

# Graphic Design Portfolio & Senior Exhibition

ART442 001L/490 002L  
Spring 2023  
T/Th 1:50–4:00 p.m.  
S216 + S215

KARINA CUTLER-LAKE  
cutlerlk@uwosh.edu

Office Hour: by appointment.

## OFFICIAL COURSE DESCRIPTIONS

### 442

*This advanced-level design course should be taken concurrently with Art 490, Senior Exhibition, during a student's final semester. Students will rework existing classroom projects and develop their portfolios to a level that reflects satisfactory competence for an entry level position in the design field. Prerequisite: Art 438. A \$15 lab fee is charged for this course.*

### 490

*Theory and practice in the preparation, selection and design of student's senior exhibition. Prerequisite: Open only to senior art majors. Must have passed the Post-Foundation Portfolio Review. Pass/Fail course.*

I look forward to working with you one last time before you leave us. This is a shorter-than-normal syllabus for me—because the content of the class is *mostly on you this time around*. You are expected to be self-motivated and organized this semester.

All of this is more work than you might think: use good time management skills, and don't procrastinate. All eyes will be on your work before you know it. *Don't let yourself down.*

### *These PDFs are available via Canvas:*

The Creative Group. *Creating and Presenting a Powerful Portfolio* (2015)

Gomez-Palacio & Vit. *Flaunt: Designing Effective, Compelling and Memorable Portfolios of Creative Work* (2010)

Please review these resources. It'll help.

## LEARNING OUTCOMES & CRITICAL SKILLS

### *Students will*

- Demonstrate conceptual and technical skills necessary to effectively produce a portfolio of professional graphic design work.
- Analyze and describe their decision-making process.
- Analyze and apply a method of work involving self-examination, problem-solving, and critical thought.
- Recognize strategies graphic designers employ to conduct a successful job search.

## COMPONENTS OF THIS CLASS

### *You will produce these things:*

- Physical portfolio consisting of 8–12 revised pieces, presentation ready
- Digital portfolio: website
- Digital portfolio: PDF for online exhibition
- Visual Identity: business card
- Visual Identity: letterhead
- Visual Identity: résumé
- Senior Exhibition: poster & publicity design
- Senior Exhibition: labels, nametags

### *And you will actively participate in these things:*

- Three individual critiques.
- Senior Exhibition publicity (via email, social media, etc.)
- First floor display case installation a week before the exhibition
- Senior Exhibition installation the morning of Monday, May 8th.
- Fox River Ad Club Portfolio Review (usually happens late semester)
- Senior Exhibition refreshments, etc.

*Specific information about these requirements will be discussed in more detail during upcoming class sessions.*

**SCHEDULE:** On Canvas.

## *Graphic Design Senior Exhibition* *Priebe Gallery @ UW Oshkosh* *May 8–12, 2023*

*Reception: Thursday May 11th  
from 6:00–7:30 p.m.*

If the schedule reads *Work Session*, you are free to be wherever you can get your work done. On work session days I am available to meet with you online or in-person by request. Otherwise, there are no excused absences in this class. Attendance is mandatory—if you aren't present, you'll miss important info.

*A digital final portfolio of all projects reworked and self-promotional pieces completed (PDFs only) is due on Thursday, May 4th to Canvas under "Final Portfolio" assignment.*

## OTHER GENERAL INFORMATION

*I remain a big believer in trusting the process though serious research, trial, and error.*

*Back-up your files constantly.*

*Get to know our professional organizations, such as AIGA and Fox River Ad Club. Networking leads to employment.*

*I am always willing and eager to critique a project or offer a hand if requested. It's why I'm here.*

*I'm not giving you the kind of feedback that works best for you (assuming you're putting serious effort into your projects), let me know and I'll try to adjust it. Really.*

*Anyone with a disability needing attention is encouraged to notify the instructor immediately so modifications and/or special arrangements can be made.*

*Students are advised to see the following URL for disclosures about essential consumer protection items required by the Students Right to Know Act of 1990: <https://uwosh.edu/financialaid/consumer-information>*

*This time and these resources are for you. Use them.*