

Portfolio Review/Senior Exhibition 22.442.001/22.490.003

Instructor permission is required to take this course.

Graduating Design Seniors must also register for Senior Exhibition 22.490.003

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office hours: Mon/Wed.: 12.40–1.40pm
or by appointment

course homepage: [edwinjager.net>Teaching>22-442 Portfolio Review](http://edwinjager.net/Teaching/22-442%20Portfolio%20Review)

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.

- work must be suitable for display during the senior exhibition. Rework 2D pieces to best utilize standard 16x20" board dimensions. In most cases, flush mounted work will have the best appearance. 3D work must be constructed for exhibition.
- 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.

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
- you should also upload your work and personal identity elements to portfolio websites such as "bēhance"
- make a printable version that you can leave with the interviewer

Prepare your "book"

- prepare a portfolio that you can take to your interviews (max size 12x18")
- plan the order of pieces, orientation, spreads, etc.
- use photo documentation to represent 3D work. Consider other documentation such as sketches and progressives that may enhance your presentation
- a case with a pocket can accommodate bound books, folders and/or a sketchbook but avoid having too many loose objects

Documentation

- submit pdf files of all projects you will be exhibiting and high resolution jpeg images of 3D work
- submit pdf and word versions of your résumé and cover letter
- 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

- submit two copies of your e-portfolio: a high-resolution file for documentation and a low-resolution copy suitable for email
- provide hardcopies of your cover letter, résumé, business card and submit in plastic sleeves that are 3-ring binder compatible.

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.

This course is a mix of independent and group work. To maximize your opportunity for project development and revision, we will not meet every class period. Attendance for all scheduled and announced class meeting times and critiques is mandatory. During these meeting times you will discuss your work, self-promotion, and senior exhibition responsibilities.

There will be no unexcused absences allowed in this class. You are responsible for keeping up-to-date with the schedule. If you are not prepared for group or individual critiques, you will be marked absent. Absences will reduce your final grade by one grade-step for each absence. Three late arrivals will count as one 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. Additional requirements and penalties are outlined in the schedule.

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

You must attend three mandatory critiques during the semester as posted on the course schedule (additional critiques are encouraged!).

Please arrive five minutes prior to your appointed time to allow yourself a few minutes to lay out your work. All critiques are 30 minutes in length.

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.

A total of eight to twelve projects, depending on their complexity, has been an ideal number for the majority of students for several 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 color 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
- consider: What is your strongest/weakest attribute?

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
- revised letterhead, cover letter

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.

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. 3D work must be completely assembled or represented with comprehensive models. 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

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)
- 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 boards that are mounted on the wall must be exactly 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 in one row, leaving enough room for 4(min)–6(max) pieces depending on orientation of boards.
- 3-D work is displayed on your table in a manner that promotes effective visibility and, in some cases encourages personal interaction by viewers.
- one copy of your résumé, and business cards must also be displayed.
- 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 multiple contexts. It should work well in electronic form, as an email attachment, and also be reproducible in a medium and large formats as we will print 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 (for gallery display and reception) will 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, management experience, etc.

7. **Phrases** Make phrases of the duties you have listed under each job. Make your points brief, positive, and accurate. Use vigorous verbs and assertive adjectives.

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. Consider how your name is the core of your personal brand.

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 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.

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.

Class Schedule

First, Second, and Final Critiques are mandatory. A sign up sheet will be posted in S216. Attendance is required for all group activity days but is optional on Work Days.

Sept 7	Introduction Syllabus
Sept 14–16	First Mandatory Critiques Final grades will be reduced by one letter if you are absent, late and/or unprepared. Sept 16
Sept 19	Work Day
Sept 21	Group Critique Strongest/Weakest Pieces; Essays Due: A 300 word essay that responds to the following question: "What Graphic Design Means to Me."
Sept 26	Work Day
Sept 28	Group Critique Poster/Advertising Full-Scale, Color Comprehensives Due. Every class member must display a poster concept.
Oct 3	Work Day
Oct 5	Group Critique Poster/Advertising Final Critique. All Senior Exhibition responsibilities are delegated at this time. Critique of résumé, cover letter and business card comprehensives. Discussion of Electronic Portfolios and Cover Letters.
Oct 10	Work Day
Oct 12	Group Critique Cover Letters Due
Oct 17–19	Second Mandatory Critiques Final grades will be reduced by one letter if you are absent, late and/or unprepared.
Oct 24	Work Day
Oct 26	Group Critique Discuss 1st Floor Display Case Exhibition Photographic Documentation Demonstration
Oct 31	Work Day
Nov 2	Group Critique 1st Floor Display Case Exhibition Critique 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. Poster design/advertising strategy complete and ready for advisor approval.
Nov 7	Work Day

- Nov 9 **Group Critique**
Electronic Portfolio Critique
- Nov 14 **Work Day**
- Nov 16 **Group Critique**
1st Floor Display Case Exhibition Installation
Final grades will be reduced by one letter if you are absent, late and/or unprepared.
- Nov 21 **Work Day**
- Nov 23 **Thanksgiving Break**
- Nov 28 **Work Day**
- Nov 30 **Group Presentation Studio**
Drop in for assistance with presentation, construction issues. Pick up your presentation board.
- Dec 5–7 **Final Mandatory Critiques**
Final grades will be reduced by one letter if you are absent, late and/or unprepared.
- Dec 12 **Exhibition Installation** Exhibition Dates: December 9–14, 2013
Class Meets at an additional time! Installation from 8–10.10am. 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. Additional installation time will occur from 12.30–1.50pm. **Final grades will be reduced by one letter if you are absent, late and/or unprepared.**
- Dec 13 **Exhibition opens at 10.30am**
Displays must be completely installed by this time. **Final grades will be reduced by one letter if you are absent, late and/or unprepared.**
- Dec 14 **Mock Interviews in the Priebe** Exhibition documentation must be submitted on this day. Student Opinion Surveys conducted. **Final grades will be reduced by one letter if you are absent, late and/or unprepared.**
- Dec 15 **Reception 6-7.30pm**
Plan on arriving at 5.30 to set up refreshments. Please wear proper attire, smile and relax!
Clean up immediately after reception.
- Dec 18 **Exhibition Take-down at 4pm** (Sunday). Work is removed and both gallery and display case are cleaned. Take-down process will last at least two hours. **Attendance of entire class is mandatory until gallery is satisfactorily restored. Final grades will be reduced by one letter if you are absent, late and/or unprepared.**