

INDIVIDUAL CRITIQUES

Cutler-Lake / 22-442 & 490

Three mandatory individual critiques are required for the Graphic Design Portfolio course, though I am very willing to meet with you additional times as needed. Please use the sign-up sheets in the S216 classroom to sign up for these mandatory critiques.

Arrive five minutes before your scheduled time so you can lay out your work. Critiques will run between 20–30 minutes in length. Approximately half of your grade rests on your preparation for and participation in these critiques.

PRELIMINARY CRITIQUE

For this critique, we will look at all of the major design and illustration projects you have completed during your time in college. This can include one or two pieces created for jobs or internships. Our goal during this critique is to narrow down which *eight to twelve* projects will appear in the Senior Exhibition. Once they are identified, we will look at each project to determine the scale of the revision needed. In some cases, projects only need minor revision or fine-tuning. Others may demand a complete overhaul. You should come out of this meeting with a solid plan of action. Afterwards, it would be a good idea to set a time schedule for completion, much like I had you create for the Self-Defined project in D3.

What to bring:

All graded work from design and illustration classes. Do not dismiss projects that did not go well: this might be the ideal time to transform them into something great. If you don't have the original presentations, the work does not need to be mounted or assembled.

Considerations:

- Ratio between two- and three-dimensional work.
- Exhibition space limitations: each student will have a 6' table w/black tablecloth. Work hung on wall should not exceed 8' across; one row only.
- Just about any design project can be reworked and made stronger.
- What are your strengths? What areas need work?
- 8–12 pieces is considered ideal for job interviews.
- Keep in mind the old adage that states: "A designer's portfolio is only as strong as its weakest link."

MIDTERM CRITIQUE

Think of this as a progress report. If you're on track at this point, you should be fine. If you find yourself behind, you may be headed for trouble. After leaving this critique, please sit down and compose a schedule/strategy of what needs to be done for our final critique.

What to bring:

Pretty much everything you've done since the first critique. Bring your résumé/letterhead/cover letter/business card drafts. And please report on web and PDF portfolio progress.

Considerations:

- At this point, at least half of your projects should be completely revised.
- Incomplete projects must have progress evident through sketches, drafts, prototypes, etc.
- When showing your work, be prepared to defend and explain the alterations made.

FINAL CRITIQUE

This is the big one: our final review of everything you plan to put in the show. Final output of all work is preferred but not mandatory, especially if you still have any reservations about any *minor* choices you have made in the revision process. Work does not have to be mounted yet. 3D work must be completely assembled.

What to bring:

Every project to be exhibited. Your résumé, letterhead/cover letter, and business card.

Considerations:

- Proofread all projects. Spelling & grammar errors can be deadly.
- Major changes (i.e. additions, significant revisions) to projects after this critique will negatively affect your grade.