Print and Web Portfolios Instructions

Main Objective

Create a print and web portfolio to help you achieve your post-graduation goals.

Secondary Objectives

Design the portfolio to showcase your work in OST: Micromedia, including, but not limited to, your work in **communications**, **graphic design** and **web development**.

Create your portfolio as part of your application to further study.

Create your portfolio to apply for a job.

Create your portfolio to earn freelance or contract work.

Create your portfolio just for yourself and the sense of satisfaction you will receive.

Portfolio Creation Workflow or Process

The workflow you use to complete your portfolio is an important element in the learning process. While everyone's creative process may vary there are some common, essential elements.

- research
  - other student portfolios
  - portfolios of other graphic designers and web developers
  - other types of portfolios such as photographers, artists, architects
  - sites in general, especially for information hierarchy, UI, Ux, design & layout
- brainstorm, ideate, wireframe, draft
  - start with sketches and wireframes
- plan your portfolio project including
  - tasks and estimated time they will take (double that time)
  - media including drawings, images, photos, sites, apps, videos…
  - pieces you will use
  - content sections that need to be written
- draft & edit your content
- design, develop and publish your portfolio with 12–15 examples of your work
- share & get feedback on your portfolio, improving it until you are satisfied
- add the rest of your examples
- proofread, test, fine tune your portfolio
- share your portfolio with the world

Required Elements

Your print portfolio should demonstrate the proficiencies you have acquired in the program.

In particular, your pages should highlight the software with which you are familiar, the languages and technologies you know and the concepts of layout and design you apply to your work. All projects should show evidence of concepts and techniques learned in class. Body of work chosen should show careful consideration of your best work.

Print Portfolio

Your print portfolio must be saved as a pdf in single-page format for email distribution and for uploading on your web portfolio.

An effective Print Portfolio will contain examples of work that are clearly labeled with captions and short descriptive paragraphs of the software used, as well as concepts applied in their creation. You can use a problem/solution description for this. You should choose only the best work for your portfolio.

Generally 12 to 15 examples are ideal. Your portfolio should demonstrate the following skills:

• Creating and editing graphic images
• Laying out the text and graphical elements of a document
• Designing, planning and producing advertising documents
• Logo Design
• Effective typographic design
• Forms design,
• Report and publication design
• Training Manual
• Creativity

Web Portfolio

These elements are needed to satisfy the requirements of your OST: Micromedia Integrated Project:

- minimum of 12 examples of your work in
  - graphic design / print
  - web & app development
- examples of your work should include
  - description of the piece
    - include statement of purpose
    - give some context
    - share your (creative) process (problem/solution description)
    - detail technical features (software, language, hardware)
  - image(s)
  - appropriate links or enlarged views including link to app, website, PDF, video etc
- clear call to action (may have multiple calls to action)
- about section that describes you, your personality & interests, your career goals or objectives, your background & experience, awards or prizes you have one
- contact information
- your résumé or CV
- your print portfolio in pdf format
- links to social media (if used for professional purposes)
  - LinkedIn
  - Twitter
  - Behance, GitHub, DeviantArt etc.

Evaluation Criteria

Your portfolio will be evaluated based on the following criteria:

Content
Your portfolio should consistently follow an idea-driven process (i.e., selection of pieces in portfolio reflects a broad representation of skills and knowledge); demonstrate original thought, and awareness of audience throughout; and there should be a rigorous written analysis of each piece. You should provide an insight into the process behind each piece.

Craftsmanship and Use of Tools
Your portfolio should show superior command of technique—whether digital or traditional, and be executed with careful attention to detail. Materials and media should be handled and/or chosen with refined skill while also enhancing design and concept.

Presentation and Organization
Portfolio package should be professionally presented and organized with consideration for detail, impact, practicality, communication, and appropriateness to career goals. All required elements are present.

Composition, Typography, and Design
Portfolio should demonstrate an excellent understanding of the elements and principles of design, as well as sensitivity to typography as both a design element and tool of communication.

Written Expression
Portfolio should be well written with no grammatical, structural, spelling, and/or typographical errors.

Optional Elements: Portfolio
Feel free to be creative, adding anything you think might enhance your portfolio to meet any or all of your objectives.