

DESIGN PORTFOLIO 295

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10:30–10:45am & 1:15–1:45pm & 4:15-5pm

**COURSE PROJECT
PERSONAL IDENTITY
PORTFOLIO SYSTEM****ASSIGNMENT BRIEF**

To develop a personal identity portfolio system to aid you in your future career development. You will be responsible for the development of a Logo Signature, Stationary Package (Letterhead, Business Card [front & back], Cover Letter, Resume and Reference List, Digital Portfolio, Hard Copy Portfolio with Labels and Descriptions.

Additional Identity documentation: A reflective self-evaluation with grade assigned on gradesheet—required for me to complete grading.

To gain a better understanding of the project, please see *Visual Overview of Components*, *Student Examples*, and *NMA Facebook Albums*

THE CONCEPTUAL OBJECTIVES

To conceptually improve past work as necessary for inclusion in portfolio

To create a professional identity system yourself which is reflective of your goals and style.

To be able to articulate the identity of yourself by writing a conceptual brief and description of logo, concept, typography choices and color usage.

To be able to articulate the identity of a company and your executed concept through professional oral presentation.

To Design a logo and cohesive design a stationery package, Digital and Hard Copy Portfolio and supporting materials.

To be able to work in levels of abstraction and experiment with reduction and similarity as a package unifying factors.

To analyze, experiment and determine what levels of repetition are necessary to create a unified yet diversified piece that has enough variation while maintaining consistency.

To be able to create an effective and meaningful Color palette which is representative of nature and “persona” your identity.

To be able to organize given content for your work in an interesting designedly layout that is consistent with your company's identity.

THE TECHNICAL OBJECTIVES

To technically refine past work as necessary for inclusion in portfolio

To practice sketching ideas rapidly and in large quantity.

To develop and refine a logo to a professional level by refining the shapes by precise one's usage of pen tool or other technical and hand tools as necessary.

To experiment with technical processes outside the contemporary digital medium and explore the unconventional.

To cleanly execute all of Personal Identity System Portfolios & Collateral Materials

Learn file print preparation for desktop printing

To learn about binding and experimental processes

To cleanly and properly print, mount and mock work.

To organize and turn in all files in a format that is organized, easy to navigate and update/edit.

(Course Project Continued)

PROCESS OVERVIEW

Initial Briefing & Defining the Problem. Taking Notes and Documenting your understanding of the project.

Clarifying Questions. Any questions you neglected to ask initially or that have resulted after project contemplation.

Research & Planning Stage/Write Brainstormed Ideas. Look at examples and layout for inspiration. Take notes of what attracts you, look at strong examples.

Sketches. As necessary for various project phases.

Digitally Drafting. As necessary for various project phases.

Digital Refinement. As necessary for various project phases.

Print, Mocking and Coding. For all project phases upon completion.

Presentation. There will be a presentation to the public upon completion.

TECHNICAL SPECIFICATIONS

Set up each piece of collateral as a separate document.

Content: Provided in Word.

Color Set-Up: Print Items – CMYK; Website: RGB

Standard Sizes [unless experimental]: Logo—1.5" and 4"; Letterhead , Resume, Cover Letter—8.5"x11"; Business Card—2"x3.5"; Digital Portfolio—800x600+ pixels or open to personal choice; Hard Copy Portfolio—min 8.5"x11", ideal 11"x14" or larger, but open to personal choice.

Presentation. Print items individually. Experiment with different specialty paper.

Media: Illustrator, Photoshop, InDesign, MsWord, Dreamweaver, Flash. Everything open to software of choice.

MOUNTING SPECIFICATIONS

Will vary, but you will be instructed on mounting/mocking/binding specifications based on your particular body of work.

NEEDED FOR PRESENTATION

Your beautiful self, in nice attire, 2 hours before the event (4pm) to help set yourself up.

Your digital portfolio.

Your hard copy portfolio.

Your Printed and mounted copy of your Business Card, Cover Letter, and Resume on black board.

Everything to turn in to me. As you will see below.

OPTIONAL BUT NOT REQUIRED.

You can bring 10-25 extra copies of your resume (optional) if you wish to hand them out to potential employers of your choice. Sometimes they will ask for them.

Additional Business Cards 50-100. Depending on how many you plan to distribute, remember this is optional, but highly recommended. If you have a limited supply you can always pick and choose who you give them to.

(Course Project Continued)

TURN IN FORMAT

Turn in all Mounted/Mocked Work on Presentation Day (these will be returned to you immediately after grading, date/time to be announced):

Hard copy portfolio

Mounted Stationery (Resume, Cover Letter, Business Card)

Turn other components of your assignment in a MANILA ENVELOPE (these I will keep) and **Load to APPROPRIATE LAULIMA ASSIGNMENT:**

Labeled & Burned CD with proper organization and naming conventions:

All Final Digital Contents for Digital Portfolio

All Final Contents for Printed Portfolio.

Your Final Digital designed stationery materials (Business Card, Letterhead, Cover Letter, Resume, References)

One good print of your entire stationery package (Business card, cover letter, resume, references) to keep for my records.

Complete Client Documentation (Creative Brief, Design Brief, Style Guide Usage Guidelines, Self-Evaluation.

C with any comments about how you performed.

PROJECT EVALUATION

You will have interim due dates for the phases of the project which will be evaluated in terms of process within *Laulima Gradebook*. Immediate verbal feedback will be given at the critique. You may continue to refine your package as necessary until the final project is due. Please see *Laulima Gradebook* for more details on all the components that will be evaluated for the course of this class and project.

SCHEDULE AND DUE DATES

www2.hawaii.edu/~ailed/295

ALL Assignments are due via Laulima Assignments feature, PRIOR to the start of class on due date.
