

Demo Reel Presentation  
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## **Leave-Behind Project**

### **DUE WEEK 6:**

In order to... a) have the employer remember YOU from the other candidates, b) set yourself APART from other graphic designers, and c) reflect your AREA of INTEREST... you will leave behind a memorable portfolio sampler after the interview that shows:

- \* craftsmanship
- \* design ability
- \* ingenuity
- \* style

Create a self promotional / leave behind design that expresses the personality and spirit of you through the creative concept, imagery, materials and typography. The leave behind should answer the question “*Why should I hire this person?*”

Develop thumbnails and three rough designs for your leave-behind. Be prepared to discuss these next week in class. Put these in the Week 6 Due folder in the drop off box. **Extra credit:** save your files as **Lastname\_sketch1.jpg, Lastname\_sketch2.jpg, Lastname\_sketch3.jpg**

Your self-promotional / leave behind design should be **memorable** and **thought-provoking**. Additionally, it should show **craftsmanship**, a body of work, your **interest** and **style** AND your **ingenuity**.

Once you have obtained feedback from the instructor, pursue your final design. The final leave behinds will be due at the beginning of class on **Week 8**, no exceptions.

Rough Concepts Due Week 6. Final Product Due Week 8.

**Total Possible Points: 100**

Grading Rubric on next page.

	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>Terrible</b>
Concept	At least 3 roughs shown that demonstrate effective use of the elements and principles of design.	At least 3 roughs shown. Use of the elements and principles of design has minor flaws that need reworking	Less than 3 roughs shown and/or use of elements and principles of design has serious issues.	Conceptual work does not reflect careful thought, use of elements and principles of design.	No concept work shown
Visual Communication	thumbnail sketches are fast and undetailed, drawn in proportion to the dimensions of the finished piece, conveys entirely separate or different creative concepts, shows an emphasis of balance and unity, conveys composition sizing and position.	thumbnail sketches are fast and undetailed, not drawn in proportion to the dimensions of the finished piece, somewhat similar creative concepts, shows an emphasis of balance and unity, conveys composition sizing and position.	thumbnail sketches are vague, not drawn in proportion to the dimensions of the finished piece, balance and unity not emphasized, composition issues with sizing and position.	thumb nail sketches are of poor quality or too cluttered to follow. Major issues with composition sizing and position.	Thumbnails not turned in.

Total x 2.5 = /100