

Art 414

FINAL PORTFOLIO and SELF-PROMOTION PACKAGE



Overview:

The Portfolio and Self-Promotion package is an essential part of the course, as this course is to prepare you for obtaining work and working out in industry. As this is the end goal of the course, the way you present yourself to potential employers is important. Each student in the class will be responsible for presenting and defending a body of work that meets professional standards. Participants may elect to prepare application packages for graduate school. Students will formally present their work in proper professional attire during the last week of class.

Portfolio & Promotion Package Components:

Print Portfolio — 10-12 for BA students, 15-18 for BFA students of your best works, presented in a professional manner. These works can be contained within a portfolio case, or mounted on boards and contained within a portfolio box.

Web Portfolio – The web portfolio will contain 10-12 (BA)/15-18 (BFA) of your works presented in a professional manner. These will be burned onto a CD/DVD or hosted on your domain.

Résumé — Professional formatted resume on custom designed letterhead. Business Cards, stationary and other components deemed necessary for a complete promotional package.

Cover/Query Letter Templates — Professional formatted resume on designed letterhead. Business Cards, stationary & other components deemed necessary for a complete promotional package.

Artist Sample Page — One page exhibiting three selected works. Each work should be accompanied with a description of the project. Consider making different versions for different types of jobs.

Identity System – Professionally designed business card, letterhead, CD cover & label and other promotional materials deemed necessary to promote yourself to potential employers.

Process Book- this project should be accompanied by an in-depth process book. The process book should include ALL WRITTEN ASSIGNMENTS from class (assessments, roughs of résumés) as well as all thumbnails, revisions, feedback created in the making of your identity and portfolio.

DEADLINES

February 21:

Résumé & Cover Letters — PDF examples of your résumé, cover and inquiry letter should be submitted for review of grammar, verbiage and overall structure. Design will be critiqued as well.

Artist Sample Page — One page exhibiting three selected works as a PDF.

Identity System — Business Cards, Letterhead, CD Label design and other components to be submitted as a PDF for review.

March 8th:

Print Portfolio — All non class related pages (existing work) to be submitted as a PDF.

April 5th

Web Portfolio — Web based portfolio of all pages to be included in your portfolio.

April 26th:

Final Revisions — Submit any revisions to your portfolio and self-promotion package.

May 3

Portfolio and Packages printed and ready for interviews.

Process book due

May 8

To Turn In— Final Print Portfolio, résumé, cover letter for the job interviewing for. All material must be ready for interviews. One package will be kept by the department. Your portfolios will be returned **May 11**