

Section two (PROJECTS 3 AND 4) includes two assignments, each is valued at 25% of the final grade, (total 50% of final grade):

1. Self-promotional materials, including:
 - a. Design and execution of your personal logo. Note this logo should be a new design, made specifically for this course, NOT an existing design completed in an earlier or concurrent course. Consider that your personal logo should reflect your professional identity as a graphic designer. At this stage your identity as a graphic designer should reflect a mature, polished, approach to the profession. Your logo will be used on your résumé, cover letter, and personal stationery.
 - b. Design and execution of a personal stationery system, to include letterhead, envelope, and business cards. All elements will include your personal logo. Stationery elements will adhere to standard U.S. business sizes: Letterhead is 8.5 by 11 inches, envelope is 9.5 by 4.125 inches (#10 business envelope), business card is either 2 by 3.5 inches vertical or 3.5 by 2 inches horizontal. Remember that you can include designs on both sides (front and back) of these elements if necessary. It's up to you.
 - c. Résumé to coordinate with personal stationery system. Examples will be provided. Do not download any of the popular résumé template designs; design your own, to coordinate with your stationery design.
 - d. Cover letter, printed on personal stationery. Example will be provided. Essentially, your cover letter is an interview request to a potential employer. You will be asking for the opportunity to interview and show your portfolio.
 - e. Statement of design philosophy. This is a separate item, using your personal logo, and should coordinate with your stationery system.
 - f. Presentation folder to incorporate the items listed above. The folder should include pockets and/or flaps to contain your logo, personal stationery and business cards, cover letter, résumé and statement of philosophy. Be creative when designing the folder; you may incorporate die cuts, embossing, custom folds, pockets, etc. The design philosophy can be included as part of the folder design. Examples will be provided and discussed.
2. Design and assembly of a presentation portfolio, to include at least 12 to 20 examples/projects. The portfolio will include your personal logo for identification purposes; it does not count toward the project examples. Be aware that the portfolio can take different forms; there is no single, correct way to build a portfolio, (although there are many incorrect ways). You may choose a traditional folder or portfolio case, or you may create a portfolio case or book of your own design, so long as it is relevant and practical, and presents your work in a clear, coordinated, neat, and organized manner. Remember that the portfolio must be user-friendly, should communicate your work clearly, and should demonstrate your strengths as a designer.

Strive to build a portfolio that is relevant and practical, and presents your work in a clear, coordinated, neat, and organized manner. Remember that any portfolio must be user-friendly, should communicate your work clearly, and should demonstrate your strengths as a designer.

Note that it *may* be helpful to label the work in your portfolio. We take it for granted that the design should speak for itself, but knowing the purpose of the work can help evaluate its success as a design. For example, a logo design becomes more understandable and relevant if the viewer knows the nature of the client's business. Any descriptions should be brief, one or two short sentences. Also, explain whether the work is for a hypothetical or actual client.

Your portfolio should be clearly labeled on the outside of the portfolio. Usually a luggage tag is appropriate for this purpose, although you may develop another creative solution for identifying your portfolio. Always identify your work.

In addition to the above, you are encouraged to develop an online presence. This is not required for this course, but will be very helpful to you in your career. If you take or have taken GD8, then you will

have already created or are creating your own website. Also, website templates are available on Behance, Square Space, Wix, and other venues. These sites usually charge a fee for their services, but it seems like a good investment in your career.

NOTE: Take advantage of Adobe Portfolio. This software is free with your Adobe Creative Cloud subscription.