

Master project list + schedule, Spring 2019

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)*
- *Build your own custom (recommended if you want to go into front end-dev or UX/UI)—REQUIRES HOSTING SERVICE*

Semester Schedule:

(subject to change)

W 03/20)

—Site production / feedback

M 03/25)

—**GUEST IN CLASS**—Site production / feedback

W 03/27)

—**GUEST IN CLASS**—Site 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 if URLs

W 04/03)

—Site production, begin advertising space for public exhibition of work—coordinate with Gaby

M 04/08)

—Site production, may use class time to apply / search for jobs or Q&A about interviewing + professional correspondence matters for remainder of semester

W 04/10)

—**SITE REVIEW 02**: working, near finished version of site is live

M 04/15)

—**POSSIBLE GUEST IN**—Final site adjustments / feedback

W 04/17)

—**POSSIBLE GUEST IN**—Final site adjustments / feedback

M 04/22)

—Open Q&A about position negotiation, salary, correspondence, interviewing, etc.

W 04/24)

—**FINAL SITE REVIEW 03**: finished version of site live—full faculty invited to review

Public Exhibition, Location TBD: 4/30/19, 5-7 PM—sites on laptop or ipad + artifact book
(consider handouts, buttons, stickers, cards, etc...)