

Design and make your **complete Portfolio** that consists of three parts:

* **COMMUNICATION STRATEGY: WHAT'S YOUR OVERALL VISUAL IDENTITY?**

What defines YOUR identity? How do you communicate your work & skills? What is your vision?

In a communication strategy you will explain and define how this really WORKS in printed matter and your digital portfolio. So, how do you communicate your (brand) identity? How do you reach the goals you defined? Be absolutely clear about how you (sender) approach your audience (receiver).

* **PRINTED MATTER: PRESENTATION PORTFOLIO**

Portfolio to present your work when talking to future job interviewers or commissioners.

What is the leading principal when you present yourself when meeting someone interested in your work?

What is the relation with the other 2 parts (see below) of this assignment?

Carefully choose and design format, colour scheme, material, etc.

- Use inDesign as a tool.
- And learn more about PDF formats for the best possible output for a portfolio.
- Always communicate to René using a highres PDF.

* **WEBSITE: DIGITAL PORTFOLIO**

Design and realise a website that shows exactly what kind of a designer YOU are. There should be a distinct relationship between your work and how represent it online (or in a portfolio in general...)

At least 6 projects should be added to this website to have a successful evaluation.

Develop a strategy that results in an information plan = structure of your website. Show this in a detailed flowchart, to make the jump from concept to functional design of your website. Followed by the design of the user interface. Don't just start 'designing' (graphics) your website...!

- Use HTML and Flash as your tool in the end.
- Use inDesign or Illustrator to design the graphics.
- Use Photoshop to deliver images in the right output resolution.
- Communicate all of this using PDF format.

WE WILL OFFER A DIGITAL INSTRUCTION SERIES THAT ARE PART OF THE ASSIGNMENT:

Internet introduction and HTML /CSS coding: **Wilfred Bouman**

Flash websites and (basics!) action scripting: **Bas Manders**

More info will follow on 5th or 12th of March!

So!

Work from abstract (concept) to very concrete. In other words: work out your strategy, define the scope of your identity, work on the structure of all forms of communication, define graphic appearance and interface (grid/skeleton), design all elements (surface) for each part of the entire portfolio.

- Always be able to digitally present your work during meetings with René van Binsbergen
- See schedule for dates and presentation details.