

Master project list + schedule, Spring 2019

Extras—Mandatory:

- Sign up for at least one portfolio review during ligature, two recommended (one Friday and one Saturday)

Biography Materials:

- Profile Photo—needs to accurately represent who you are, but also be well-shot and professionally oriented (doesn't mean it can't be fun). Recommended you include on site and book, but not required.
- 300 word minimum personal statement (for the "about me" section in your sites and books)
 - > *Who are you as a person?*
 - > *Who are you as a designer?*
 - > *How do these worlds overlap?*
 - > *Where are you going next?*

Two Existing Project Re-works:

- Re-design to address areas for growth and/or build out further to create more design assets
- Visual documentation optimized for web and print portfolios
- Written project description and notes on process
- Sketches, moodboards, etc...(can be included or excluded on final portfolios)

Personal Branding:

- Can be minimal or extensive—wordmark, color palette, and typeface pairing system that will work for screen and in print must be implemented at a bare minimum

Web-based Portfolio:

- 6-10 system-based or extensive project build-outs required—project documentation must include a collection of imagery + a written project description MINIMUM. Can include more process if desired. Be mindful of project flow—macro/micro, mixing in writing, etc...
- About page w/ personal statement + profile photo (photo recommended, but not required)
- Updated, designed résumé—needs to match personal branding
- Custom URL highly recommended, but not required
- Stand alone site required (no behance)
- Must be responsive
- Imagery must be sized + optimized for screen—export @2x for standard retina display
 - > *Recommended site platforms:*
 - *WordPress (download from wordpress.org)—REQUIRES HOSTING SERVICE*
 - *Squarespace*
 - *Cargocollective*
 - *Wix*
 - *Indehibit—REQUIRES HOSTING SERVICE*
 - *Adobe Portfolio (part of your CC package)*

Printed Book Portfolio:

- Needs to include elements of personal branding and feel consistent with other materials
- Build out a design system for this book—treat it like your own high-end publication
- Must include personal statement—profile photo highly recommended, but not required.
- 6-10 system-based or extensive project build-outs required—project documentation must include a collection of imagery + a written project description minimum—include as much process as possible in your book. This is your chance to get disgustingly substantial.
- Perfect bound binding is highly recommended—can build yourself or outsource production (see links below, check timelines for printing turnaround and pricing, make a plan now)
- Size is up to you, but common size recommended—somewhere in this zone—5.5" X 8.5" letter-half minimum size, 11X17 tabloid size maximum size.

> *If not building your own book, these services are available for small batch printing:*

- **Blurb** (<http://www.blurb.com/>)
 - * **BEST OPTION—recommend hard cover trade book**
- **Newspaper Club** (<https://www.newspaperclub.com/choose/tabloid/digital>)
 - * **SHIPS FROM UK**
- **Alta Graphics** (<https://www.alta-graphics.com>)
 - * **For quantities over 10 only—cost prohibitive**
- **Paper Chase Press** (<https://shop.paperchasepress.com>)
 - * **For quantities over 5 only—cost prohibitive**

Semester Schedule:

(subject to change)

M 02/11) — — — — < ! DESIGN HISTORY CANDIDATE TALK 3:30-4:30! > — — — —

—Discuss brief, assign personal statement, work and feedback time

W 02/13)

—Work and feedback time

—————**LIGATURE WEEK**—————

M 02/18) — — — — < ! DESIGN HISTORY CANDIDATE TALK 3:30-4:30! > — — — —

—Discuss personal statement rough draft 01, work and feedback time

W 02/20) — — — — < ! DESIGN HISTORY CANDIDATE TALK 3:30-4:30! > — — — —

—Work and feedback time

TH/F/S 02/21-02/22-02/03) LIGATURE

—————**LIGATURE WEEK**—————

M 02/25)

—Discuss personal statement rough draft 02, work and feedback time

W 02/27)

—work and feedback time

M 03/04) NO CLASS, Spring Break (finish statement and get profile photo over break or before, recommended)

W 03/06) NO CLASS, Spring Break

M 03/11)

—Final personal statement read, finalize profile photo, work time and feedback

W 03/13)

—End project reworks and photo documentation, focus only on portfolio (site + book)

M 03/18)

—Site and book production / feedback

W 03/20)

—Site and book production / feedback

M 03/25)

—Site and book production / feedback

W 03/27)

—Site and book production / feedback

M 04/01)

—Site review 01: working, near finished version of site up (or previewing locally if needed), Jarred collects a full list of URLs

W 04/03)

—Finalize book, site production, find and schedule/advertise space for public exhibition of work—coordinate with Gaby

M 04/08) —< ! DEADLINE: SEND BOOK TO VENDOR IF NOT BINDING YOURSELF! >— — —

—Site and book production, apply for jobs! (If not already doing that)

W 04/10)

—Site review 02: working, near finished version of site live (no local)

M 04/15)

—Site and book production (if binding yourself) / feedback

W 04/17)

—Final site review 03: finished version of site live—full faculty invited to review

M 04/22)

Public exhibition of portfolio books and websites possible, if not work time and final feedback, take time to search and apply for jobs

W 04/24)

—LAST DAY OF CLASS—public exhibition of portfolios possible, books and sites websites possible

FINALS WEEK: 04/27-05/03—may submit any final outstanding work during this time if needed

GRADUATION: 05/03-05/05

Final Exam: 4/30 @ 10:00 AM–12:00 PM