

Objective

To create the key elements from which you will build your portfolio.

Overview

It's time to build the following;

- Personal logo/identity
- Resume (see 2nd Floor Wickes **Career Services*** to help and review)
- InDesign project page layout *from scratch or use the optional template*
- Optional: Template - InDesign project page layout
- Optional: Template - Dreamweaver Portfolio Site Root Folder
- Site Map

And it's time to;

- Order Portfolio Case (see online links at Step 3 page)

Final Work Due

Complete this Step 3 Concept Sheet and save titled with your last name-Step3.pdf then, turn in to the Graphic Server. Use Illustrator for your logo/mark and color scheme (RGB suggested). Then use InDesign to create your resume and portfolio project overview page template. You can use an online service for your web portfolio or Dreamweaver (and CSS/HTML) for your website. Take a screen shot of your portfolio case order and insert it as a page to your Step 3 Concept Sheet file.

Required Reading

Article-AnEyeForDetail-HowSelfPromotionBooklet.pdf

Due: End of Week 3***SVSU Career Services**

Wickes Hall 270

Email your resume for review to:

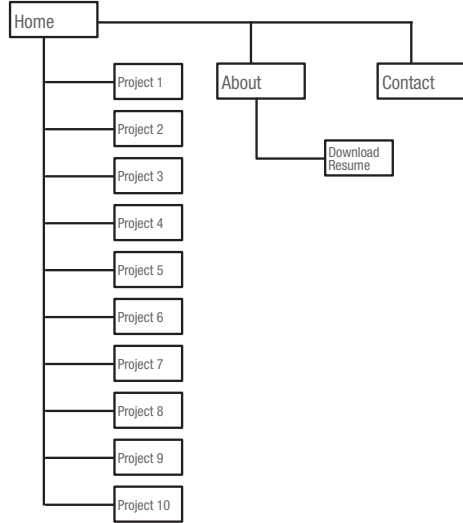
careers@svsu.edu

Or call 989-964-4954 to make an appointment.

1. Portfolio Site Map

*This is the suggested Site Map Structure.
If you'd prefer another setup, please outline it here.*

Site Map:



2. Personal Logo

Concept Paragraph: (think about audience you are seeking to appeal to).

3. Personal Symbol Sketches

Render 20 sketches total. Suggestions: focus on initial or initials. Don't make yourself into an agency by adding terms like "Graphics" to the name.

3. Personal Symbol Sketches continued...

Render 20 sketches total.

4. Chose a Color Scheme

Suggestion: Try <http://colormind.io/>

Samples...



5. Chose a Typeface or set of typefaces

Suggestion: Try <https://fonts.google.com/>

Remember, you need to pick web fonts so you can use the same typeface in web and print.

You remember that you need a large typeface family.

Typeface 1: _____

And only if absolutely necessary...

Typeface 2: _____