

# Graphic Design Portfolio & Senior Exhibition

22-442/490  
Spring 2018  
M/W 8:00–10:10 a.m.  
A/C S-216

**Instructor:**  
Karina Cutler-Lake  
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Office: A/C 517

**Office Hour:**  
W 10:30–11:30 AM & by appointment

## OFFICIAL COURSE DESCRIPTIONS

### 442

*This advanced-level design course should be taken concurrently with Art 490, Senior Exhibition, during a student's final semester. Students will rework existing classroom projects and develop their portfolios to a level that reflects satisfactory competence for an entry level position in the design field. Must have passed the Post-Foundation Portfolio Review. Special fees may apply.*

### 490

*Theory and practice in the preparation, selection and design of student's senior exhibition. Prerequisite: Open only to senior art majors. Must have passed the Post-Foundation Portfolio Review. Pass/Fail course.*

I look forward to working with you one last time before you leave us. This is a shorter-than-normal syllabus for me—because the content of the class *is mostly on you this time around*. You are expected to be self-motivated and organized this semester.

All of this is more work than you might think: use good time management skills, and don't procrastinate. All eyes will be on your work before you know it. Don't let yourself down.

*These PDFs will be made available via Google Drive:*

The Creative Group. *Creating and Presenting a Powerful Portfolio* (2015)

Gomez-Palacio & Vit. *Flaunt: Designing Effective, Compelling and Memorable Portfolios of Creative Work* (2010)

Please review these resources. It'll help.

## COMPONENTS OF THIS CLASS

*You will produce these things:*

- Physical portfolio consisting of 8–12 revised pieces, matted on boards.
- Digital portfolio: website
- Digital portfolio: PDF
- Visual Identity: business card
- Visual Identity: letterhead
- Visual Identity: résumé
- Senior Exhibition: poster & publicity design
- Senior Exhibition: labels, nametags

*And you will actively participate in these things:*

- Three individual critiques. Signup sheets are posted in S216.
- Fox River Ad Club Portfolio Review on Friday, April 27, 2017. Location: NWTC, Green Bay. This is a mandatory all-day event, which usually runs from 9 am to 3 pm. Mark your calendars now.
- Senior Exhibition publicity (via email, social media, etc.)
- First floor display case installation
- Senior Exhibition installation
- Senior Exhibition refreshments, etc.

*Specific information about these requirements will be discussed in more detail during upcoming class sessions.*

## SCHEDULE

On my website, as usual.

*Graphic Design Senior Exhibition  
Priebe Gallery @ UW Oshkosh  
May 8–12, 2018  
Reception: May 10th from 6:30–8:00 p.m.*

If the schedule reads “Casual Critiques/Work Session,” you are free to be wherever you can get your work done. If needed, please use only the S201 (original) computer lab during class time, as another graphic design class is scheduled for the S215 lab. Otherwise, there are no excused absences in this class. Attendance is mandatory—if you aren't here, you'll miss important info.

The digital final portfolio of all projects reworked and self-promotional pieces completed (PDFs only) is due on Tuesday, May 8th. Specific details to come.

## OTHER GENERAL INFORMATION

*I remain a big believer in trusting the process though serious research, trial, and error.*

*Back-up your files constantly.*

*Get to know our professional organizations, such as AIGA and Fox River Ad Club. Networking leads to employment.*

*I am always willing and eager to critique a project or offer a hand if requested. It's why I'm here.*

*I'm not giving you the kind of feedback that works best for you (assuming you're putting serious effort into your projects), let me know and I'll try to adjust it. Really.*

*Anyone with a disability needing attention is encouraged to notify the instructor immediately so modifications and/or special arrangements can be made.*

*This time and these resources are for you. Use them.*