

ART 450 – PORTFOLIO DESIGN

Texts + Course Module Overview

TEXTS

- Instructor-provided portfolio exemplars (agency, in-house, freelance) + hiring manager feedback
- Curated readings on case studies, personal branding, and interview presentation standards
- Technical references for print + web portfolio production workflows (templates and checklists)

COURSE MODULES

- 1) Portfolio Strategy & Audit — Define target roles, success criteria, and evaluate current work to identify gaps employers actually notice.
- 2) Positioning & Personal Brand — Articulate a clear value proposition: niche, strengths, tone, and visual voice aligned to the jobs you want.
- 3) Project Selection & Curation — Build a tight project lineup that demonstrates range without dilution, prioritizing impact over volume.
- 4) Case Study Storytelling — Structure case studies to show problem, constraints, process, decisions, and outcomes in an employer-scannable format.
- 5) Portfolio Information Design — Apply hierarchy, captions, sequencing, and image standards so work reads clearly in seconds.
- 6) Visual System & Consistency — Establish type scale, grids, spacing, and layout rules that unify the portfolio.
- 7) Personal Identity Touchpoints — Develop brand assets for yourself (logo/wordmark as needed), email signature, resume styling, and basic stationery.
- 8) Business Card & Print Prep — Design a professional business card and prepare print-ready files with proofing, bleeds, and finish considerations.

- 9) Portfolio Book Planning — Choose format and pacing, map a table of contents, and prototype spreads before high-polish layout.
- 10) Portfolio Book Production — Produce a polished, print-ready portfolio book PDF with consistent typography, image handling, and craft.
- 11) Website IA & Content — Plan site structure, project pages, About/Contact, and writing that reflects recruiter and hiring manager behavior.
- 12) Website Design & Build — Design responsive pages and publish a functioning portfolio website with performance, accessibility, and clarity.
- 13) Portfolio Show Display Design — Plan a cohesive physical display (print selection, mounting, labels, lighting) that elevates the work.
- 14) Final Polish & Interview Readiness — Quality control, portfolio walkthrough script, mock interviews, and final show installation preparation.