Advanced Graphic Design
Professional Practices: Portfolio

GPS: ACCT-AGD-2, ACCT-AGD-3

Objective: Given a computer loaded with design software, pritns of your work, a portfolio case and a guideline sheet, create a portfolio. Score an 80% or higher on the completed project.

Directions:
   a. Choose 10 printed samples of your work. (5 points each)
   b. Using the guidelines below, write a design rationale for each sample. (5 points for each rationale)
      • What program(s) were used to create the piece
      • What is the concept for the piece
      • What techniques were used to express your concept

   Note: A Design Rationale is an explicit documentation of the reasons behind decisions made when designing.

EXAMPLE:

The Media Backpack logo portrays the spirt of the outdoors through the mountain and hiker icons. The hiker is climbing and testing his/her skills to achieve a goal. Similarly, the readers/ visitors to The Media Backpack will be educating and testing themselves in order to produce the various media required by their job. They may not have all the skills they need to reach their goal, but the media backpack will be there to help them along their arduous climb.
The clean, hard and angular lines of the 'm' icon and mountain compliment the typeface selection. The image of the hiker is a visual stand-in for each and every user of the site as they climb to the top of their virtual mountain.

THE
MEDIA
BACKPACK

Example from: http://www.logocritiques.com/resources/how_to_write_a_logo_rationale/