

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-zangaro/>). 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		Sans Serifed
Albertina	Journal	Caspari
Alcuin	Kennerley	Charlotte Sans
Aldus	Kis	Flora
Arrighi	Legacy	Frutiger
Baskerville	Lexicon	Futura
Bell	LinoLetter	Gill Sans
Bembo	Manuscript	Goudy Sans
Berkley	Mendoza	Kabel
Berling	Meridien	Laudatio
Bodoni	Minion	Legacy Sans
Bulmer	Nofret	Lucida Sans
Caecilia	Officina	Myriad
Californian	Palatino	Optima
Caslon	Photina	Scala Sans
Centaur	Poliphilus	Shannon
Clarendon	Blado	Stone Sans
Comenius	Pontiflex	Syntax
Dante	Romanee	
Deepdene	Sabon	Scripts
Diotima	Scala	Eaglefeather
Documenta	Silica	Ex Ponto
Electra	Spectrum	Legende
Elzevir	Stone Serif	Ondine
Esprit	Swift	Present
Fairbank Italic	Trajanus	Tekton
Fairfield	Trinite	
Figural	Trump Mediaval	
Fleischman	Van Der Keere	
Fournier	Van Dijck	
Galliard	Veljivic	
Garamond	Walbaum	
Haarlemmer	Zapf Renaissance	
Hollander		
Jannon		
Janson		
Jenson		
Joanna		