Graphic Design Portfolio: Printed Portfolio–(Student Self-Grading Rubric)

Complete this form, use it as notes when you present to class, and hand it in with your work for a final grade.   Craig Kunce

Overview: You will create a graphic designer's printed portfolio with 10–15 printed samples. Employers in the graphic design industry say that you still need a printed portfolio AND an online portfolio (Behance.net) when you apply for a job. You will make a completed portfolio case with at least 10 samples mounted in it. Design your own unique and consistent page layout (use the template below as a starting point). All pages mounted neatly in an 11"x14" portfolio case. Make life-size mock-ups of everything you can (brochures, packaging, booklets, etc. These go in the back folder, and you will take them out during an interview.

Be prepared to explain how your design work uses the list below to deliver your message visually to your audience.

Briefly describe your project: Message (3–5 words):

Where and how will it be used?   Audience (location, age, interests, lifestyle):

Grading scale design examples: craigkunce.com/student-self-evaluation-forms/	Incomplete	Needs Improvement	Almost Client-Ready	Client-Ready
1. Presentations & Critiques–Professionally and influentially present your work				
• Presentation and Critique 1 - (Three final pages, fully designed, for your printed portfolio)	○	○	○	○
• Presentation and Critique 2 - (Three final pages, fully designed, for your printed portfolio)	○	○	○	○
2. Followed Instructions–Appropriate software & equip, specs, size, color mode, resolution, brand guidelines	○	○	○	○
Production quality–is accurate, neat, clean, organized, and professional	○	○	○	○
Content–You included enough design elements to deliver your message	○	○	○	○
3. Ten Final Printed Pages in your Portfolio Case				
Each element listed below should harmonize with the others	○	○	○	○
Design Style (Fits all other design elements listed here)	○	○	○	○
Typography (Is also legible)	○	○	○	○
Color (Is also harmonious)	○	○	○	○
Photos / art / video	○	○	○	○
Sound	○	○	○	○
Layout / flow / timing / transitions / motion	○	○	○	○
Repeatable design elements / brand assets	○	○	○	○
4. Ethics & Copyright You used copyright-free layouts, designs, fonts, photos, art, videos, and sound	○	○	○	○
5. Final Project Presentation–Professionally and influentially present your work	○	○	○	○

Critique feedback from instructor and other students. How you can improve:

Reflection Questions

What are the three most important things you learned from this project?

1.

2.

3.

What three areas still need improvement?

1.

2.

3.

What three aspects of this project are you most proud of?

1.

2.

3.