

Portfolio Review/Senior Exhibition 22.442.001/22.490.003

Prerequisites: 338 Must be completed prior to enrollment in this class.

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

Graduating Graphics Seniors should also be registered for Senior Exhibition 22.490.003

Edwin Jager

office hours: Mon/Wed: 9am–10am

Tues/Thurs: 9–11am

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 and placed in the class folder on the ArtX Server

- 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 14–23. Mid-term critiques Oct 19–26. Final critiques Nov 11–18.

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 S215. 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 from the beginning 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 typos throughout the semester. This includes spelling, punctuation and grammar and 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 graphic communications 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 should also be prepared to explain and defend your work and the decisions you have made. Also, you should be able to clearly articulate your final 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 and workbook drawings and statements.
- a full-scale model of your letterhead and business card, printouts of your electronic portfolio design
- a complete, proofread, résumé
- 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 timeline for Senior Exhibition)
- all rules and guidelines for the Senior Exhibition must be followed by all students

Individual Display

- 2-D work is properly mounted on black matboard 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–Poster

-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 take into consideration both sides of the page and be printed in colour.

-it is your responsibility as a group to obtain donations of printing and paper for this poster. Postage is also the responsibility of the graduating seniors.

-a mailing list is available through the art department to which you may add the names of family and friends. These lists will need to be edited in advance of labels being printed (see exhibition schedule)

-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.

Timeline for Senior Exhibition

Fall 2009

The Design Students' Senior Exhibition will be held in the Allen Priebe Gallery, December 8–13, 2009.

Sept. 9 Class Meets. Class procedures discussed.

Sept. 21 Class Meets. Group critique of poster concepts. Failure to exhibit a complete poster concept will affect your grade. All Senior Exhibition responsibilities are delegated at this time. **Personal mailing list due.** This list will be combined with the mailing list for the Advertising Association Fox River Valley (AAFRV) and the art department mailing list for all Priebe Gallery events. These combined lists will determine how many posters will need to be printed.

Oct. 5 Class Meets. Group Critique. Critique of résumé, cover letter and business card comprehensives. Poster design complete and ready for advisor approval.

Oct. 19 Poster design taken to printer.

Nov. 5 Class Meets. Address labels and first class postage stamps need to be properly affixed to posters. Labels are generated well in advance with the assistance of Anna Hill in the Art Office.

Nov. 23 Class Meets. Group discussion/critique. All of your work should be complete for this critique. Group discussions will help to hone your skills in presenting your work to prospective employers.

Dec. 7 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.

Dec. 8 Exhibition opens at 10.30am. **Displays must be completely installed by this time or your maximum grade will be a C.**

Dec. 10 Reception from 6-7.30pm. Plan on arriving between 5.15 and 5.30pm. Please wear proper attire, smile and relax! Clean up immediately after reception.

Dec. 14 Remove work during class period.

Dec. 13 Final class meeting at 10.20 in s215. 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.

The Résumé

The portfolio and the résumé are probably the two most important marketing tools for any recent college graduate in graphic communications. 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.

Two basic positions are 1) centered, and 2) left justified.

Options may include all caps, first letter larger, upper/lower case, all lower case, bold and/or underlined with all caps.

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. Sign up order is determined by lottery. You must sign up for all three critiques. First Critique begins Sept. 14. Mid-term critique begins October 19. Final Critiques begin November 11.

Sept 14 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Sept 16 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Sept 21 **Group Critique** Poster

Sept 23 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Sept 28 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Sept 30 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Oct 5 **Group Critique**

Oct 7 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Oct 12 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Oct 14 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Oct 19 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Oct 21 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Oct 26 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Oct 28 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Nov 2 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Nov 4 **Class Meeting Mailing**
10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Nov 9 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Nov 11 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Nov 16 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Nov 18 10.20 _____
10.45 _____
11.10 _____
11.35 _____
12.00 _____

Nov 23 **Group Critique/Discussion**

Nov 25 **Thanksgiving**

Dec 7 **Exhibition Installation** Exhibition Dates: December 8–13

Dec 10 **Reception** 6-7.30pm

Dec 14 **Exhibition Closes** Work is removed during class.

Dec 16 **Documentation Due. Final Class Meeting.**

Poster Committee

The Poster Committee is responsible for all aspects relating to the poster/mailer that will be used for promoting the Senior Exhibition. This includes primarily:

1. design the poster and get it ready for print
(the services of a commercial printer and paper supplier will need to be secured)
2. create name tags, to be worn by all students at the reception, and identity plates that will attach to the wall next to each student's display space
(these items should reflect the theme of the poster in some creative way)
3. prepare labels for the students' personal mailing lists
(Laurie in the art office will provide pre-printed labels of the exhibition's permanent mailing list; she will provide blank labels for the personal lists.)
4. fold (if necessary), seal, and affix labels and postage to the posters that are to be mailed, and deliver them to Postal Services
5. distribute and hang posters at appropriate locales around campus

Committee Members

Name	email
Tom Berenz	tomwakeboard@yahoo.com
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Jacki Krueger	jacki_lucky@hotmail.com

Exhibition Committee

The Exhibition Committee is responsible for all aspects relating to the opening reception that takes place on Thursday, May 5th, from 6:00-8:00 p.m. This includes primarily:

1. pre-installation (setting up tables, marking the walls, and adjusting the overhead lights in Priebe Gallery the day before set-up)
2. attach identity plates (created by the Poster Committee) to the wall alongside each student's display space
3. provide refreshments and music for the reception
4. clean-up after the reception
5. restore Priebe Gallery to the condition it was in prior to the exhibition (after the exhibition has closed and students have removed their work, the tables need to be folded and stored, any remaining nails removed from the walls, the end wall patched and painted, and the floor swept)

Committee Members

Name	email
Amy Simon	amysimon@famvid.com
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