

Print Portfolio
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Assemble **at minimum** a total of 10 pages of your print portfolio. When assembling your flatbook, keep the following ideas in mind:

- 1) Avoid too much negative space, fill the space evenly with your work.
- 2) Avoid cluttering up a page with too many images.
- 3) Let large images with lots of detail take their own page in your flatbook.
- 4) Quality is better than quantity. Pick only the BEST images from your body of work. These images represent your skill and abilities. If you see issues with a particular image, then so will the art director that's looking at your work.
- 5) Your flatbook layout should serve as a frame that showcases your images. The layout should not detract (or distract) from the images.
- 6) Start with your BEST image. End with your BEST image. Put great images in between.
- 7) Show process - i.e. how you arrived at a particular design solution - in a few of your pages.
- 8) Tailor your print portfolio to your **STRENGTHS**. Avoid putting in any work you consider weak or unfinished.

Save each page as **Lastname_001.jpg, Lastname_002.jpg**, etc.

Turn in **at minimum** 10 pages (in .jpg format) in my dropoff box (**Week 6 Due**), in your **Firstname_Lastname** folder

Due at the beginning of Week 6. **No exceptions**. This project will be worth 100 points. The grading rubric that I will use to assess your flatbook is on the next page.

Visual Appeal 20 points	An exceptional visually appealing portfolio page. Excellent use of space and strong color choices enhance the appeal.	A visually appealing portfolio page. Minor compositional / color choice issues in portfolio layout	Portfolio has average appeal. Nothing particularly wrong, but nothing particularly outstanding either.	The portfolio lacks visual appeal and/or major compositional issues with portfolio.
Technical Specs followed 20 points	Files uploaded to the blog, in sequence and correctly scaled to fit the browser window.	Files uploaded to the blog, and correctly scaled to fit the browser window.	Files not uploaded to the blog and/or images take too long to load because they were not scaled properly.	Didn't follow the technical specifications at all.
Portfolio Composition 20 points	Excellent balance between positive and negative space.	Solid composition, good contrast between positive and negative space. Minor compositional issues.	Composition is too busy, or too much negative space is present	Portfolio composition is haphazard and disorganized.
Participation 20 points	Actively contributes helpful suggestions and feedback during critique	Occasionally contributes to critiques, but pays attention during the critique.	Has to be called on to offer critiques. Not fully paying attention.	Absent, not paying attention for most of the presentations or otherwise not participating in critiques.
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