Name: _____

Class/Period: _____

Portfolio Assessment

Background: A professional portfolio is vital as a graphic designer. You will use this as you apply for graphic design jobs and as you apply to Graphic Design programs at college. Many times your portfolio is more important that the previous work experience you have had.

Assignment: You will need to put your portfolio in some type of binder with all of your work being in page protectors. The binder can anything from a notebook type binder to a scrapbook binder. Whatever type of binder that you choose should be able to hold pocket type page protectors to put your work in. Remember that professionalism is key!

Part I: **Table of Contents**

Your portfolio will begin with a Table of Contents. You will need to have some type of overall design/border to this page and this design will carry over to all other pages in your portfolio. (Small items like postcards and business cards will need to be mounted on letter sized paper that has this boarder printed on it. If you are using an oversized portfolio, even letter sized items will need to be mounted.) The text should be properly formatted with at least the following: Title, section heading, individual piece headings, tabs with dot leaders, page numbers.

Part II: **Professional Resume**

The second item in your portfolio is your resume'. You are a graphic artist! Do not simply use a MSWord template resume'. (The boarder part of the design should match the design for your title page.   Have the design of your resume make a professional, but unique statement about you and your abilities. You want to have schools and employers lining up to have you part of their group! Make sure all information on your resume' is accurate and factual. Check and double check spelling, grammar and punctuation. Have classmate check your resume' for content and design. Kindly ask your English teacher to proof-read it for you as well.

Part III: **Sampling of Work**

Your portfolio should include a sampling of the work you have completed. Choose your best pieces, but try to have a variety of examples of different media. i.e.: PhotoShop work as well as Illustrator and InDesign, tri-fold brochures, business cards, greeting cards, one color, two color, full color, half-tones, etc. All artwork MUST be your original design and work; no copyrighted material may be used.

☐ You are to include at least 25 samples of your work, but no more than 30.

☐ At least 4 of the works submitted should have an analog component. This could be achieved by including either original sketches/drawings or by including thumbnails sketches along with printed material. (The thumbnail sketch/printed material combination counts as one submission.) Make sure your thumbnails are well drawn and in full color. These analog submissions should demonstrate that you have a mastery of the basic principles of drawing.

☐ At least 2 of the works submitted should be works you have printed yourself on the offset press, screen printing press, wide-format press, cut vinyl or show some type of special finishing (i.e.: foil stamp, embossing) or binding. If these cannot fit in the notebook, photograph(s) of the item should be submitted. A written statement should be included in the portfolio to explain the process, order, location, etc.

Portfolio Assessment

Selection of Work:

Over the last three to four classes you have created many, wonderful works, many more than the 25 required to fill your portfolio. In choosing artwork, how should you choose the best 25 pages to include (and which to exclude)?

For the best portfolio possible (and highest grade), choose the pieces of work that will most strongly demonstrate how well it has:

- satisfied specifications for assignments
- used the full range of elements and principles of design
- used craftsmanship with both analog and digital media
- achieved unique solutions
- met high visual standards

Part IV: **FAQ**

What if you have thrown away or damaged some of your work?
- Well then... If you have not saved enough work from which to select pieces for your portfolio, the only recourse you have, if you are going to get a good grade, is to produce some of them again!
  - Gather assignment sheets and recreate past assignments.
  - Pull past assignments up off of your "thumb drive" or your network drive, make adjustments to bring them up to standard and submit.

Can I submit graded work?
- Yes you can! Many times graded work will have teacher commentary written on the work. If this is positive commentary, you may choose to submit the work "as is". Make sure the commentary does not distract from the piece.
- If the commentary is not positive, make the suggested corrections/adjustments and submit that. You may also include the assignment sheet and/or rubric if you think that will assist in understanding the work submitted.

Does my portfolio have to contain only works created as part of Graphic Communications and Design assignments?
- No, you can use additional pieces you have created. However, all work must be original artwork created by you. Choose designs that showcase your talent as a designer.

Name: _____

Class/Period: _____

Date Stamp:

Project Due Date:

Remove this sheet from your packet. Attach to the front cover of your portfolio with a paper clip.

Tiger GraphCom
Grading Rubric   Portfolio Assessment

Task	Pos-sible	Student Evaluation	Teacher Evaluation

Portfolio Project Contents:
☐ Table of Contents - 5 points
    Contains Title, section heading, individual piece headings, tabs with dot leaders, page numbers
 	
☐ Resume - 5 points
 	
☐ Sampling of Work - 50 points
 	
    _____ works submitted (should be at least 25, no more than 30)
 	
    _____ works with analog component (at least 4)
 	
    _____ works produced on equipment other than inkjet/laser printers in classroom (at least 2)
	60		

Process: Student followed all instructions. Pages sized per instructions. Student planned carefully and neatly organized items in portfolio. Portfolio contains no spelling/grammar mistakes	15		
Creativity: Portfolio design was inventive & compelling. Overall design flows on all pages of portfolio. Student applies design principles with great skill. Work is patiently done; work as good as possible with clean construction. Work has a sense of being "finished"	15		
Project turned in by deadline:	10		
Total:	100		

Portfolio Assessment

Notes & Reflections: