

IMD4022 Interactive Media Design Portfolio

Portfolio Requirements

The IMD Portfolio represents the student-designer's creative work in interactive design including all areas of the designer's experience such as IMD classes, on-the-job or freelance projects, and any individually designed and produced projects from an internship. The portfolio is also an ongoing lifelong project that will grow with every project in the life-long career of the interactive designer.

Requirements for the IMD Portfolio include the projects and assets listed below. A minimum grade of "C" is required for all projects to pass portfolio. Specific projects and assets for a complete portfolio include:

1. **A total of seven (7) interactive projects**

that are a minimum of twenty (20) document pages or screens of interactive media according to the categories below:

a. **Two versions of an interactive shell project**

- i. The shell serves as an interface to all assets in the portfolio. The design for the two implementations can be similar, and the brand identity must be consistent, but different concepts will strengthen your presentation and demonstrate additional design skills.
- ii. **A web-based implementation** using XHTML/CSS/PHP/AJAX or any combination of these technologies and hosted by the designer's personal hosting service.
- iii. **A CDROM based implementation** (preferably for Windows and Macintosh operating systems), which must be branded with a printed CDROM label and branded container packaging.
 1. Two copies of the final approved CD must be presented to the portfolio instructor.

b. **Four additional interactive projects**

- i. These interactive projects can be created with any authoring systems the student wishes to use. Projects can be all from one authoring system, or a mixture of authoring tools. The focus should be based upon the designer's personal career goals.

c. **One interactive project developed for an outside organization**

- i. Site must be planned and created outside of regular class projects, and involve the student working directly with a client company and creating a live web-based or other interactive project in use by the client.

- d. Projects from other sources in the student's creative career may be added to the required projects as appropriate to the portfolio purpose. All additional work will require the same standards for design and appropriateness.

2. **Pre-production planning book:**

Each portfolio should include at least one complete project planning book (professionally presented) which includes: purpose, goals, and target audience for the project; flowchart demonstrating site navigation and review of each document page; thumbnail sketches of preliminary design; comprehensive interface designs in color for final choice of design; and storyboards for each project document page.

- a. At least six (6) asset pages of the pre-production plan will be displayed in a digital format within the shell project.

3. Print Assets – *twelve total pieces*:

- a. Print projects will include a variety of raster, vector, and photography pieces that demonstrate a strong emphasis on layout, design, and typography.
- b. Examples of good print assets would include art or photography created for a website design and demonstrates a story or project emphasis. Variety and diversity of skills should provide reviewers with a range of your skills related to creating original graphics for development of a project. Other examples would include:
 - i. A set of raster and vector images created for a website project or the shell; six photographs taken for use in telling a story in a project; a digital magazine layout with raster, vector, or photographic pieces.
 - ii. All printed media will be professionally presented as a bound book, matte board display, or other type of professional presentation binder.

4. Professional Portfolio Presentation:

- a. Week 9 Portfolio Review. The portfolio will be formally presented to a faculty committee at which time all required components described in the IMD Portfolio Requirements document will be presented by the portfolio designer. Students should practice their presentation in order to demonstrate each project in detail, and be prepared to take notes and discuss project components with faculty.
- b. Students will also present their portfolio Week 11 as part of a school-wide review by all design faculty and IMD Advisory board members.

5. Self-Promotional Giveaway

- a. Each student will create a well-designed self-promotional giveaway piece that shows the student's strengths as an interactive designer. *A plan for the promotional piece will be due week seven (7) for review and suggestions from the instructor.*

6. Portfolio Show Participation

- a. All graduates must prepare for and participate in the AID Portfolio Show during week 12.
- b. The Portfolio Show is a highly planned event that attracts employers to the school and its programs. It is a part of the learning opportunity to present in a showcase environment and to interact with employers and guests interested in your creative work.

7. Bibliography of non-original assets

All projects must include a bibliography providing credit to any art, photography, copy, or other media used in any portfolio project that is not an original asset of the student. Students will provide a document that provides recognition of all originators of assets and where the asset was obtained (website, stock photo company, etc.)

- a. Each project should also include credits to any media that is not original.
- b. The Capstone project must be an active, working web site or other active media and a community of users must be evident to indicate a successful project.