

INSTRUCTOR: Janice Hathaway	COURSE: ART 287 Portfolio & Resume Preparation
STUDENT NAME:	
PROJECT 6: Print Portfolio	
C R I T E R I A F O R G R A D I N G	

CONCEPT AND DESIGN

How effectively does your portfolio further your personal "brand identity"?	1 6	2 7	3 8	4 9	5 10
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How successfully did your integrate type and image into a cohesive narrative inspired by the content.	1 6	2 7	3 8	4 9	5 10
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How well does your pages demonstrate the design principles emphasizing unity with variety?	1	2	3	4	5
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How successfully did your typography represent clear visual hierarchy to support your message?	1 6 11	2 7 12	3 8 13	4 9 14	5 10 15
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How successful were you in refining your typography through the use of kerning, leading and optical alignment?	1 6	2 7	3 8	4 9	5 10
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How successfully prepared are your portfolio works?	1 6	2 7	3 8	4 9	5 10
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REQUIRED CONTENT

How successful and complete is your portfolio with all required elements?	1 6 11 16	2 7 12 17	3 8 13 18	4 9 14 19	5 10 15 20
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- Book flap front and back
- Hard cover front and back
- Title Page

<ul style="list-style-type: none"> • Artist Statement • Biography • Art works – 12-25 • Art work descriptions • Contact information • Section title pages 	
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TECHNICAL CONTROL

<p>How successful and complete were your digital documents demonstrating the technical requirements?</p> <ul style="list-style-type: none"> • Accurately sized art works • Paragraph Styles • Grid, columns or guidelines per page • Bleed (<i>inside</i> the page size) • Placed text and linked text boxes • Placed graphics • Hanging punctuation: Story > Optical Margin Alignment • All blank pages removed • Packaged document • CMYK color for all Photoshop and Illustrator documents • PDF Profile (used when Packaging) • Pre-Flight Profile (custom profile to catch errors) 	<table> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td> </tr> <tr> <td>6</td><td>7</td><td>8</td><td>9</td><td>10</td> </tr> <tr> <td>11</td><td>12</td><td>13</td><td>14</td><td>15</td> </tr> <tr> <td>16</td><td>17</td><td>18</td><td>19</td><td>20</td> </tr> </table>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
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6	7	8	9	10																	
11	12	13	14	15																	
16	17	18	19	20																	

PRESENTATION

<p>How well organized and clearly identified is your digital presentation? How complete were you in submitting all the required elements in your presentation?</p> <p>Required items:</p> <ul style="list-style-type: none"> • Packaged InDesign document • PDF of portfolio 	<table> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td> </tr> </table>	1	2	3	4	5
1	2	3	4	5		
<p>SCORE: Total available - 100 points This assignment is worth 30% of your final grade.</p>						
<p>LATE PROJECTS:</p> <p>1. A document that is not submitted on time will receive a ten-point reduction.</p>						