

ARCHITECTURE 2250
Architectural Presentation and Portfolio
Fall Semester 2011

What is a portfolio?

A portfolio is a collection of your work, and a personal statement of your creative ability. It demonstrates your skills as a designer and your ability to organize and communicate ideas. This organization and communication is as essential as the work contained within. How you execute your portfolio will say much about you as a future professional architect and designer.

Who is it for?

Most design school admissions require you to submit a portfolio of your work. Architecture schools are looking for a record of your experiences, and perhaps more importantly, your potential as a student and your ability to succeed at their institution. Your portfolio should show a dedication and motivation to carry out projects. It should also demonstrate the care and quality of your work.

When you are looking for a job, your portfolio may be more specific in scope. You will need to demonstrate (1) that you already have certain skills, (2) that you have potential as an employee, i.e. motivation and ability, and (3) you will be an asset to their organization. For example, professional portfolios may focus slightly more on your CADD or other skills that would be particularly important for employment.

Remember, the portfolio is often viewed when you are not present, and must convey a complete graphic story and be self explanatory.

What should it contain?

A portfolio may contain a resume, work history, references and most importantly, your work. Your portfolio should contain work that demonstrates your abilities in many areas, including; freehand drawing, sculpture, painting, renderings, models, graphic design, illustration, mechanical drawing as well as design projects you have completed. You should choose the work you show carefully depending on the type of audience you anticipate.

Portfolio Design

Your portfolio should be designed based on a clear concept of how you would like to present your work. It is advisable to have some level of “*consistency*” to the design so that the portfolio holds together as a single document. The design of your portfolio has the ability to communicate much more than the work it contains. It can be viewed as a window that sheds light on your creativity, thought process and gives insight to the character of the person who has created it.

ASSIGNMENT REQUIREMENTS:

9A: DUE WEDNESDAY Friday December 2ND, Monday December 5TH - CLASS CRITIQUE – 50 pts

Create at least TWO complete 2 page portfolio composition for your portfolio. Compositions should include text, titles, project descriptions, model photos, renderings and drawings. You may submit as many portfolio pages for review as you like. We will have an in-class critique of the work.

9B: FINAL PORTFOLIO – 400 POINTS

Create your transfer portfolio with a MINIMUM of 8 individual pages of portfolio quality work. (4 PROJECTS WITH 2 PAGE COMPOSITIONS) In addition to the 8 pages of work, include a cover and have your work bound. You should create a final quality portfolio, bound and printed in the manner you anticipate using for your transfer portfolio. Portfolio pages may include any work that you wish to include in your transfer portfolios.

REQUIREMENTS:

- Include a minimum of four projects in your portfolio (use a min of 2 page compositions for each)
- Include at least one project from each of the following courses: 1121, 1131, 2201
- Include your 2201 environmental education center project.

FINAL PORTFOLIO REVIEW: WEDNESDAY DECEMBER 14TH FROM 11:00 TO 1:15PM

Final Submission requirements:

- 1) Final printed and bound professional quality portfolio
- 2) .pdf file of your assembled portfolio – saved in your student directory

Evaluation:

You will be evaluated on the overall graphic composition and professional quality of the portfolio you submit. **You should show your best work, in the most compelling manner.**

Recommendations:

(A few personal opinions to consider, ultimately, you will have to decide)

1. **Check the requirements of the school you will be applying to!!!** Many schools have strict requirements as to size and format of your portfolio. Pick a format that will work for all of the schools you will be applying to.
2. Give yourself plenty of time. If you print your portfolio at 2am the night before it is due, your printer WILL break or run out of ink. If you hand deliver your portfolio to IIT the day of the deadline, this will be the one day your car will break down. Schools do not usually accept late work. You will have to wait another year.
3. Keep it simple and clear. Don't try to be overly complex, and watch for graphic excess. It is easy to get lost in a complex design that you do not have enough time to develop sufficiently. The portfolio should be about presenting the work, not itself.
4. Try to set up a hierarchy and balance to your layout. The format of your portfolio should remain constant from one section to the next to organize and give visual order to the entire presentation. Use enough features to hold the portfolio together graphically, but allow flexibility to emphasize the contents.
5. BE CLEAR – you only have the reviewer's attention for a brief period of time, use it well.
6. Create several drafts – the more you work on it, the better it will be! Test your printing and binding techniques if possible.
7. Make sure you have good, descriptive photographs and drawings. Nothing kills a portfolio like poor documentation.
8. Do not use exotic fonts. Fonts like gothic scripts and handwriting fonts tend to overwhelm the content and is distracting.
9. Accompany exhibits of work with brief statements of intent, degree of involvement (where not self-evident) and/or the rationale for the work. Do not submit work for which authorship is unclear. (If it was a group project, tell your involvement)
10. Look at architecture school's websites, how do they show their own students work? Many architecture programs will also have dos and don'ts guidelines for portfolio preparation.
11. Try to know your audience. Are you applying to a design school? Are you interviewing for a job? Emphasize the skills that are most important to your audience.
12. Look at books, journals and magazine publications, in particular architectural publications. Is there a book that catches your eye? How is it composed? How is the text formatted? Be careful not to be influenced by graphics that are too visually active. Remember, the focus should be on your work.
13. Don't be afraid of "white space" on the page. Too many images on a single page may be distracting.
14. Think about the details. Are your images clear? Is the print out a high quality? Is your layout straight on the page? What kind of paper are you using? How does the paper feel? How do the pages turn? Is it easy to read? Too much text? Too little text? Designers notice details immediately. The last thing you want to do is distract your work with a detail you did not think through clearly.
15. Consider including design and process sketches. Take advantage of your idea sketches to show how your designs have been developed and the process and ideas behind the work.
16. Include a little DRAMA. If every page is exactly the same layout, the person reviewing your work might lose interest.
17. **Edit, Edit, Edit! If it doesn't look good – get rid of it!** You do not have to show every project you have ever completed.

Grade Evaluation Sheet –**FINAL PROJECT: PORTFOLIO**

Name:					
USE OF RESOURCES					
Use of software / tools	1	2	3	4	
Assembly / Professionalism of Booklet (Binding / Paper / Printing)	1	2	3	4	
GRAPHICS / COMPOSITION / LAYOUT					
Cover / Initial Graphic Impression	1	2	3	4	
Ability to generate and employ a compositional theme	1	2	3	4	
Appropriateness of compositional theme	1	2	3	4	
Portfolio Organization	1	2	3	4	
Page Composition / Graphic Composition	1	2	3	4	
Appropriate use of Text / Fonts	1	2	3	4	
Overall Graphic Impression	1	2	3	4	
EDITING					
Image Adjustment / Manipulation / Image Editing	1	2	3	4	
Image Quality / Drawing Quality	1	2	3	4	
Able to self identify the strengths and weaknesses of a project, as evident through editing of work	1	2	3	4	
Overall Presentation Quality	1	2	3	4	
COMMUNICATION					
Project Descriptions / Concept Communication	1	2	3	4	
Communication of design process	1	2	3	4	
Graphic Communication of Design / Intent	1	2	3	4	
Communication of depth of skills / experiences	1	2	3	4	
Development of growth / improvement of skills	1	2	3	4	
FINAL GRADE					
	1	2	3	4	/ 400
Grade					

- 1=Below Course Expectations
- 2=Meets Minimum Course Expectations
- 3=Adequately Satisfies Course Expectations
- 4= Exceeds Course Expectations