



SOPHOMORE PORTFOLIO REVIEW 2024

HANDBOOK

2024 PORTFOLIO SUBMISSIONS

THURSDAY JUNE 6 9AM-6PM

NO LATE SUBMISSIONS WILL BE ACCEPTED Submit at psu.qd/spr

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WHAT IS THE REVIEW?

an overview

In order to take upper division courses in graphic design at PSU, all students are required to meet all prerequisite requirements. This includes both those courses which are listed as prerequisites of the Graphic Design major and the Sophomore Portfolio Review (SPR) itself. If students have not passed the Review, then *regardless of experience or class standing* they are not qualified to take 300- or 400-level courses. Transfer students who are ready to begin third and fourth year requirements must also pass the Portfolio Review. The purpose of this Review is to ensure that students are learning the skills required for successful completion of the program.

Each portfolio is reviewed by several members of the graphic design faculty according to a set of evaluation criteria (see pages 10–13). Reviewers assign overall scores of "pass" or "no pass" indicating whether the portfolio meets with expectations of sophomore-level work. Additionally, more detailed scores across the various performance criteria of the rubric denoting areas of strength and weakness are given. Do not assume that having received good grades in classes assures a passing score in the Review. Course grades are determined by factors such as attendance, participation, quizzes and tests, reading assignments, process work, exercises, and software skills, as well as the creative work. Portfolio pieces for the Review, however, will be judged according to their own merits, without reference to all the factors named above.

The Sophomore Portfolio Review is based primarily on creative performance. Supporting documentation such as contextual statements, the process deck, and the cover letter contribute to the evaluation as secondary elements. The focus of the Review is on the totality of the projects presented, with emphasis placed on the ability to demonstrate the expertise needed to be successful in upper-division courses.

REQUIREMENTS

BEFORE YOU SUBMIT

COURSEWORK

See page 3 for coursework requirements for the BFA in Graphic Design. For transfer students, a completed AA/AS in graphic design or equivalent coursework will be considered equivalent to all PSU requirements. If you will not have a completed AA/AS or are pursing the BA/BS degree path, contact a PSU advisor.

VIDEO PRESENTATION & Q&A SESSION ATTENDANCE BOTH REQUIRED

All students who want to participate in the Review must <u>both</u> watch the informational video presentation *and* attend a Q&A session. These give a thorough overview of what is to be expected and information about helpful resources. See page 6 for details.

SUBMISSION REQUIREMENTS

PORTFOLIO PDF

A portfolio with: a table of contents, seven projects with descriptions for each, one project dedicated to page layout, and one project with a process deck. See pages 4–5 for complete requirements.

PAGE LAYOUT PDF

A complete PDF (output as spreads with no marks/bleed) of the project you selected for page layout, demonstrating flowed text across multiple pages with 12 pages minimum. See page 5 for requirements.

PROCESS PDF

A PDF deck of one project you select from your portfolio demonstrating process. See page 5 for requirements.

COVER LETTER

A short cover letter (1,500–2,500 characters) discussing why you wish to pursue graphic design as a career path. This will be entered as plain text into the portfolio submission form. See page 6 for details.

DARS PDF

Print your DARS (and/or transcript for transfers) from Banweb and include it in your portfolio so reviewers can check that all prerequisites have been taken. **Do** *not* **typeset or redesign your DARS.**

REQUIRED COURSEWORK

Below are Review participation prerequisites for students enrolled in the BFA in Graphic Design degree for Fall 2020 or later catalog years. First year requirements vary for students on prior catalog years; see an advisor for questions about degree planning. Please note that to qualify for the Review, all coursework listed below must have been completed with a final grade of C- or higher. ADVISING APPOINTMENTS: pdx.edu/art-design/advising-0

COURSE PLANNING GUIDE: *app.banner.pdx.edu/cpg*

Missing requirements due to insufficient planning cannot be waived. Not all courses are offered each term; check the Course Planning Guide to ensure required courses are taken when available.

FIRST YEA	R COURSEWORK (Fall 2020 catalog or newer)	OFFERED	PREREQUISITES
DES 111	Design Thinking	FWS	
DES 120	Digital Graphics	FWS	
DES 121	Intro to Type & Design Principles	FWS	DES 120
DES 125	Show & Tell	FWS	
DES 140	Foundations in Motion, UI, and UX	FWS	DES 120
ARH 2XX	* Any 200-level Art History Course	FWS	

* Students may submit if the Art History requirement is missing, but we recommend fulfilling that requirement as soon as possible.

SECOND YEA	R COURSEWORK	OFFERED	PREREQUISITES
DES 200	Digital Page Design I	FWS	DES 120
DES 210	Digital Imaging & Illustration I	FWS	DES 120
DES 224	Storytelling and Narrative	F W	DES 120 and 121
DES 225	Design Systems	W S	DES 224
DES 254	Typography I	FWS	DES 120 and 121
DES 290	Histories of Graphic Design	F S	

THE PORTFOLIO

contents & requirements

The portfolio will consist of seven of your best design projects. Choose work that best demonstrates your ability to meet the portfolio criteria and represents a variety of skills. These seven projects will likely come from our 200-level courses, however you are welcome to incorporate self-driven or freelance work. Work that consist of multiple parts, like an identity system, or campaign, counts as one project.

Of your seven, there are two required projects which also have additional components outside the portfolio: one project should demonstrate page layout skill, and will also be required in full as a separate PDF upload; another project should demonstrate your design process in the form of a separate PDF (note that process work itself should not be included in the main portfolio PDF). The portfolio itself should be well-designed and treated with care. How you present work matters—if a reader cannot separate projects from one another or clearly tell the form of a project from photos, the work itself won't shine. It should clearly demonstrate your skills in layout and image-making. Images should be the correct resolution, type should be refined, and production should be skillful. This can also be a place to set the tone of your portfolio with the layout.

Remember, there must be seven projects. Projects should include clear numbering in both the table of contents and alongside the other labeling information at the start of each project. Inclusion of fewer than seven projects will result in an automatic disqualification.

POVEFOLIO PEF 1920 X 1080 PX @ 144 PPI 20 MB OR SMALLER

RGB

PORTFOLIO FORM & FORMAT

Portfolios should be **1920** × **1080px** (landscape orientation) and in RGB. All included images should be 144 ppi or greater.

Body type for the portfolio itself should be set at 24 pt or greater, though captions and other type detail may be set smaller (please note that this requirement does not apply to project work itself; type shown within portfolio projects should be appropriate for piece itself). Use of InDesign is recommended for creating portfolios.

Portfolio PDFs should be no more than 20 MB in size. Curation of images and use of limited compression is recommended—see page 19 for ways to reduce file size.

Cover Page

Portfolios must include a cover page with your full name, contact information, and ID number. This can also be a place to visually set the tone of your portfolio.

Table of Contents

The second page of your portfolio should be a table of contents. This should list all pieces included with a number and project title.

Project Labeling

At the beginning of each project, include the project number, title, course and instructor (if completed as an assignment), and a short description of the project. This description should be concise—no more than 3 sentences—and give reviewers context for the project's goals and concept, including your intended audience. Cite image sources with captions where required.

REQUIRED PROJECTS

Page Layout Project

One project should demonstrate your page layout skill and include typographic detail and flowed text across a minimum of 12 pages. This is required to gauge your skills using large amounts of text over multiple pages, with various hierarchies. You should have at least one such project from DES 200. If unsure, ask a faculty advisor.

In addition to its inclusion in the portfolio, students will also be required to submit a full PDF copy of this project as a separate upload. The full PDF of this project should be exported as spreads.

Project with Separate Process Deck

Another project in your portfolio must include a *separate* process deck PDF that shows your steps from beginning to completion. <u>Do not</u> include process work in your Portfolio PDF itself—just the outcome as your project.

The process deck should be well-developed and include some or all of the following: field research, academic research, visual research, notes, mind maps, readings on your subject, sketches, digital roughs (various rounds), mockups, materials experiments, etc. This gives insight to how you work, and the effort you put in. Choose a project that demonstrates this well—in other words one that shows in-depth research and the thought process that lead to your successful and unique design solution.

This process PDF should be the same dimensions and cover page requirements as your portfolio. There is no need to duplicate project pages in this deck, but *please include the project number on the cover page.*

PREPARATION

INFORMATIONAL VIDEO REQUIRED

Students who want to participate in the Review <u>must</u> watch the informational video at online at **psu.gd/sophomore**. The Sophomore Portfolio Review is explained by a professor with visuals and can be watched at the convenience of the student.

ATTEND A Q&A SESSION REQUIRED

Mon., Feb. 26 at noon

Tue., Mar. 5 at noon

Winter Term: Spring Term:

g Term: Wed., Apr. 10 at noon

After watching the informational video, attend <u>one</u> of the above Q&A sessions. These sessions give you a chance to clarify any questions you have after watching the informational video. See *psu.gd/sophomore* for session locations and more information.

SELECT WORK

Your portfolio must contain seven projects. The majority of your work will be from 200-level courses with an emphasis on conceptual and creative solutions. In the case of related pieces or campaigns (e.g. letterhead, business card, and envelope), these are considered one piece. This is encouraged for projects of limited breadth, such as a single poster.

Choose work that best demonstrates your ability to meet the portfolio criteria and represents a variety of skills. Refer to the evaluation criteria listed in this handbook for requirements. Faculty are available to help in the selection of work during advising appointments, but mentors and classmates can also be helpful.

CRITIQUE & REVISE

As you finalize your projects in your classes, you may receive final notes or critique for how you can expand or improve them. This can be vital when preparing for the Review. Many or all of your projects may need to be revised to pass the Review. Visit faculty for advice, plan critiques with other students, and check-in with your mentor to make sure you are making the proper changes to refine your projects into the best representation of your work that they can be. Engaging in critique from a variety of sources is strongly suggested.

WRITE A COVER LETTER

Your cover letter is meant to give reviewers a sense of why you wish to pursue graphic design as a career. It should demonstrate your ability to discuss design critically, using design vocabulary. This is your chance to show your passion and specific interests within the design world. Offering explanations for why you feel a certain way will give depth to your cover letter. You will write your cover letter as a short essay (1,500– 2,500 characters) that you will enter into the portfolio submission form; no typesetting is necessary. Be specific, and be sure to explain the "why," rather than give a summary of "what."

KEEP TO A SCHEDULE

Keep yourself accountable to a schedule, that will allow equal time and energy on all seven of your pieces. It is also important to take into consideration how much time it will take to document, assemble, finalize, and export your portfolio and support materials. Budget time so you have your work, documentation, and portfolio compilation work completed well before submissions close.

DEVELOP YOUR PORTFOLIO

Remember to leave time to compile and iterate on your portfolio. The way you present work can be as important as the work itself. Ensuring that your portfolio's layout, image selections and treatment, and type system are clear and effective for reviewers is critical for your work to be understood.

SIGN UP & SUBMIT

The Review submission deadline is listed both in this handbook and on psu.gd/sophomore. Budget time accordingly so you are submitting your work early, considerably before the closing deadline. Late submissions will not be accepted. Notices will be posted on psu.gd, social media, and in the weekly newsletter (*psu.gd/newsletter*).

FALL CLASSES

All students taking the Review are restricted from registering for the 300-level classes until the results of the Review have been published. This hold is expected. Once you receive your score, the registration restrictions will be lifted and you can register for the 300-level design classes. *All students who pass Review will be required to enroll in DES 320 in fall term following the Review.*

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OUTCOMES

CONDUCT

PASS

"Pass" portfolios demonstrate critical skills and proficiencies necessary to per form successfully in upper-division courses. Students who pass may register for 300-level graphic design courses.

NO PASS

Portfolios receiving a "No Pass" score do not demonstrate critical skills and proficiencies necessary to perform successfully in upperdivision coursework. Students who do not pass the Review are still fully supported in the Program; we encourage these students to meet with an advisor immediately following the Review to put a plan in place for the future. Receiving a No Pass does mean that students are ineligible for 300-level required courses and will not be able to register for 300-level classes until they successfully pass the Review.

For students who continue pursuing a graphic design degree after receiving a No Pass, it is recommended that they take or retake specific courses to improve their portfolio. No Pass portfolios generally indicate that the student's work will be improved best when supported by continued class structure (often through auditing a class or two) and interaction with instructor(s), advisors, and classmates. No-Pass portfolios may be revised and resubmitted in the following year's Review for reconsideration.

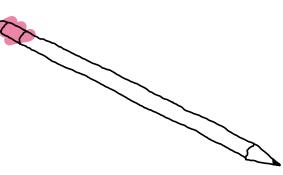
Portfolios that are incomplete, do not provide enough material to evaluate, or violate conduct guidelines outlined in this handbook may be disqualified. Students receiving a disqualification are equivalent to no pass and will result in the student not being able to advance to upperdivision coursework. Portland State's Code of Student Conduct (*pdx.edu/dos/psu-student-code-conduct*) aims to: "promote a campus environment that supports the overall educational mission of the University; protect the University community from disruption and harm; encourage appropriate standards of individual and group behavior; and to foster ethical standards and engaged citizens."

In the Graphic Design Program, we have additional standards we expect students to maintain. Students are also expected to review these standards as outlined in the Graphic Design Code of Conduct (*tiny.cc/psugdconduct*). Students who do not agree to comply with these policies will not be eligible to participate in the Review.

Any behavior that violates the student code of conduct will result in immediate dismissal/ failure from the Sophomore Portfolio Review. This includes but is not limited to: obstruction or disruption of class or other university activities, harassment, plagiarism (including copying of another's visual works or writing), cheating, threatening others, stalking, or any other illegal activities. We support a safe, equitable and inclusive environment for all of our students, faculty, and administrators.

Students found to be in breach of either the program or university code of conduct will not pass the Review, and will not be given any portfolio feedback.

EVALUATION CRITERIA



	Incomplete	Below Average	Evolving Skills	Above Average	Advanced
WRITING Writing sample demonstrates critical thinking, analytical skills, and uses design vocabulary appropriately	Did not include enough to adequately assess	Writing skills need further development	Writing skills are evolving but need to be pushed further	Writing skills are good	Writing skills are advanced
RESEARCH Uses multiple types of research (audience, competitor, academic, field, and visual research) is identified and gathered into a process book to inform the project	Did not include enough to adequately assess	Needs to incorporate more research	Incorporates research but needs to be pushed further	Incorporates a good amount of research	Incorporates advanced research
PROCESS Uses a design process to develop ideas from conception to completion, exploring multiple directions at every stage	Did not include enough to adequately assess	Needs to further develop process	Incorporates process to develop work and ideas but needs to be pushed further	Incorporates a good amount of process	Incorporates advanced process
COMPOSITION & GESTALT (2D DESIGN PRINCIPLES) Use of scale, rhythm, proportion, unity, texture, emphasis, hierarchy, etc.	Did not include enough to adequately assess	Compositional principles need further development	Compositional principles are evolving but need to be pushed further	Compositional principles are good	Compositional principles are advanced
COLOR Use of color	Did not include enough to adequately assess	Use of color needs further development	Use of color is evolving but needs to be pushed further	Good use of color	Color-use is advanced

	Incomplete	Below Average	Evolving Skills	Above Average	Advanced
IMAGE APPLICATIONS Ability to work with existing imagery	Did not include enough to adequately assess	Imagery needs further development	Imagery is evolving but needs to be pushed further	Imagery is good	Imagery is advanced
IMAGE-MAKING Creation of original graphics, photos, illustrations, collages, etc.	Did not include enough to adequately assess	Image-making needs further development	Image-making is evolving but needs to be pushed further	Image-making is good	Image-making is advanced
TYPOGRAPHIC STRUCTURE Working with text and text bodies, including structure, hierarchy, grid use, and technical formatting (kerning, leading, line wraps, etc.)	Did not include enough to adequately assess	Typography needs further development	Typography is evolving but needs to be pushed further	Typography is good	Typography is advanced
EXPRESSIVE TYPE & LETTERING Expressive use of existing type or original letterforms	Did not include enough to adequately assess	Typography needs further development	Typography is evolving but needs to be pushed further	Typography is good	Typography is advanced
CONCEPT How ideas are communicated through design elements	Did not include enough to adequately assess	Concepts need further development	Concepts are evolving but need to be pushed further	Concepts are good	Concepts are advanced
PRODUCTION The craftsmanship of individual projects and the overall portfolio	Did not include enough to adequately assess	Production needs further development	Production is evolving but needs to be pushed further	Production is good	Production is advanced
RISK-TAKING AND ORIGINALITY Evidence of taking creative risks, pushing beyond safe forms, and developing original solutions	Did not include enough to adequately assess	Creative risk-taking needs further development	Creative risk taking is evolving but needs to be pushed further	Creative risk-taking is good	Creative risk-taking is advanced

FAQ

EVALUATION & SCORING

Can I appeal my score?

Outcomes of the Sophomore Portfolio Review process are final. *Final Evaluation Scores are* <u>not</u> subject to an appeal.

What if I turn in my portfolio late?

No portfolio will be accepted after the specific date and times specified, <u>without exception</u>.

What if I am unable to make the portfolio submission deadline?

Turning in portfolios within the time listed is mandatory for all students, and no portfolios may be accepted late. Submitting well before the final deadline is strongly recommended.

How are portfolios evaluated? Are classroom/project grades considered?

Portfolios are judged from a holistic perspective considering the range of student work across the curriculum plus the wider body of contemporary graphic design. The School acknowledges that Sophomore work exists at a different level than that of truly experienced practitioners. However, for the sake of providing a realistic assessment of design work to-date, the bar for the Review is intentionally set high.

Although classroom grades incorporate aspects such as participation and attendance, the overall quality of each portfolio is gauged according to its own merits. Those characteristics not directly related to the apparent strengths of visuals, concepts, etc., are not taken into consideration. Further revision and critique are strongly encouraged even for projects with high marks. How can I get everything done in time? Preparing a portfolio can be very rewarding and enlightening, but it is also an extremely laborintensive endeavor. Mastering one's time management, remaining open to diverse feedback from peers, and taking personal responsibility for one's performance are crucial qualities to foster and maintain throughout the process.

There are numerous channels and networks through which you can receive advice, feedback, and help. These include: faculty advising appointments; student mentors, online help groups; posts online at psu.gd; and casual support/feedback from other students, both those going through the Review and those upper-division students who have already passed the Review.

What do I do if I don't pass?

It's okay! Work with your faculty advisor to come up with a plan will help keep you on track to graduate on time. Also, your advisor can help you figure out what classes to take next year to continue to fulfill degree requirements while also continuing to develop your skills moving forward.

What if I have questions or concerns about my Review feedback?

Contact one of your Graphic Design advisors. Bring your PDF portfolio to the meeting.

ELIGIBILITY

What classes do I need before I'm eligible? You need all coursework that comes before the Sophomore Portfolio Review as listed on page 3 and you must have earned a grade of C- or higher.

SUBMISSION REQUIREMENTS

Can I have more (or less) projects? Portfolios must include exactly seven (7) projects,

no more or less. Portfolios which do not follow instructions will be disqualified.

Should I include my page layout project just as a separate upload? How should I show it in my portfolio?

You must include your page layout project both in your portfolio <u>and</u> in full as a separate PDF upload. While the full booklet PDF is required to allow reviewers to inspect your type detail work more closely, there is no need to include the entire contents of your page layout project in your portfolio. Use your portfolio to highlight your best layout work from the larger project. Note: the separate PDF upload must be generated directly by page layout software, though mockups/photos/scans of the project are acceptable within the portfolio itself.

How long should my page layout project be? See page 4 for page layout project requirements.

Do I need to photograph my work?

No. We suggest you only photograph your work if you feel you can execute it well. Otherwise, it can distract from the design itself.

Can I include anime or other cartoon characters within a project? No. We want to see your original work—not

drawings of someone else's drawings.

Can I include professional/client work?

While work completed outside of school may be used, remember that work completed as part of your graphic design coursework has gone through a process of critique and revision from your peers, instructors, and advisors that work completed for other contexts may not have. Discussion of any outside project with an advisor is recommended.

Can I include collaborative projects?

You may include projects you have worked on as part of a team, but you <u>must</u> cite your collaborators, what role you played on the team, and what specific parts of the project you were responsible for designing.

Do I need to include the same number of portfolio pages for every project? Not necessarily. Include the number of pages

that is appropriate for the needs of each project.

Do I need to include an Art History paper?

No. Do not include anything from an ArH course or DES 290. Your cover letter will serve as a writing sample and should follow the guidelines listed on page 6.

Do I need to show process?

Yes, for one project of your choosing in a separate PDF file upload to the submission form. See page 5 for requirements.

How do I include my DARS?

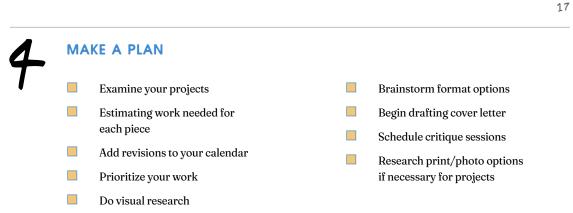
As a separate PDF file upload to the submission form, printed/exported from Banweb—do not alter or redesign it. We will look at your DARS to verify your prerequisites and grades.

Should I include a photo of myself? No. In fact, we strongly discourage it.

What should be on the front of my portfolio? Please see page 5 for cover page requirements. Please make sure reviewers can read all required information, but also remember that this is like a book cover, so you can use it to make a positive first impression.

PERSONAL PLANNER

WATCH THE VIDEO, ATTEND A Q&A, AND READ THE HANDBOOK



DEVELOP & REVISE WORK

How often are you planning to get feedback?

Who are you going to meet with for critique?

When will you complete your cover letter?

Which of your projects will be used to demonstrate page layout skill?

Which of your projects will be used to demonstrate process?

Process section process:

Gather research

Find all your sketches

Compile digital roughs

- Compile visual choices
- Document work
- Write project descriptions

GATHER PROJECTS See the guidelines and rubric to

See the guidelines and rubric to help you narrow things down. Feel free to consult with an advisor for assisance.

MEET WITH YOUR MENTOR & FACULTY ADVISORS

Get feedback on project selection and development.

DOCUMENT WORK & FINISH IT UP Consider options for documenting (digital mockup vs. photographed print) Reserve time for production Document all pieces Color correct images Proof for type consistency exported as spreads Maintain consistent hierarchy Check alignment/registration on print work TURN IT IN ON TIME! psu.gd/spr Portfolio PDF DARS PDF Cover Letter (as plain text, not PDF) Process Deck PDF Page Layout PDF

TREAT YOURSELF

Congrats on submitting your portfolio! Give yourself a pat on the back (or a slice of pizza?) to congratulate yourself for turning things in on time. Results will be announced the week of June 17.



- Check "Effective PPI" for all images in InDesign (144 ppi minimum)
- Check file sizes and formats
- Double check DARS for correctness
- Check that page layout sample PDF is in

LINKS & HELPFUL RESOURCES

SPR Portfolio Submission	psu.gd/sp	
SPR Requirements, Guidelines, and Important Dates	psu.gd/sophomore	
Advising Appointments	pdx.edu/art-design/advising-0	
Course Planning Guide	app.banner.pdx.edu/cpg	
Mentorship	psu.gd/mentorship	
Soph Return: Past Portfolio Examples	psu.gd/sophreturn	

College of the Arts (COTA) Labs SH 107, FMH 241, & AB 170

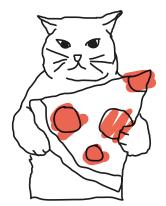
psu.gd/labs

commerce.cashnet.com/artlab

Make a deposit to print/RISO in a COTA lab Creative Suite Photo Lighting Booth AB 290

PDF Compression/Size Reduction	smallpdf.com
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REDe Print 1915 SW 6th	redeprintnshop.com
Copyman 1242 SW 11th	copymanportland.com
Kelly Spicers Paper 925 SE Clay	kellypaper.com
Pro Photo Supply 1112 NW 19th	prophotosupply.com
Oblation Papers & Press 516 NW 12th	oblationpapers.com
Blick Various (closest is 1115 NW Glisan)	dickblick.com
SCRAP PDX 1736 SW Alder	scrappdx.con
Columbia Art & Drafting 1515 E Burnside	columbiaartanddrafting.con



my schedule

APRIL

Monthly goals:		
1	11	21
2	12	22
3	13	23
4	14	24
5	15	25
6	16	26
7	17	27
8	18	28
9	19	29
10	20	30

MAY

Monthly goals:			_
1	12	23	_
2	13	24	-
3	14	25	-
4	15	26	_
5	16	27	_
6	17	28	_
7	18	29	_
8	19	30	_
9	20	31	_
10	21		
11	22		

JUNE

See back cover for portfolio submission dates.

Your score will be shared electronically after all portfolios have been fully reviewed.

FEBRUARY

Monthly goals:		
1	11	21
2	12	22
3	13	23
4	14	24
5	15	25
		26
		27
		28
	19	

MARCH

Monthly goals:		
	13	
2	14	26
3	15	27
4	16	28
5	17	29
6	18	30
7	19	31
8	20	
9	21	
10	22	
11	23	
12	24	







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