

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.

Flatbook (20 points)	An exceptional visually appealing portfolio page which includes an appropriate name, title, one or more graphics, and email / web contact info. All information is within safe edge for printing.	A visually appealing portfolio page which includes an appropriate name, title, one or more graphics, one or more graphics, and email / web contact info. All information is within safe edge for printing.	Some design issues with portfolio page. Information outside of safe edge and /or missing title, contact information	The portfolio page lacks visual appeal and is incomplete.
Presentation (20 points)	Prepared, professional , 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.) -	No presentation made.
Technical Specs followed (20 points)	All technical specifications (file naming convention, project parameters followed)	Minor misspelling or folder organization issues.	Major misspelling or failure to adhere to major technical specifications.	Didn't follow the technical specifications at all.
Flatbook 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	Flatbook 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.