

Requirements:

No less than 60 pages
No three-ring binder
Minimum of 10 projects
Minimum size 10" x 10"
or equivalent

Timeline

February 6: 10 ideas/sketches for portfolio book due

February 13: 3 refined ideas for portfolio book

February 20: final portfolio book style, layout grid and 6 sample layout spreads (printed, at least one spread actual size); Portfolio book production proposal (paper, printing, binding, and cover)

February 27: Review 8 refined sample spreads and a contents page

March 6/8: 33% of portfolio book content due

March 27: 70% of portfolio book, intro to portfolio book due

April 3: Bring sample printed pages

April 24/26: Print and bind book; Mock Thesis Presentations with sample pages

May 1: Book/Case Due

Portfolio Book

Your book should establish your personal design philosophy, demonstrate your skill as a designer presenting your design pieces and telling your story. You will define the basic structure of the book, design elements, guidelines for type and placing imagery. This will be linked to your personal identity development. You will also have to assemble information, write and edit, work on existing projects, take photos and refine those. Note: It will be crucial to take high quality photographs of your work.

Make your book flexible so that you can: customize the projects to what the potential employer might be looking for and to be able to edit/correct/improve a project without having to reprint the whole. Pina Zangano Presentation books and their scored double sided paper work well, for example (<http://www.dickblick.com/brands/pina-zangano/>). You can also explore screw post binding and a custom hard cover. Or just plain Wire-o binding with a unique hard cover would do well. We will have some nice wire available for you. I would recommend printing the book first on our laser printer and then reprinting it after you incorporate feedback on ink-jet with quality ink-jet paper to get higher quality print. (You will need to buy it yourself.)

What to include:

- Project labeling system, content page, cover design, personal identity, colophon
- Short intro/artist statement/design philosophy
- Concept behind your solution / what makes your solution unique
- Design Brief and Audience considerations: At least two of the projects in student's senior portfolio will contain a design brief and discuss considerations regarding the intended audience and other factors that shaped the final solution. (Be brief and use visuals to engage the viewer. Nobody wants to read long copy.)
- At least two of the projects in student's senior portfolio will detail how the student's solution is based on principles of visual organization and composition including grids, alternative layouts and typeface and symbol studies.
- At least one project must be digital (refine an existing project/create an extension of another project in digital form or create your personal promotional website)
- One or more project-specific process journals (in addition to the 10 required other pieces) that are designed solutions (no 3-ring binders or generic sketch books)
- Student's senior portfolio will contain references to historical influences, current issues, processes and directions in the graphic design field.
- One project will demonstrate understanding of current intercultural and global issues as they relate to visual communication.

What can go into the book:

- Relevant parts of design brief/statement
- Historical connections
- Sketches and exploration of color and type (identified)
- Digital renderings of secondary and then final solution
- Statement of intent which explains rationale (what it means and how it contributes to your theme idea), color and type choices.
- Detail views/different angles
- Grids for structuring information (most useful with content included). Make sure you are showing several page spreads with grid lines overlaid/visible.
- Swatches of Pantone colors used referred to by number also with statement of intent
- Book structure/binding options/samples of paper etc.
- Materials exploration (actual and described/discussed) with statement of intent
- Mock ups (actual or documented acceptable)
- Anatomy of the project: page flow and overall layout for narrative unbound

How to design a sound book structure:

1. Create page dimension that is functional and appropriate for content first (do not sacrifice function for creativity)
2. Next, create internal grids that support the content designing for (you need to look at all the content not just one section which may have different needs from the rest of your document)
3. While creating grids, try putting type in place to get a feel of how things work
4. Determine where section heads (running heads), page numbers and other informational elements might fall within your grid and create flow lines or grid lines to accommodate for these items
5. When working with program type, create levels of hierarchy by selecting one of the following:
 - one serif and one sans serif family (serif for text, sans for heads)
 - a single type family that simply has many options for weight and style (more expression overall)
 - no more than two-three families are needed usually, however, type should be chosen on merit of use (when, where and how specific type will be used in specific weights and sizes must be determined now)

Serifed text faces

Albertina
Alcuin
Aldus
Arrighi
Baskerville
Bell
Bembo
Berkley
Berling
Bodoni
Bulmer
Caecilia
Californian
Caslon
Centaur
Clarendon
Comenius
Dante
Deepdene
Diotima
Documenta
Electra
Elzevir
Esprit
Fairbank Italic
Fairfield
Figural
Fleischman
Fournier
Galliard
Garamond
Haarlemmer
Hollander
Jannon
Janson
Jenson
Joanna

Journal
Kennerley
Kis
Legacy
Lexicon
LinoLetter
Manuscript
Mendoza
Meridien
Minion
Nofret
Officina
Palatino
Photina
Poliphilus
Blado
Pontiflex
Romanee
Sabon
Scala
Silica
Spectrum
Stone Serif
Swift
Trajanus
Trinite
Trump Mediaval
Van Der Keere
Van Dijck
Veljivic
Walbaum
Zapf Renaissance

Sans Serifed

Caspari
Charlotte Sans
Flora
Frutiger
Futura
Gill Sans
Goudy Sans
Kabel
Laudatio
Legacy Sans
Lucida Sans
Myriad
Optima
Scala Sans
Shannon
Stone Sans
Syntax

Scripts

Eaglefeather
Ex Ponto
Legende
Ondine
Present
Tekton