Desktop Publishing II (DGD 4503) May - Sept 2016

PROJECT Desktop2-1
Student Portfolio

Student's Name: _____

Student's ID: _____

Class: _____   Date: _____

OVERVIEW

The Importance of a portfolio

A portfolio is a living and changing collection of records that reflect your accomplishments, skills, experiences, and attributes. It highlights and showcases samples of some of your best work, along with life experiences, values and achievements. The personal information that you incorporate into your portfolio can greatly reflect on your abilities as an individual as well as become a useful tool in marketing yourself to employers, corporations, colleges and universities. A portfolio does not take the place of a resume, but it can accentuate your abilities and what you can offer in the chosen field.

Always be as specific as possible. Your portfolio can become quite a large collection of materials. For interview purposes, it would be a wise strategy to select items from your portfolio to be included in a smaller interview portfolio. The smaller portfolio can be presented during the interview and would be less overwhelming to the interviewer.
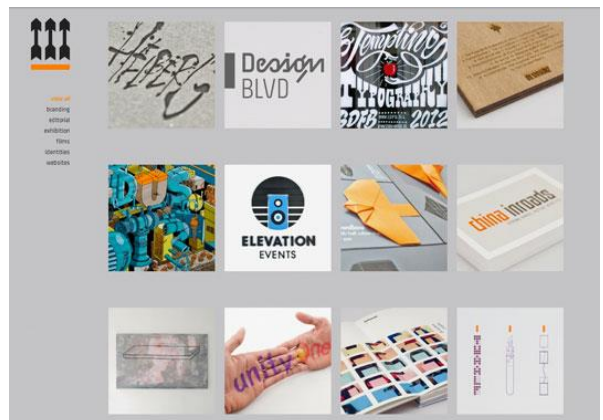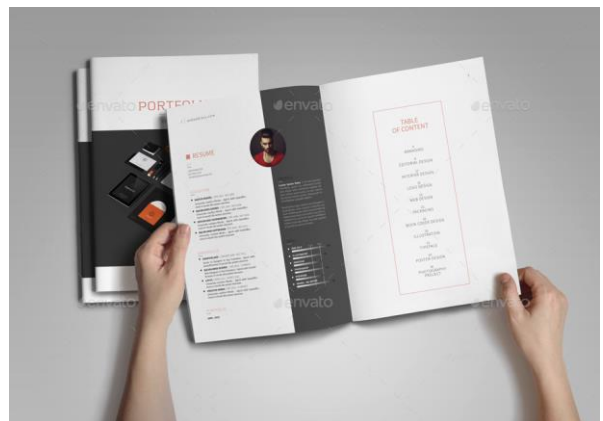
Objective

- Recognize the importance of preparing and using portfolios in the career development process.
- Identify the parts of an effective portfolio.
- Know how to compile and present your portfolio in a professional manner.

DIRECTION & PROCESS OVERVIEW

- Size: A4.
- DPI: 300
- Color: CMYK
- Portfolio page: 12 pages and above
- Bleed: Your design may bleed. Note: You do not need to increase your InDesign document size to bleed.
- Media: InDesign with original images from Photoshop and/or Illustrator.
- **You must use InDesign for your layout for this assignment.**
- **You must complete all of your text in InDesign.**
- **You may use Photoshop or Illustrator to complete your headline and image**
- **Your portfolio have to conduct with 1 page of CV and 1 page of content/index in your portfolio.**
- **Portfolio cover must print on 230gms art card, and inner page print with 108gms art paper.**
- All assignments must be typed, double spaced, and turned in on time on the due date. **NO LATE ASSIGNMENTS WILL BE ACCEPTED**. Lecturer does not accept late work for ANY reason. No exceptions.
- This assignment must be submitted in **Softcopy** (JPEG/PDF) and **hardcopy** (printout**).

Artwork Sample:

Due Date

*Your assignment must be submitted before **1st July 2016**. Late submission will **NOT** be accepted.*

*This assignment accounts for **40%** of the total marks for the course and shall be assessed based on **the Rubrics** attached.*

TURN in FORMAT

Name your final Artwork for your Assignment accordingly: YOUR name, Project name and subject title *(E.g. name-portfolio-DP2*

ASSIGNMENT *RUBRICS*

SUBJECT CODE SUBJECT NAME /SEM. YEAR

Criteria	Weightage	Weak (0-3Mark) (D / F)	Moderate (4-6 Marks) (C+ / C / C-)	Good (7-8 Marks) (B+ / B / B-)	Excellent (9-10 Marks) (A / A-)	Student's Marks	Lecture's Mark
						Max Marks	Max Marks
Ideas/Content	2.5	Ideas? You mean I have to think about this?	Needs to focus reflection more clearly on learning and subject content. Needs to expand use of details and examples.	Has a clear focus and include relevant details and examples, which have been elaborated upon. Reflection centers on learning and subject content. Has made connections across subject areas and with oneself.	Has a focus and include details and examples with elaboration. Reflection centers on learning and subject content. Has made some connections across subject areas and with oneself.	( ) 25	( ) 25
Organization	2.5	Organization? Very weak.	Attempts to organize ideas into an introduction, body and conclusion. Uses some transitions to link ideas. Tries to blend narration and reflection.	Organizes and links ideas into a logical sequence with an introduction, body and conclusion. Pulls reader into the writing. Uses transitions skillfully. Effectively blends narration and reflection.	Organizes ideas into a logical sequence with an introduction, body and conclusion. Uses transitions to link ideas. Blends narration and reflection.	( ) 25	( ) 25
layout	2.5	Design is unattractive and shows no creativity. Inconsistent format from page-to-page; portfolio design is random The portfolio demonstrates no thought about the order in which information is presented.	Design is somewhat attractive and shows little creativity. Somewhat consistent format from page-to-page; portfolio design appears fairly random. The portfolio demonstrates little thought about the order in which information is presented.	Design is very attractive and shows great creativity. Consistent format extends from page-to-page; portfolio design is intentional. The portfolio demonstrates careful thought about the order in which information is presented.	Design is attractive and shows some creativity. Some inconsistencies in format page-to-page; portfolio design appears intentional The portfolio demonstrates some thought about the order in which information is presented.	( ) 25	( ) 25
Style	2.5	Uses imprecise and repetitive word choice. Uses a limited variety of sentences. Tries to maintain a consistent tone. Needs to work on reflective voice.	Uses imprecise and repetitive word choice. Uses a limited variety of sentences. Tries to maintain a consistent tone. Needs to work on reflective voice.	Uses vivid language and a highly effective variety of sentence structures. Maintains a consistent tone and point of view. Voice is reflective.	Uses a variety of sentence structures and effective word choice. Maintains a point of view. Voice is reflective.	( ) 25	( ) 25
Comments:						100	100

What so important for a portfolio? If you could travel back in time to recreate this project, what would you do differently? What changes and/or improvements would you make? WHY? Please comment on your own design.