

Self-assessment:

This assessment will be part of your e-process book. Create the doc in InDesign or Quark and send it to me as a pdf by **September 10th**. No word docs. The assessment will be used as a record of where you started the semester. It should be well-written and show clear arguments. You will be graded on this.

Portfolio Critique: All students will be required to write an analysis of their portfolio at the beginning of this semester. This analysis should identify and evaluate strengths and weaknesses in your portfolio and propose a plan of action based on the analysis. The analysis should address their work from two viewpoints:

Viewpoint 1: identify and evaluate strengths and weaknesses based on peer (group) and professor review. Students should address counter arguments of colleagues as well as your own arguments.

Viewpoint 2: evaluate the strength of your portfolio according to current industry trends and standards. Use the Steven Heller Book to identify a design speciality that you are interested in. Discuss how your portfolio succeeds per the "optimum portfolio" and where it needs attention. Summarize and respond to what the authors say about their specialty and use this to talk about your own strengths and weakness. Based on all the above, create a narrative outlining a course of action for this semester. Be specific. Don't just say "I need to work on typography". How will you work on this? To what end? What will denote success?

Propose a course of action to address issues listed above. What do you hope to accomplish this semester and how will you do it? How will these changes improve your portfolio and better prepare you for industry?

You will use this information again when you apply for client work of self-promotional assignments, so be specific.