

## GRD 4950 GRAPHIC DESIGN PORTFOLIO

CRN 12333, Spring 2011

2:30 – 5:20 T, Th

Liz Throop

Office 358 Arts & Humanities Bldg.

Office hours Tues, Thurs 10 – 11

ph. 404.413.5239

lthroop@gsu.edu

This course is designated as the second of two CRITICAL THINKING THROUGH WRITING (CTW) courses required of BFA Graphic Design majors. This component of the course requires students to engage, through writing, in critical thinking in relation to the course material. The University defines critical thinking through writing as

... a wide range of cognitive skills and intellectual dispositions needed to effectively identify, analyze, and evaluate arguments and truth claims; to discover and overcome personal prejudices; to formulate and present convincing reasons in support of conclusions; and to make reasonable, intelligent decisions about what to believe and what to do. (Bassham, Irwin, Nardone & Wallace, *Critical Thinking: A Student's Introduction* (McGraw-Hill, 2005, p. 1.)

*Graphic Design Portfolio-CTW. Prerequisites: GrD 3200 with grade of C or higher, and consent of graphic design coordinator or instructor. Preparation of final professional portfolio; consolidation and revision of previous projects; addition of projects reflecting student's specialized interests; self-promotion; presentation; interviewing; the language of graphic design. Serves as one of the two Critical Thinking Through Writing (CTW) courses required of all Graphic Design majors. 3 Credit hours*

Optional texts: *Careers by Design* by Roz Goldfarb; *How to be a graphic designer without losing your soul* by Adrian Shaughnessy. Additional readings as assigned.

Class discussions and presentations constitute an important part of this class. It is imperative that you show up prepared for class, and that you read emails about upcoming events for the class.

**Contract (5%)** Due Tuesday, Jan 25 on PAWS as *yourname\_contract.pdf*

List 18 - 24 "boards" you plan to include in your final portfolio, and note whether each is A) good as-is ; B) needs a little work; C) requiring overhaul. Assign a date for resolving each board. Identify 3D projects which need to be photographed. Class time will be allocated for photographing *some* of these objects. While this contract may be revised, you will be held to your Jan. 25 contract in order to graduate, so firm things up ASAP.

**Profile based on interview (15%)** Due Tuesday February 15 on PAWS as *yourname\_profile.pdf*

Have a classmate interview you about your interests and motivations as a designer. From this recorded interview, write a 150 to 500 word statement arguing for your suitability for the design profession, providing examples. This is not an artist statement, but will play an important part in writing descriptions of your work for your website.

**PERSONAL IDENTITY:** Create a "brand" or identity system to apply to:

**Stationery, Resumé, and Cover Letter (15%)** Designs ready for printer due Tuesday March 15 put on PAWS as on PAWS as *yourname\_stationery.pdf*; Printed stationery due Tuesday April 26.

Create your resume, letterhead, envelopes, and business cards plus other relevant materials in coordination with your website. You must get approval for your design and your files before having them printed. **Your business cards must be printed via offset lithography.** This is a requirement of the class. Business cards will be printed in an edition of 25 or more. Late work will receive significantly lower grades.

You may save money on your print run by using the same colors and "ganging" your job with classmates - each embellishing your own with custom folding, trimming, rubber stamping, stickers, etc. You can also save money by all using the same paper or by arranging with the printer to mix papers within the run.

<p>You are required to provide work orders to me on PAWS as <i>yourname_specs.pdf</i> before sending out printing jobs, but you are the one who will pay all printing expenses and you will have to live with the consequences. This project will be less expensive and more satisfying if you give thought to:</p> <p>quantity            ink colors : PMS vs spot</p> <p>paper brand        printing on one or two sides</p> <p>paper line         die cuts, folding, or any other special finishing by printer</p> <p>paper color        bleeds (envelopes cannot bleed!)</p> <p>paper finish       budget</p> <p>paper weight      deadline</p>	<p>T Th</p> <p>Jan 11 13</p> <p>18 20</p> <p>25 27 Contract due</p> <p>Feb 01 03</p> <p>08 10</p> <p>15 17 written profile due</p>
<p><b>Resumé and cover letter (10%)</b> Written, not laid out, version due Tuesday, March 8 as <i>yourname_resume.pdf</i>          Your resume should be descriptive, one page, and very well organized. It must not contain any typos AT ALL. Write in plain text and turn in with a cover letter written to the employer of your dreams. When made part of your stationery system, it will be the best example of your typographic sensitivity.</p>	<p>22 24</p> <p>Mar 01 03 Spring break</p> <p>08 10 Written resumé &amp; letter due</p>
<p><b>Portfolio descriptions (15%)</b> Due Tuesday April 12 on PAWS as <i>yourname_descriptions.pdf</i>          Starting with your contract and written profile, create short descriptions of every piece in your portfolio. Focus on problem solving and how your work achieves strategic goals for clients.</p>	<p>15 17 Stationery system</p> <p>22 24</p> <p>29 31</p>
<p><b>Self-promo or “mini-book” (15%)</b> Due Thursday April 28          Create a piece to mail to firms in order to get an interview OR as a thank you/follow up piece after an interview. This piece should showcase your design talents and be an expression of your brand/persona. This piece will be developed in coordination with the website you create in Senior Workshop.</p>	<p>April 05 07</p> <p>12 14 Portfolio descriptions</p> <p>19 21</p> <p>26 28 Printed stationery, self-promos</p>
<p>It should communicate things about you and your design abilities; probably hold a CD showcasing your work (produced in Senior Workshop); be mailable, and be well-crafted. It will be produced in an edition of 12 or more so KEEP IT CHEAP AND SIMPLE. This is not a gift.</p>	<p>May 4 – 11 Portfolio presentation</p>
<p><b>Senior Exit Review (15%)</b> Finals week: times TBA          Each of you will present your portfolio to the Senior Exit Review Committee. <b>You will be given credit for the quality of the presentation, including organization and articulation.</b></p>	

CTW Projects are scored using a rubric. Criteria for evaluation are thesis, complexity, research, writing craft, and synthesis.

**Grading Formula:**

Contract	05
CTW project: profile	15
CTW project: descriptions	15
CTW Resume & sample cover letter	10
Stationery system	15
Self promotion	15
Portfolio presentation	15
Participation	10

**Grading Scale:**

19 - 20	A
18 - 19	A-
17	B+
15 - 16	B
13 - 14	B-
11 - 12	C+
10	C
8 - 9	C-
5 - 7	D
4 or below	F

The course syllabus provides a general plan for the course; deviations may be necessary. ¶ Your constructive assessment of this course plays an indispensable role in shaping education at Georgia State. Upon completing this course, please take time to fill out the online course evaluation. ¶ Students who wish to request accommodation for disability should do so by registering with the Office of Disability Services. Students may only be accommodated upon issuance by the Office of Disability Services of a signed Accommodation Plan and are responsible for showing that plan to instructors of all classes in which accommodation is sought.

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**CTW Profile:** Due Tuesday Feb 15

Write a 300 to 500 word argument for your suitability for the design field. To get started, have a classmate tape your answers to interview questions. It may be helpful to have a friend present when you are interviewed, to generate more discussion. Your paper does not need to be taken directly from the interview. While your paper may be very personally revealing, it must be reasonable and convincing. This paper will be scored in terms of thesis, complexity, research, craft, and synthesis. You will be given opportunities to revise this paper.

This process will help you to write and say meaningful things about your work and help you set goals.

**Sample Interview Questions**

Do you think graphic design is valued by the public? Why does this matter?

What have you discovered about graphic design that surprised you? How did it change your work?

What personality traits do you have that make you good at design? What traits have you had to overcome to be productive?

What is your dream design job? Why?

Who would be your dream client? What would you do for them?

What about your earlier life prepared you to be a designer? What have you had to overcome? What insights has this given you?

What work are you most proud of? Why?

Is design, to you, more like art, business, or science? How does this show in your work?

Name an interest you have, unrelated to design, that has influenced your work in some way.

What pieces in your book reveal your idiosyncrasies?

When designing, what do you find the most motivating?

What have you learned at previous jobs that influence you as a designer? Does this show in the way you work?

What in your portfolio would evoke emotional responses from your audience? How do you want people to feel? Why?

What have team projects been like for you? Does this show in your work?

Should designers be more hip or more nerdy? More introverted or extroverted? Why?

What kind of design do you like doing? What in your portfolio reflects that?

If a beginning student wanted to know more about graphic design, what would you show them? What would you tell them?

If you chose two or three pieces to show the range of your work, which would they be? Why?

What do you think you can contribute to graphic design practice? Why is this important to the field? To the public?