

**WS 2021**  
**PORTFOLIO PREPARATION**  
**AND PRODUCTION**  
**INTAR-2395-01**  
**3 CREDITS**

**ONLINE**  
**A Schedule:**  
Monday/Tuesday  
and some Wednesdays  
**8:00AM-1:00PM**  
**Instructor: Everett Epstein**  
**Email: eepste01@risd.edu**  
**Office Hours: by appointment**

## **MATERIALS**

- Adobe Creative Suite: InDesign, Illustrator, and Photoshop
- Paper and printing
- Bookbinding materials, according to your book-binding method of choice (decided mid-course)
- Bring your computer, completed assignments, and work materials to every class.

## **ESTIMATED COST (If Printing)**

Printing: \$150  
Paper: \$30  
Binding supplies: \$20  
Total approximation: \$200

## **FINAL DELIVERABLES**

Three copies each of your portfolio, résumé, and cover letter: one for the INTAR department, one for me (the instructor), and one for you to keep.

You will also design/redesign your website for this class, which will be hosted over Cargo Collective.

## **CONCEPT**

A portfolio is a vehicle for your work, and as such should show off the work and not the portfolio itself. Although it may be a physical object, it is never a final product. It will grow and change as you do. It is a tool that should be customized to each individual user to be most effective in the present and future. This course will help each of you to identify and create the best method of presentation and learn how to use it most effectively.

## **PURPOSE**

This class is primarily intended as a means for students in their year of graduation from the Department to prepare their portfolios for interviews with potential employers and for entry to the professional world of design. The course will be helpful to all those who wish to gain some knowledge of techniques which will enhance the presentation of design work already completed. This is an essential aspect of the class, and should not be regarded as an opportunity to extend further design work on earlier studios, although some refinement of existing drawings will be necessary. InDesign, Illustrator & Photoshop software is required.

## **COURSE OBJECTIVES**

In this class, you will learn how to best present your work and ideas in a portfolio, résumé, and cover letter. We will discuss the many possibilities of presenting the portfolio and choose the most appropriate form for your goals. You will also gain an understanding of typography, hierarchy, composition, and the underlying structures necessary for a successful book.

## SUGGESTED READING

Boxes, Books, and Portfolios  
by Franz Zeier

Notes on Book Design by Derek Birdsall

Design, Writing, Research  
by Ellen Lupton and Abbott Miller

Thinking With Type by Ellen Lupton

The Elements of Typographic Style  
by Robert Bringhurst

A Type Primer by John Kane

On Book Design by Richard Hendel

Designing Books, Practice and Theory  
by Jost Hochuli and Robin Kinross

How to Make Books by Esther K. Smith

## SUGGESTED WEBSITES

AIGA Eye on Design,  
[eyeondesign.aiga.org](http://eyeondesign.aiga.org)

It's Nice That,  
[itsnicethat.com](http://itsnicethat.com)

Alliance Graphique Internationale,  
[a-g-i.org](http://a-g-i.org)

Fonts in Use,  
[fontsinuse.com](http://fontsinuse.com)

Eye Magazine,  
[eyemagazine.com](http://eyemagazine.com)

Typewolf,  
[typewolf.com](http://typewolf.com)

Adobe 99U,  
[99u.adobe.com](http://99u.adobe.com)

## BEST PRACTICES

- Back up your computer every day—at least once.
- Photograph work as soon as it is completed.
- Scan notes and sketches as you go along.
- Create a master folder for your portfolio. In it, create individual files for each project. Title project folders with the date (year/ month) first (ex: 201901\_Winston-Home).
- As you complete projects, save copies of finalized drawings, photographs, sketches, and writing in the appropriate folder. Even if they don't make it into your printed version, they will be available for use on the web or in a presentation.
- Put the name of the project in the name of your files. (ex: WinstonHome\_Rendering1)
- Write a project concept statement, even if it is just bullet points, and save it in the project folder.
- Keep a PDF of your résumé, with the date in the name of the file, in your "Portfolio" folder.
- Keep several copies of your résumé printed on excellent paper at home, in the studio, or at work.
- Save files of any cover letters you write. They will be useful as drafts for future job searches.

## RESOURCES

### Bookmaking Supplies

- RISD Store
- Paperworks

### Printing + Binding

- Brown University Bookstore
- Allegra Providence
- Alphagraphics

### Bookbinding Studio

- 148 Waterman
- Suzi Cozzens

### Guillotines + Binding Tools

- Design Center 3rd Floor Type Shop
- 148 Waterman

## WRITING + CAREER HELP

There is required writing in this class. You will write a concept statement, project descriptions, and a cover letter. All of these pieces will range from 100–500 words (approximately 1–5 paragraphs). You will also give a 10-minute presentation on your work. Both the writing and presentation components of this class are intended to help you develop stronger skills for reaching your professional goals. If you need additional assistance outside of class, I strongly recommend that you make appointments with the Center for Arts & Language and the Career Center.

### Center for Arts & Language

[artsandlanguage.risd.edu](http://artsandlanguage.risd.edu)

- One-on-one assistance with writing, public speaking, and visual communication

### Career Center

[risdcareers.com](http://risdcareers.com)

- Advising on career development and practical help with résumés, cover letters, and interview skills

## CODE OF CONDUCT

Cheating, plagiarism, falsification/fabrication, unauthorized reuse, etc. in both writing and visual work will NOT be tolerated in this class. Any cases of academic misconduct will be addressed with a written warning and—if not corrected in accordance to academic standards—will be followed with a failing grade for the course. Refer to the RISD Code of Student Conduct for more information.

## EXPECTATIONS

You are expected to attend to every class on time and with a positive attitude. This is a studio class with lectures, workshops, individual presentations, and critiques. Being present and focused, and participating in class discussion is a major part of the course. As professionalism will be an important factor in your job search, it will play an important role in this class as well. Do not use your cell phone during class, and please keep your Zoom Video on for lectures/tutorials. Always be confident in your work and prepared to talk about it clearly. Always be respectful of your classmates and their work.

## ATTENDANCE

Because of the quick timeline and fast-paced nature of the course, missing any class will jeopardize your grade, and catching up will be difficult. Missing the mid-course or final critique will be detrimental. If you must miss a class, please email me in advance.

## GRADING & EVALUATION

You will be evaluated by the following criteria:

- 15%** Résumé + Cover Letter
- 25%** Class Assignments
- 35%** Final Portfolio
- 25%** Class Participation

**A** Reflects exceptional work, positive and active response to criticism, consistent positive participation in class, consistent quality work on all assignments, a high level of motivation and exploration, comprehension of material covered in class, and timeliness.

**B** Reflects good work with room for improvement, above-average achievement in the above qualifications.

**C** Reflects average work with room for improvement, acceptable achievement in the above qualifications.

**D** Reflects poor work and unacceptable achievement in the above qualifications.

Note: Two instances of tardiness will be considered as an unexcused absence. Two unexcused absences will result in failure to pass the course.

## DIVERSITY

1. It is my intent that students from all diverse backgrounds and perspectives be well-served by this course, that students' learning needs be address both in and out of class, and that the diversity that students bring to this class be viewed as a resource, strength, and benefit. It is my intent to present materials and activities that are respectful of diversity: gender, sexual orientation, disability, age, socioeconomic status, ethnicity, race, culture, perspective, and other background characteristics. Your suggestions about how to improve the value of diversity in this course are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally or for other students or student groups.

In addition, in scheduling exams, I have attempted to avoid conflicts with major religious holidays. If, however, I have inadvertently scheduled an exam or major deadline that create a conflict with your religious observances, please let me know as soon as possible so that we can make other arrangements.

2. In order to learn, we must be open to the views of people different than ourselves. In this time we share together over the semester, please honor the uniqueness of your fellow classmates and appreciate the opportunity we have to learn from one another. Please respect each others' opinions and refrain from personal attacks or demeaning comments of any kind. Finally, remember to keep confidential all issues of a personal or professional nature that are discussed in class.
3. The RISD community is dedicated to the advancement of knowledge and the development of integrity. In order to thrive and excel , this community must preserve the freedom of thought and expression of all its members. A culture of respect that honors

the rights, safety, dignity, and worth of every individual is essential to preserve such freedom. We affirm our respect for the rights and the well-being of all members.

4. Membership in the academic community places a special obligation on all members to preserve an atmosphere conducive to the freedom to teach and to learn. Part of that obligation implies the responsibility of each member of the RISD community to maintain a positive learning environment in which the behavior of any individual does not disrupt the classes of teachers or learners.

It is the responsibility of the individual faculty member to determine, maintain and enforce the standards of behavior acceptable to preserving an atmosphere appropriate for teaching and learning.

## STUDENTS WITH DISABILITIES

RISD is committed to providing equal opportunity for all students. If you are a student with a disability that may require accommodations to complete the requirements of this class, I encourage you to discuss your learning needs with me during the first week of the term. Once an approval letter from the Office of Disability Support Services is submitted, accommodations will be provided as needed.

For more information on how to receive accommodations, please contact Disability Support Services at 401-709-8460 or [disabilitysupportservices@risd.edu](mailto:disabilitysupportservices@risd.edu).