What can you expect from Comm 444 Portfolio Visual Communications?

Comm 444 gives you the opportunity to prepare yourself to land a job that requires visual communication skills. In this class you will:

1 Create a professional résumé, and any other self-promotional materials you will need to catch the attention of your future employer.

2 Define, design and execute projects to fill gaps in your visual portfolio.

3 Practice presenting your work, and yourself, to the class and a mock hiring panel.

Everything you'll do in VisComm Portfolio will be geared towards you getting the job that you want to get. But here's the tricky part…

YOU are in charge.

This means that you need to be self-motivated, focused and proactive. And willing to work hard. You will define what projects you are going to execute, to whom your résumé should be tailored, and how your portfolio will be presented. My job is to mentor and support you. I will give you specific requirements and deadlines to meet, but not specific methods for how to achieve these goals. By all means, ask questions and get feedback from me. My goal isn't for you to bang about in the dark, but for you to realize that you have the power to light your own path. And to improve your chances of landing exactly the job you want.

The aforementioned specific requirements and deadlines…

Résumé | 10%

Yes, I know, you probably already have a résumé. Maybe the one you created to get an internship. But that résumé will not get you a job. An employer doesn't want someone who's there for a learning experience. They want someone who is going to give benefit, and add profitability, to the company. But even if you already have a professional résumé, know this: A résumé is never done. In fact, you'll most likely modify it every time you apply for a job. And chances are that you haven't crafted a résumé for the exact industry, or company, that you're trying to break into. That's the résumé I'll want to see.

Step 1 | **Rough draft (PDF)** | **Due Feb 28**
Turn in PDF to Canvas

Step 2 | **Final draft (PDF)** | **Due Apr 11**
Turn in PDF to Canvas

Step 3 | **Presentation version (PDF)** | **Due May 2, 9 or May 16**
Will be part of your portfolio presentation
Will give a printed copy to each Hiring Committee member and me

Primary Project | **25%**

The Primary project is totally at your discretion. So make sure you do something that will fill a need in your portfolio. This is a great opportunity to add diversity to the work you will present to a potential employer. The only restrictions will be those that you place upon yourself. Oh, and this, too: Your project must have a visual communication component and be approved by me.

Step 1 | **Three project ideas** | **Due Jan 31** *(due in written form – you will also present to class)*
Three different ideas for your project. Each idea must be a *minimum* of one *very* comprehensive paragraph – explain as thoroughly as possible the purpose of the project (how it will improve your portfolio), execution steps, and presentation form.
Turn in PDF to Canvas.

Step 2 | **Final idea + Schedule** | **Due Feb 14 (Class A) or Feb 21 (Class B)**
Your idea must be completely resolved and explained in all facets of design, execution and presentation. (Things will change, but you must have a firm plan before you move forward.) Your schedule should be comprehensive and specific (see examples on class website). It is imperative for you to keep on schedule in order to meet the project presentation deadline.
Turn in PDF to Canvas.

Step 3 | **Project presentation** | **Due May 2, 9 or May 16**
You will present your individual project as part of your portfolio. The portfolio presentation is explained on page 3.

Group Project (option 1) | **25%**
You may choose to do a group project **or** two individual projects (see page 3).
Your goal for this option is to create a group of two or three people where each member has complementary skills to the other member(s). The group will define the project and the roles/ responsibilities of each group member. The ultimate goal should be that the completed project, or a portion of it, will end up in each group member's portfolio. The project must have a strong visual communication component and be approved by me.

Step 1 | **Groups determined** | **Due Jan 31** *(you will announce in class)*

Step 2 | **Three project ideas** | **Due Feb 7** *(due in written form – will be reviewed in meetings)*
Three different ideas for your group project. Each idea must be a *minimum* of one *very* comprehensive paragraph. You'll be expected to explain as thoroughly as possible the purpose of the project, execution steps, each group member's responsibilities and how it will be presented.
Turn in PDF to Canvas.

Step 3 | **Final idea + Schedule** | **Due Feb 14 (Class A) or Feb 21 (Class B)**
Your idea must be completely resolved and explained in all facets of design, execution, member roles and presentation. (Things will change, but you must have a firm plan before you move forward.) Your schedule should be comprehensive and specific (see examples on class website). Of course, you'll need to keep to your schedule in order to meet the project presentation deadline.
Turn in PDF to Canvas.

Step 4 | **Project presentation** | **Due Mar 21 or Apr 4**
Groups will present their projects to the entire class. The quality of the presentation will be an important aspect of the grade you receive. **Notes** | **1** Each class member will fill out an evaluation form judging the effectiveness of your group's project and presentation. **2** Group members will be asked to fill out a form evaluating the effectiveness of each member in their group.

Two Individual Projects (option 2) | **25%**
You may choose to do two individual projects **or** a group project (see page 2).
If you've had it up to *HERE* with group projects, then this is the option for you! All the same rules and parameters as the Primary project, but different deadlines.

Step 1 | **Four project ideas** | **Due Feb 7** (due in written form – will be reviewed in meetings)
Four different possible ideas for your two additional individual projects. Each idea must be a *minimum* of one *very* comprehensive paragraph. You'll be expected to thoroughly explain the purpose of the project, execution steps and how it will be presented.
Turn in PDF to Canvas.

Step 2 | **Final idea + Schedule** | **Due Feb 14 (Class A) or Feb 21 (Class B)**
Your idea must be completely resolved and explained in all facets of design, execution and pre-sentation. Your schedule should be comprehensive and specific (see examples on class website). Of course, you'll need to keep to your schedule in order to meet the project presentation deadline.
Turn in PDF to Canvas.

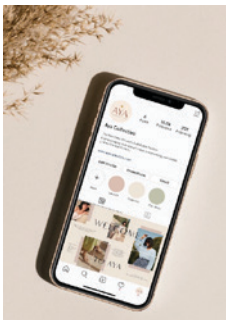**Step 3** | **Project presentation** | **Due Mar 21 or Apr 4**
You will present your projects to the entire class. The quality of the presentation will be an important aspect of the grade you receive. **Note** | Each class member will fill out an evaluation form judging the effectiveness of your projects and presentation.

Portfolio Presentation | **30%**
As you can tell by the percentage above, this is the most important component of the class. Why? Because the quality of your work, and how well you present yourself, can make or break a job opportunity. The only way to get good at presenting yourself is to practice, practice, practice. This will be an opportunity for you to do so. And in front of a hiring panel, no less! You will find an actual job listing for which you would apply – which I will then forward to your hiring committee. **Note** | Your Primary and Individual project(s) must be included in your portfolio.

Presentation | **Due May 2, 9 or May 16**

Hiring Panel | **10%**
There's only so much that can be done in an academic setting to give you a real life experi-ence. But I believe the knowledge you will gain from actively engaging in this aspect of the class can be invaluable. Effectively presenting yourself in a job interview is quite challenging, and, as you will discover, so is evaluating someone else's presentation. Here's how it will work:

As the Presenter You will present your portfolio (including your Primary and Iindividual pro-ject(s) and résumé) to a hiring panel of your peers. You will not present to me or the class, but to the hiring panel. The panel will evaluate how well you presented your work and yourself. This evaluation will be a large part of your portfolio grade.

As the Evaluator You will be on multiple hiring panels. You will be responsible for evaluating the quality of the work and presentations of those presenting to you. You will also be expected to ask the presenters appropriate questions as follow-up to their presentation. In effect, to give them as realistic an interview process as possible. You will be supplied a job listing for each presenter, so be sure to come prepared to ask good questions! Your Hiring Panel grade will be based on how effectively you engage the presenters whom you are evaluating.

Presentations | **May 2, 9 and May 16**