

PORTFOLIO OVERVIEW

As a student who has participated in at least 18 months of the Graphic Design Program at Pittsburgh Technical Institute, you are expected to revise work from prior quarters to complete your Portfolio Development 1 course. The work can be derived from the list below. Also consider any outside of class projects that you may have completed. OUTSIDE OF CLASS PROJECTS ARE HIGHLY ENCOURAGED IN PROMOTING A DISTINCT PORTFOLIO. Although course assignments are designed to guide you in creating your portfolio, revising an item to an individualized level will set you apart as a designer and show interest in and dedication to your craft. Displaying that extra effort can go a long way in promoting your work ethic and skills

Possible Content Sources:

GDA121 Typography 1

- Direct Mail
- Newspaper Ad

GDA122 Digital Imaging

- Trade Show Display

GDA123 Computer Illustration (Illustrator)

- Technical Illustration: *Must be approved by instructor and completed. Must be exceptional and applied to a full campaign.*

GDA132 Typography 2

- Street Banner
- Book Cover
- Experimental Typography

GDA134 Computerized Page Make-up (InDesign)

- CD Design
- Menu Design

MMA136 Interactive Multimedia

- Animated Web Banners
- Kinetic Typography
- Interactive CBT Module

GDA140 Advertising Processes 1

- Billboard
- Newspaper Ad
- Magazine Ad

GDA141 Production

- Architectural Brochure
- Signature Booklet
- Corporate Newsletter
- 3-D Packaging
- 8-page signature
- Tri-fold brochure

GDA250 Design 2

- Magazine Spread
- Information Design

GDA254 Web Design 2

- Advanced 5-page HTML/CSS Website: *Must add 5 or 10 or more pages for a complete campaign.*

GDA262 Advertising Processes 2

- Newspaper Ad
- Triplet or Cousins Ads
- Direct Mail
- Outdoor Advertising
- Gift Card

GDA270 Multi-page Documents

- 16-page Catalog or Annual Report

GDA273 Corporate Design

- Logo, Stationery System and Standards Guide
- Without a Standards Guide, three (3) *different* logos for three (3) *different* companies must be applied to three (3) *different* stationery systems.

Other

- Flash Kiosk
- Flash Website
- Freelance Work: *Must be approved by Instructor.*
- Part-time Design related jobs: *Must be approved by Instructor.*

COURSE REQUIREMENTS

- Attendance to scheduled classes.
- Completion of Portfolio Development Plan according to specific criteria.
- Midterm submission of 2 Portfolio Submissions in a presentation portfolio according to specific criteria.
- Submission of Business Card and Resume according to specific criteria.
- Submission of Portfolio Website Layout according to specific criteria.
- Submission of Portfolio Website completed in Dreamweaver according to specific criteria.
- Submission of Back-up CD for ALL FILES completed for the class according to specific criteria.
- Final submission of at least two (2) complete Campaign Submissions and two (2) complete Single Item Submissions.
- Portfolio submissions can be entirely print or web focused or a combination of print, web and interactive (Flash).
- At least one (1) component throughout all of the portfolio submissions must be web or interactive.
- All portfolio submissions must be presented in a print presentation portfolio and in the portfolio website according to specific criteria.
- Final submission of Portfolio Website according to specific criteria.

PORTFOLIO SUBMISSION SPECIFICATIONS

Objective: *The student will be able to create a complete original campaign and single item submissions that display and promote skills needed to obtain an internship and entry-level Graphic Design position.*

Specifications:**Concept, Design and Quality:**

- Choose companies and organizations that DO NOT already have well-known, successful promotions. It's hard to compete with what's already out there, especially if the viewer is familiar with the promotion and it's successful.
- Continue the consistency of the brand by using logos and colors that appear on previously printed materials or on websites related to the company or organization. Companies spend a ton of money on their identity, so for you to make a last minute decision to redesign their logo is not a good idea. At the same time, you need to make it your own. Don't copy a promotion or campaign that's already out there.
- Design for your audience: this will vary depending on each campaign. Know who the audience is before you start.
- RESEARCH, RESEARCH, RESEARCH – good ideas come from studying the company, their competitors and researching current designs and blending those with your own ideas. Do not think that you already know enough to create pieces solely from your own mind or personal experience. Campaigns without research will not be graded.
- Your work must show that you understand design and typography fundamentals. All grades are evaluated with the assumption that you know, understand and are able to use the skills you've learned in all of your previous classes.
- You will receive detailed feedback for making changes and improvements to your work as long as the work warrants that level of review. If your work does not display an understanding of the fundamentals, your feedback will address only those issues and will not be as detailed. You must build on your skills by first accomplishing the basics, then move on to more complex skills.
- It is assumed that you are proficient in Adobe Illustrator, Photoshop, InDesign, Flash and Dreamweaver and that you will produce professional quality work with production that meets professional printing, publishing and web standards. Work that is not produced to a professional level should not be displayed in your portfolio.
- It is assumed that you can work independently to solve conceptual, design and application problems related to skills and competencies learned in the courses you have taken so far.

ALL SUBMISSIONS must follow these specifications:

Submit Deliverables in the “Submit” Folder on the Student Drive OR Burn Files to a CD.

All CDs must be labeled with Name, Date, Group, and Assignment Title.

CDs must be submitted in a case.

Do not submit native files unless requested by the instructor.

SINGLE ITEM Submissions – Submission 1 and 3

- Submit Files and Color Prints for submission 1 and 3.
- Possible formats for single item submissions:
 - Brochure (2-sided)
 - Direct mail piece (2-sided)
 - Custom Market Mail piece
 - Newsletter (2-sided)
 - e-newsletter
 - Web banner (animated)
 - Magazine ad (display)
 - Newspaper ad (display)
 - Flyer (color and 2-sided)
 - Image guide (4-6 pgs. and 2-sided)
 - Street Banner
 - Menu design (4-12 pages)
 - CD design (front/back cover + booklet + CD)
 - Poster (typographic content must be 50% of design)
 - Billboard
 - Bus shelter ad
 - Bus/car wrap
 - Technical Illustration
 - Book Jacket design
 - Mini promotion website (html)
 - Mini booklet (8-12pgs)
 - 2 Pg. Magazine Article
 - Original logo + Stationery Package
 - Information Design
 - Gift card
 - Package Design
 - Trade Show display
 - Business to business ad (display/spread)
 - Flash Kiosk
 - Flash “How to”
 - Signature book
 - DVD packaging with insert
 - Table tent

CAMPAIGN Submissions – Submission 2 and 4

- This submission includes 3-5 individual pieces for one promotion.
- Submit Files and B/W Prints for this submission.
- Possible Formats for campaign submissions:
 - **Identity Design:** Logo, Business Card, Letterhead, Envelope, Standards Guide
 - **Collateral Design:** Announcement Card, Promotional Card, Invitation Card, Direct Mail
 - **Corporate Communications Design:** Promotional Brochure, e-Newsletter, Print Newsletter, Media Kit
 - **Entertainment Design:** Film Poster, Theatrical Handbill and Poster, Entertainment Advertising, CD Mini-Magazine, Label and Tray Sheet, Concert Poster, Music Advertisement, Gallery Announcement, Tickets, Billboard, T-shirt design, Animated Web Banner, Mini-promotional Website
 - **Advertising and Promotional Design:** Lifestyle Ads, Technical Product Ad, Pharmaceutical Ad, Magazine Ad, Newspaper Ad, Direct Mail, Outdoor Ad, Promotional Website.
 - **Editorial Design - Book Cover Design:** Trade Book, Showcase Book, Juvenile Book, Special Edition Book, How-To Book, Nonfiction Book, Fiction Book. Book series. Book Promotion with print and web Ads, Direct Mail and In-Store signage, Promotional Website.
 - **Editorial Design - Book Interior Design:** Fiction Book, Technical Book, Educational Book, Special Edition Book, Catalog: Fashion Catalog, Consumer Product Catalog, Technology Catalog, College Catalog
 - **Magazine Design:** Masthead Design, New Magazine Design, Editorial Spread: Sports, Fashion, News, Art, Special Interest, Table of Contents
 - **Information Design:** Menus, Product Labels, Questionnaires and Surveys, Charts and Graphs, Calendar, Timeline, Flow Chart, Way Faring, Game board or Game Accessories, Signage System, Information Kiosk
 - **3-D Design:** Food and Beverage Label, Hangtag and Display Signage, Cosmetic Packaging, Specialty Products, Shopping Bags, Gift Package, CD Packaging, Software Packaging
 - **Restaurant Design:** Menu Design (eat in, take-out and online), advertisements (print and web), specialty menu (kids/ alcoholic drinks/specials), promotional placemat, table tent, in-restaurant signage, t-shirts