

**Problem 1: analog portfolio**

time estimate: 15 weeks / Starting week 1

problem description: Create a professional presentation of collected works from your studies in the graphic design program and other appropriate pieces. The format is open. The goal is to showcase your work in the best possible environment. Craft is essential.

deliverables:

- 1 collection of 10-15 pieces of work in a transportable housing
- 1 process example (format open)

presentation: Portfolio must be handed in ready to be used for presentation and display.

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**Problem 2: digital portfolio**

time estimate: 10 weeks / Starting week 1

problem description: Design an clear digital presentation of collected works from your studies in the graphic design program and other appropriate pieces. The final product must include 10-15 pieces of work, resume and an introductory paragraph. Format parameters to be discussed in class.

deliverables:

- 1 digital portfolio

presentation: Presentation parameters to be discussed in class.

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**Problem 3: resume + cover letter package**

time estimate: 8 weeks / Starting week 1

problem description: Design a logotype to represent yourself as a design professional. Design a business system (card, letterhead, envelope) incorporating the identity. You may use your name or a fictitious business name. Write a cover letter and resume and then format both based the letterhead design.

deliverables:

- 1 logotype in color and b&w using your name or fictitious business name
- 1 business system (card, letterhead, envelope)
- 1 cover letter
- 1 resume

presentation: All work must be handed in mounted on 15" x 20" black museum board, one set loose and in PDF format on CD.

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**Problem 4: presentation / interview**

time estimate: 10 weeks / Starting week 1

problem description: You will be asked to present your work in an interview situation to an individual and a group. You will be expected to present yourself professionally and discuss your work in an articulate fashion. You will be asked a series of prepared questions that you will know in advance and a series of optional questions that will be derived from the interview process.

deliverables:

- Presentation of work and credentials in an interview situation both in a group and one on one scenario. The one on one interview will be conducted with your analog portfolio. The group interview will be via a digital presentation using a projector and screen.

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**Problem 5: promotion package**

time estimate: 8 weeks / Starting week 8

problem description: Design an self promotion piece that can be mailed to a potential employer or client. This is potentially the first thing a potential employer or client will see or the item they keep on file for future hiring. It should support the system developed in problem 3. The format is open. You are encouraged to investigate two and three dimensional forms as well as multi-page narrative forms. Expansion of this concept is to be applied to your presentation of work at the Department of Design Annual Spring Show.

deliverables:

- 1 self promotion piece
- presentation of work at the Department of Design Annual Spring Show

presentation: The piece must be handed in ready to be used for presentation and display.