 pieces for your portfolio.

Meet with the instructor for at least 3 mandatory critiques.

- you are expected to be highly self-motivated and well-organized in your efforts throughout the semester.
- you will meet with me regularly for individual assistance, advice, critiques and a general review of your work.
- arrangements for meeting times are explained below.

Submit documentation of your work.

- submit pdf files of all projects you will be exhibiting and high resolution jpeg images of 3D work
- include 3 high resolution jpeg images of your senior exhibition setup
- all digital files must be well organized, labelled and submitted to the instructor's dropbox
- provide hardcopies of your cover letter, résumé, business card and submit in plastic sleeves that are 3-ring binder compatible.

Résumé/Personal Identity

Update and prepare a résumé that you may submit to potential employers.

- be sure to have a version of your résumé in Microsoft Word
- create a letterhead and business card
- write a cover letter

Develop an electronic portfolio.

- at a minimum, a pdf document that shows your work
- create an interesting format that will work with your letterhead and other identity items
- you may also develop a website or other interactive portfolio piece

Senior Exhibition

The class will meet formally as announced in the class schedule. Additional meeting times may be added if they become necessary. During this time, Senior Exhibition issues can be resolved. This will also provide an opportunity for you to discuss your work with the entire class.

There are several benefits for holding a Senior Exhibition. First, the show can potentially help the graduating senior make initial contacts with area professionals in the field. It also serves to help motivate you to improve your portfolios to a level that will increase your chances for future success. Finally, it provides you with the unique experience of setting up and organizing your work in an exhibition with others. Although you will install work in pre-assigned individual spaces, you must coordinate your work to promote a group look and feel.

Final Grade Calculation and Attendance

You are required to attend a minimum of three individual critiques. However you are encouraged to seek help or advice as often as may be necessary.

Attendance for Group Critiques is required.

Attendance for all scheduled and announced class meeting times is mandatory. During these meeting times you will discuss your work and senior exhibition responsibilities.

There will be no unexcused absences allowed in this class. Unexcused absences will reduce your final grade by one half-letter for each absence.

Final Grades are based primarily on the course requirements outlined in this syllabus. Final grades will also be affected by attendance, observed self-motivational skills, active participation in the organization and production of the exhibition and the overall interest and attitude that you exhibit throughout the semester. There are specific deadlines stated throughout this syllabus that will factor into your grade.

Lab Fee

Fifteen Dollars. Paid with course fees upon registration.

Unattended Personal Effects

The Department of Art is not responsible for any personal items, materials, tools or artwork left unattended in Department Facilities.

Portfolio Review–Individual Critiques

Individual Critiques

Critiques are mandatory. You must sign up for all three critiques. First critiques occur from Sept 15–20. Mid-term critiques Oct 20–25. Final critiques Nov 17–22.

Please arrive five minutes prior to your appointed time to allow yourself a few minutes to lay out your work. All critiques are 25 minutes in length and will be held in S220. If for any reason you cannot attend a scheduled appointment, inform me by email 24 hours in advance. It is your responsibility to reschedule the missed critique.

First Critique

This first critique should be considered an overall review of the major projects you have produced thus far in your graphic design and illustration courses. The primary objective is to determine which works you wish to display in the Senior Exhibition and which of these projects need further development. In some cases, a project may need to be completely reworked but in other cases a project may need only be fine-tuned or tweaked. All work regardless of complexity should be thoroughly and constantly proofread for spelling, punctuation and grammar. This is especially critical if you have written your own copy.

A total of eight to twelve projects, depending on their complexity, has been an ideal number for the majority of former students for two reasons:

- the limitations of the physical space that you have available for your setup
- eight to twelve is an ideal number of pieces for assembling an effective portfolio with which to conduct job interviews
- consider also the balance of two and three dimensional work in your portfolio

Keep in mind that one of the most common mistakes made regarding portfolios is including too much work. It is wise to remember the old adage in the profession that states, "A designer's portfolio is only as strong as its weakest piece."

Bring the following to your first scheduled individual critique:

- all graded projects from every design/illustration course you have taken up until now. Include work that you completed during your internship. Do not overlook any project no matter how insignificant or how poorly you think you did on it. Remember the nature of the design process is an ongoing one. Any work, no matter how much time and energy you have invested in it, can be reworked, and made better and stronger.
- hard copies of all your work are required, although they do not necessarily have to be printed in colour or be properly mounted on board. Again, the objective in this first critique is to review your existing work and set a strategic course of study for this semester.
- bring a copy of your résumé to leave with the instructor

Mid-Semester Critique

This critique represents a progress report on all the work you had agreed to further develop, rework, revise, or create at the first critique. The instructor will assess your progress based on the list of projects that was created at that time.

The work you show can be in the form of sketches, roughs, or comps, either color or black and white are fine. Whatever you show, all work should be presented in a manner that clearly illustrates your ideas. You must be prepared to explain and defend your work and the decisions you have made. Also, you should be able to clearly articulate your plans and strategy for the final critique. Drafts of your résumé will also be discussed with suggestions for improvement.

Please bring to the critique:

- at least half of your projects should be completely revised and the others should be represented by progressives, workbook drawings, and statements.
- a full-scale model of your letterhead and business card, printouts of your electronic portfolio design
- ideas, thumbnail sketches, drawings of electronic portfolio

Final Individual Critique

This critique represents the final review of all the work you plan on displaying in the Senior Exhibition. Final output of all work is preferable but not absolutely necessary. This decision should be made based on your level of confidence in the refinements you have made thus far in each individual project. Your electronic portfolio must be complete.

If you have produced any original copy for your projects, be sure to **proofread** your work at least twice. Depending on your grammar, spelling, and punctuation skills, you might also consider finding a friend or an individual with a strong proficiency in English to assist you.

The work you present in this final critique need not be mounted on board, although you should be prepared to tell me your plans for doing so. If you have any questions on how to mount a particular piece, be sure to ask during this meeting.

Bring the following items to this critique:

- All projects you plan on exhibiting. Additions of projects or major changes after this critique will affect your final grade.
- Your business card, résumé, letterhead and electronic portfolio. These items must be complete for this critique or your grade will be affected.
- Advisor Sign-off form for my signature

Final Group Critique

All of your work should be complete for this critique. Group discussions will help you to hone your skills in presenting your work to prospective employers. Consider the manner in which you will transport and present your work (portfolio case, book, etc.).

Senior Exhibition–Display and Reception

The following guidelines function as a means of assisting you in displaying your work. Although you are primarily responsible for the preparation of your own show, the instructor will serve as advisor and consultant to help in the production. Use the following information to determine duties, oversight and delegation. Your participation in Senior Exhibition duties will be a factor in your final grade.

Installation

- all work for display in the Senior Exhibition must have approval of the advisor
- dates/times for the installation will be arranged by the advisor (see class schedule/sign-up sheet)
- all rules and guidelines for the Senior Exhibition must be followed by all students

Individual Display

- 2-D work is properly mounted on black foamcore of the standard size (16x20").
- all work is mounted on the wall at a predetermined height and distance: 5.5 feet from the floor to the top of the boards, 2" space between boards, one row only. Work is centered above the table.
- 3-D work is displayed on your table in a manner that promotes effective visibility and, in some cases encourages personal interaction by viewers.
- table cloth hem is 21" on three sides of table facing out to the viewer.
- guest sign-in books and business card holders are encouraged.

Opening Reception

- two 8' tables for refreshments (provided by the Priebe Gallery)
- refreshments
- serving bowls, cups, napkins, table cloths, etc.
- food maintenance during the reception (suggestion: have a friend not presenting maintain and keep clean the refreshments and surrounding area)
- appropriate music (live or recorded). There may be a concurrent even in the Music Hall that would require low volume from the reception.
- name plates to be placed on the wall next to each display and name cards worn by each student. Items should be designed to reflect the theme of the exhibition (first realized on the poster).

Priebe Gallery Rules and Procedures from the Gallery Director

- tool carts are available in the Priebe Gallery office
- a key to the gallery is available from the advisor
- arrangements for access to the gallery for installation and removal of work at the close of the exhibition is made through the advisor
- after the opening, all exhibitors should stay and help clean up
- the gallery and the hallway outside the gallery must be left in the same condition as prior to the opening
- brooms or a vacuum cleaner can be obtained from the custodian

Senior Exhibition–Advertising

- in keeping with the movement towards electronic advertisement, you will develop, as a group, a strategy to alert potential employers and the public about your exhibition. This advertisement will be based upon a traditional poster design. The poster will need to function in two contexts. It should work well in electronic form, as an email attachment and also be reproducible in a large format as we will print 20-30 copies on a plotter for display around the campus and community
- a design competition will be held at the beginning of the semester to determine which student(s) will design the poster. Poster concept and final layout of the design must be approved by the instructor. Each student is required to submit a complete, full-scale concept. Poster concepts must also address the electronic vs. print relationship
- name plates and tags should also be designed to fit in with the overall advertising theme
- poster should be carefully checked and proofed by all students for misspellings, dates, design problems
- poster should have "Senior Design Exhibition," prominently designated on it.
- provide opening/closing dates, gallery hours, date/time of the reception
- UWO logo must be placed somewhere on the poster
- post on bulletin boards around the A/C building, especially in the glass cases on the first floor near the gallery and anywhere else on campus that is appropriate. Be sure to place one poster near the Art Dept (AC 322) office and give one to each Program Assistant so they can conveniently convey information to incoming calls inquiring about the show. Also, many area businesses are willing to display the poster.
- you will work as a group to develop the electronic strategies for informing people about the show, such as social media and email. An email mailing list is available through the art department, to which you can add additional contacts.

The Résumé

The portfolio and the résumé are probably the two most important marketing tools for any recent college graduate in design. While the portfolio clearly represents the individual's skill level and knowledge of the design discipline, the résumé functions as a kind of advertisement that tries to "sell" the individual to a potential employer. Writing a good résumé can be a challenging task for anyone, but is especially difficult for a soon-to-be-graduating student who may know almost nothing about résumés and possesses little work experience relevant to the job and/or career he or she is pursuing.

Before you can write a résumé, you will need to have the words for it. The following nine steps will help you clarify your experience, accomplishments, skills, education, and other background information you should provide:

1. **Focus** Decide what kind of job or position you want in graphic design and write it at the top of a piece of paper. In most cases, this will be some kind of entry-level position in the field of graphic design or related field. You might also want to expand on this statement by providing a career objective, or long-term goals.
2. **Education** Because most college graduates have a minimum of professional experience to list, your education should be placed at the top of your résumé. As you gain more experience, the education section of the résumé tends to gravitate toward the bottom.
3. **Work Experience** Starting with your present job, if you have one, list the title of every job you have had on a separate sheet of paper, along with the name of the business, the city and state, and the time period in which you worked there. Be sure to list them in reverse chronological order. Avoid high school experience as much as possible.
4. **Duties** Under each job, make a brief list of your duties and responsibilities.
5. **Accomplishments** After completing step 4, return to each job and list anything you may have done that would be considered a noteworthy contribution.
6. **Edit** Delete most jobs that are not relevant to your career objective. Exceptions to this may be jobs you have had that could relate to your career objective such as good people skills.
7. **Phrases** Make phrases of the duties you have listed under each job. Write in the third person makes sentences stronger. (Start a sentence with, "Planned and organized..." rather than, "I planned and organized...") Make your sentences brief, positive, and accurate.
8. **Rearrange** Reread your words and think about their order of presentation. Number them in the order of their importance and keep related items together. Make your thoughts flow smoothly.
9. **Profile** Write several sentences that give an overview of your qualifications. This qualifications summary should be placed just below your career objective at the top of your résumé. If you include skills, consider your abilities beyond software/hardware.

Additional suggestions:

Your Name Your name should be the most prominent words on your résumé since the document is essentially an advertisement for you and your skills. Four popular ways to accomplish this are:

Address Although your address is essential for someone to locate you, it is also one of the least important marketing details on a résumé. Therefore, the address should be located in one of two places:

1. At the top. An address at the top should be made part of the design so a reader's eyes can easily skip over it to begin reading the text.
2. At the bottom. The address can also be centered at the bottom or tab aligned with the text above it. Matching graphic lines may be used both at the top and bottom to obtain visual balance so the résumé does not appear top heavy.

Include your email address and, if you have one, web page url.

Headings Headings are important design elements of a résumé. How you divide your education, work experience, and other sections of your résumé will significantly impact the document's readability. Graphic elements (lines, bullets, etc.) and white space can help define groups of similar information and draw the reader's eyes down the page. Options may include all caps, first letter larger, upper/lower case, all lower case, bold and/or underlined with all caps. The objective is to develop a clear, intuitive, hierarchy that makes the information easy to access and to read.

Dates In most cases, all information should be listed in reverse chronological order. Where and how you place dates should depend on how much emphasis you want them to have. For college graduates who needn't worry about gaps in their employment history, this decision should not be considered too critical. However, care should be taken to always be accurate and honest when it comes to dates.

Personal Information and References Most personal information such as age, sex, race, health, or marital status, is not appropriate on a résumé. One exception, especially for college graduates, is listing leadership positions in campus organizations, positions that involve supervising groups of people, or organizing activities on a volunteer basis.

References are usually not presented on a résumé since most employers will not check them until after an interview. By then, they will have a completed application with the list of references. Also, avoid the needless line at the bottom of a résumé that states: "References available upon request." The line takes up valuable space and all employers assume your references are available. (If they weren't, what do you think your chances are in getting hired?)

Obviously, there are many ways to design a résumé. However, because you are probably seeking a graphic design related job, a well-designed résumé that reflects your layout skills and your overall understanding of two-dimensional space should be considered paramount. In other words, if a potential employer considers your résumé to be confusing and hard-to-read, why would he or she not assume you are also incapable of doing good design work?

Keep in mind that many employers require an electronic copy of your résumé in Microsoft Word format. You may also be required to fax a resume, so consider how your design will work within these contexts.

Individual Critiques Sign up Sheet

Critiques are mandatory. You must sign up for all three critiques. First Critiques are September 15–20, Mid-term critiques are October 20–25. Final Critiques are November 17–22.

Sept 8 Introduction Syllabus

Sept 13 **Group Critique** Strongest/Weakest Pieces; Strongest/Weakest Personal Attributes

Sept 15 **First Mandatory Critiques** Sept 15–20

10.20 _____

10.45 _____

11.10 _____

11.35 _____

12.00 _____

Sept 20 10.20 _____

10.45 _____

11.10 _____

11.35 _____

12.00 _____

Sept 22 10.20 _____

10.45 _____

11.10 _____

11.35 _____

12.00 _____

Sept 27 **Group Critique** Poster/Advertising

Failure to exhibit a complete concept will affect your grade. All Senior Exhibition responsibilities are delegated at this time. **Personal email list due.** This list will be combined with the pre-existing lists and the art department email list for all Priebe Gallery events.

Sept 29 10.20 _____

10.45 _____

11.10 _____

11.35 _____

12.00 _____

Oct 4 **Group Critique**
Critique of résumé, cover letter and business card comprehensives. Poster design/advertising strategy complete and ready for advisor approval.

Oct 6 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Oct 11 **Group Critique**

Oct 18 **No Meeting**

Oct 20 **Second Mandatory Critiques Oct 20–25**

10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Oct 25 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Oct 27 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Nov 1 **Group Critique**

Nov 3 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Nov 8 **Group Critique**

Nov 10 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Nov 15 **Group Critique**

Nov 17 **Final Mandatory Critiques Nov 17–22**
10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Nov 22 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

- Nov 24 **Thanksgiving**
- Nov 29 **Group Critique** Mock Interviews
All of your work must be complete for this discussion/critique. Group discussions will help to hone your skills in presenting your work to prospective employers.
- Dec 6 **Exhibition Installation** Exhibition Dates: December 7–12
Class Meets at an earlier time! Installation from 7.30–10.20am. Individual spaces are marked and are on a “first come, first served” basis. Each senior will have one 6 ft. table, and black tablecloths will be provided, one per student. Group review of tables from 10.20–12.30. You must make arrangements with your instructor if you have a class at 8am.
- Dec. 7 **Exhibition opens at 10.30am.**
Displays must be completely installed by this time or your maximum grade will be a C.
- Dec 8 **Reception** 6-7.30pm
Plan on arriving between 5.15 and \. Please wear proper attire, smile and relax!
Clean up immediately after reception
- Dec 13 **Exhibition Closes** Work is removed during class.
- Dec 15 **Documentation Due. Final Class Meeting.**
Exhibition documentation must be submitted on this day. **Documentation that is not handed in on this day will result in a grade of F.** Student Opinion Surveys conducted.