

## ART 287 Portfolio & Resume Preparation

# Intro: Self-Assessment

## ASSIGNMENT BRIEF

Who do you want to be as an artist – what is your dream? This dream may take years to achieve but what do you really want to do? Do you want to be a designer, an animator, a videographer, an illustrator, a fine artist, an art director or anything else that come to your mind? You decide what you want to do and no one else.

Once you know your dream what are the steps to achieve this goal? Clearly the first step is to graduate with a good portfolio and personal marketing materials. Completing your degree and your portfolio shows you can reach a goal.

Then what is the next step? Do you want to go to another university, look for a job, do free-lance work, start a business, or participate in exhibitions as an artist? What are the steps you need to take to reach your next goal on the way to your long-term dream?

## PROCESS

Write a one-page critique of your work. Refer to the **First Day Activity: Art Critique** document and examples posted on the class page.

After you complete your Art Critique sit in small groups and talk about what you want to do. Keep a piece of paper with you and write down ideas that occur to you. As you talk consider the following:

1. Long-term dream or goal and first goal after graduation
2. Target Audience
3. Visual arts resources that will be included in your portfolio
4. Describe your work or what you like to do artistically
5. Describe your self artistically

Return to your computer and type your notes and ideas in Microsoft Word. This writing may be informal. Make brief statements that consider the following categories.

Remember at this point to get your assessment ideas down quickly and efficiently – just write down an informal list of words or brief statements that will document your ideas. You will write the formal artist statements, bio, and portfolio statements and gather your visual materials in upcoming assignments.

## 1. Goals

What are your goals and objectives for the future? Your Goal(s) and Objective(s) should be reflected in the marketing materials and portfolios that you will create for yourself in this course. For example, pick images for your portfolio that will support your goals rather than just make random choices. Direct your future writing to support the achievement of your goals and objectives

**Examples of Goals/Objectives (these are possibilities, you may have others):**

<b>Broad Goals:</b>		
Obtain admission to 4-year college	Find Employment (as what?)	Acquire Interviews
Sell art - photographs, paintings, etc.	Create art blog	Market art online / social media
Promote work to freelance clients		
<b>More Specific Objectives:</b>		
Fine Artist • Exhibiting Artist • Gallery Director, Owner, Manager • Curator • Art Conservation/Preservation • Art Librarian • Art Critic/Writer	Photographer: • Free Lance/Portrait • Documentary/Photojournalist • Wedding/Children's • Forensic • Travel • Fashion/Art/Music	Illustrator: • Publishing/Editorial • Children's Book • Character Development • Storyboard Artist • Digital • Packaging/Maps/Information
2D Animator	App Designer	Web Designer
3D Animator	Graphic Designer	Background/Layout Artist
Motion Graphics Designer	Game Artist/Designer	Art Instructor/Professor
Modeler	Digital Filmmaker	Advertising Design

If you have several goals you may need to find a way to combine or prioritize them, or refine them. You may find that you need to get specialized education beyond your associate degree in the future to support a specific goal. If you are uncertain of your goals as a student, this is the time to start researching and determining them. Tailor your portfolios and resume toward that goal.

## 2. Target audience

Who is the target audience for your portfolios and marketing materials? At this point you only need to determine the target audience and not the steps you will take. We will determine the steps later.

*Examples:*

- Potential employer - what type of employer or job specifically?
- Admission director/department at 4-year college - which colleges do you want to apply to and what do they require for admission materials?
- Gallery Directors for solicitation of shows?
- Print publishers that commission artwork or photographs
- Film production companies
- Design firms that commission freelancers
- Freelance Clients – what demographic – wedding photography, fashion, child portraiture, fine art portraits, illustration work?

### **3. Visual art resources**

Begin a list of the visual art you will include in your portfolio based on your goals and objectives and target audience described above.

*Note:* you will describe the images you will put in your portfolio in a later assignment. This is just a quick notation/broad overview to help you mentally review the work you have done and decide what you will put in your portfolio.

#### **Examples for digital media**

- Digital images
- Illustrations
- Symbols
- Logos
- Type design
- Character design
- Print layout
- Web design
- Video
- Motion Graphics
- Animation

#### **Examples for fine arts**

- Drawing
- Painting
- Sculpture
- Photographs
- If you plan to include fine arts work
- Illustrations

## **4. Describe your work**

Describe your work or what you like to do artistically. Write about your artwork and describe what you do. Do you primarily have class assignments or will you include personal or free-lance work? What is your strongest work and why is it the strongest?

## **5. Describe yourself artistically**

- What motivates you to make art/design/photography?
- Who are you – what are your artistic interests in general, personality, personal views or opinions?
- Describe what do you do as a creative student/professional. What do you like or find interesting about it?
- How are you different from others, in general or in your field of interest?
- What do you like to do in general or as a creative student/professional?
- What are your skills and talents – what do you do best?
- What do you want to do professionally?
- If you are not ready to do it yet, what steps do you have to take to be qualified to do it?
- Include personal biographical information as appropriate.

## **Ideas from Online Resources**

Learning a little bit about the Artist Statement and Artist Bio you will write later in this course may help you a bit with this informal assessment. An Artist Statement is about the artist's work, and an Artist Bio is about the artist. They are very concise and effective statements.

If you think it will help at this point, view just the Artist Statement and Bio parts of the following slide show. You may want to view the resume and CV sections later in the semester, but it is not necessary now.

### **How to create a photography artist statement, bio, resume and CV**

<http://www.slideshare.net/alexandracopley/how-to-create-a-photography-artist-statement-bio-resume-and-cv>

## **GRADING SHEET**

The criteria for evaluation will be how successful you were in completing the required items for the assignment. The individual parts of the assignment will be graded.

Please refer to the posted grading sheet to see specifically how your work will be graded.

## REQUIRED ITEM FOR GRADING

### **Self-Assessment**

- First Day Activity: Art Critique - Word document
- Self-Assessment - Word document

## DEADLINE

Please refer to the schedule for deadlines.

### **LATE PROJECTS**

1. This assignment is due at the deadline.
2. Projects will only be graded once.
3. No work will be accepted after the deadline unless there is a valid written medical reason or a family emergency.