

Week 11 Deliverables:

- 1) **Printed Portfolio** - an 11" x 17" flatbook / portfolio that professionally showcases your design strengths. Include all appropriate artwork, with your name, title, contact information (e-mail / website) on each page.
- 2) **Website** - must include your name, title, and have at least the following:
 - * home page (Artist intro / statement - *Who are you? What do you offer that other artists don't? Why should someone hire you?*)
 - * portfolio image gallery section
 - * at least 3 videos showcasing your animation / modeling abilities
 - * your resume (online as well as PDF)
 - * site must be accessible via the web
 - * site must be appealing, have functional navigation throughout and no spelling mistakes.
- 3) **Business cards** (printed) - standard size, with your name, logo, contact information and title. Text and information must be clear and easy to read and attractive to get a client's attention.
- 4) **Presentation** - you will be required to dress in professional attire when presenting your work on Week 11. Make sure that you are
 - * confident
 - * clear (don't talk too soft)
 - * organized
 - * efficient (you will be allotted 10 minutes maximum)
- 5) **DVD** - burn a well-organized DVD with your flatbook pages at 11" x 17" format in JPG format (make sure quality is set to **High**). Include digital copies of your business card and all your website files. **NOTE:** Please **TEST** your data disc on both Mac and PC.

Please refer to the next page for the grading rubric.

Flatbook Rubric:

Visual Appeal 20 points	An exceptional visually appealing flatbook page. Excellent use of space and strong color choices enhance the appeal.	A visually appealing flatbook page. Minor compositional / color choice issues in card layout	Flatbook has average appeal. Nothing particularly wrong, but nothing particularly outstanding either.	The flatbook lacks visual appeal and/or major compositional issues with card.	Not turned in.
Readability 20 points	Excellent contrast between text and background. Font choices complement the aesthetics of the design and are at an easy to read type size.	Good contrast between text and background. Font choices complement the aesthetics of the design and are at an easy to read type size.	Readability issues with the font choice or color contrast between text and background.	Readability issues with BOTH the font choice AND color contrast between text and background.	Not turned in.
Layout 20 points	Images in flatbook are color corrected, thoughtfully cropped and arranged. Portfolio has professional polish and "eye appeal"	Images in flatbook have minor compositional issues on at least 1 page. Overall portfolio work is good with minor issues that need to be addressed.	Images in flatbook have compositional issues with 2 or more pages. Overall portfolio work is average with technical design issues that need to be addressed.	Images in flatbook have serious compositional issues with 5 or more pages. Overall portfolio work is weak and needs significant reworking.	Not turned in.

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Business card:

Visual Appeal 20 points	An exceptional visually appealing business card. Excellent use of space and strong color choices enhance the appeal.	A visually appealing business card. Minor compositional / color choice issues in card layout	Business card has average appeal. Nothing particularly wrong, but nothing particularly outstanding either.	The business card lacks visual appeal and/or major compositional issues with card.	Not turned in.
Readability 20 points	Excellent contrast between text and background. Font choices complement the aesthetics of the design and are at an easy to read type size.	Good contrast between text and background. Font choices complement the aesthetics of the design and are at an easy to read type size.	Readability issues with the font choice or color contrast between text and background.	Readability issues with BOTH the font choice AND color contrast between text and background.	Not turned in.
Professionalism 20 points	All technical specifications (project parameters) followed. Printed business card submitted. Excellent quality and professional in appearance.	Printed business card submitted. Good quality and acceptable in appearance.	Printed business card submitted. print quality is poor or otherwise unprofessional in quality and/or appearance.	Business card did not meet project parameters. One or more significant design issues with business card. Print version of card not submitted.	Not turned in.

Website:

Color scheme 20 points	colors and theme of website compliment other branding assets. Colors are in harmony and create unity in the overall design	Colors and theme of website have minor inconsistencies with the brand. Minor color issues with overall design.	Several inconsistencies found within color choices for the site. Colors are distracting and compete with the overall design.	Colors chosen make it difficult to read text from the background and do not match the branding of the business card and DVD menu	Not turned in.
Typography 20 points	Type is customized , easy to read and consistent with the overall branding. Type compliments the design aesthetics. Excellent contrast between text and background.	Type is easy to read and consistent with the overall design. Good contrast between text and background.	Readability issues with the font choice or color contrast between text and background.	Readability issues with BOTH the font choice AND color contrast between text and background.	Not turned in.
Layout 20 points	Graphic elements, typography and color work well together to enhance and balance overall design. The web site has an exceptionally attractive and usable layout.	Graphic elements, typography and color work well together to balance overall design. One or two minor issues in layout.	Graphic elements, typography and color have several minor design issues with overall site. The web pages have a usable layout, but may appear busy or boring.	The web pages are cluttered looking or confusing. It is often difficult to locate important elements.	Not turned in.
Spelling 20 points	There are either no spelling or grammatical errors, but there may be one or two very minor spelling and/or grammatical errors in the entire site.	There are a few spelling and/or grammatical errors in the entire site.	There are several spelling and/or grammatical errors in the entire site.	There are maybe many spelling and/or grammatical errors in the entire site.	Not turned in.
Image Gallery 20 points	Site includes an attractive image gallery. All image links work. Gallery is logically and clearly organized.	Site includes a functional image gallery. May have minor spacing and padding issues. All image links work.	Image gallery has layout issues and/or one image does not load properly.	Image gallery has more than 1 image or thumbnail that does not load properly.	Not turned in.

Video Integration 20 points	Video gallery is attractive, includes a demo reel - with content logically and neatly organized.	Video gallery includes a demo reel - minor issues in padding and spacing arrangements of videos.	Video gallery includes a demo reel - but no other videos shown. Significant negative space issues on demo reel page.	Demo reel video not included or does not properly play back from the website.	Not turned in.
Contact page 20 points	Contact form is attractive, functional, and includes at least one additional image to compliment the page's design.	Contact form is functional and includes at least one additional image on the page design. Minor issues in layout and or spacing between the image and contact form.	Contact form is functional - does not include at least one image to compliment the page layout.	Non functional contact form or contact form page not included.	Not turned in.
Technical Specs followed 20 points	Site uploaded to the web with URL e-mailed to the instructor before Week 11. Work also in drop-off box. No broken images or links.	Site uploaded to the web with URL e-mailed to the instructor ON Week 11. Work also in drop-off box. No broken images or links.	Site has broken links and /or images. Site partially uploaded to server. Work also in drop-off box.	Site not uploaded to the server and/or URL not emailed to instructor.	Work not uploaded or placed in drop-off box at the beginning of class.

Presentation:

Presentation (20 points)	Prepared, professional in attire and presentation mannerisms , and ready to show work when called upon.	Prepared, ready to show work when called upon.	Not fully prepared. (i.e. file not in drop-off box, waiting for files to copy, etc.).	Unprepared and/or Not professionally dressed.	No presentation made.
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 or otherwise distracted.	Absent, not paying attention for most of the presentations or otherwise not participating in critiques.

DVD Packaging:

Design 20 points	DVD packaging is attractive and easy to read and consistent with existing branding. DVD includes a neatly labeled disc with student's name, contact information and professional title. DVD jacket also contains student's name, contact info and professional title.	DVD packaging is easy to read and consistent with existing branding. DVD includes a labeled disc with student's name, contact information and professional title. DVD jacket also contains student's name, contact info and professional title.	DVD packaging is difficult to read and consistent with existing branding. DVD and/or DVD disc jacket missing one or more bits of pertinent contact info.	DVD packaging poor or unprofessional in appearance. DVD and/or DVD disc jacket missing name.	Not turned in.
Technical Specifications 20 points	DVD contents are neatly labeled and organized.	DVD contents labeled and organized. Minor issues in organization.	DVD contents not organized in a clear and consistent manner.	DVD missing business card or website related assets.	DVD does not contain data.

Total Possible Points: 360