Project 1

PRO DESIGN PRACTICES

George Mason University | School of Art

AVT 413
Fall 2017
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Meetings by appointment

Redesign: You Can Do Better

PART 1: DESCRIPTION

Your portfolio is your design life. Whether physical or digital, most of us have a project in our portfolio that isn't exactly what we want to showcase. Maybe it's that one project you never had time to get just right. That project you poured your heart into, only to have it go south right at the end. Or maybe it's that dream project you'd like to have in your book, or one you want to gain more experience in. No matter. Old project resurrected or new work showing your hidden talents, dive into your portfolio and grab the one that got away, or set a path toward the work you long to do. It's time to set your creativity loose. It's time to create that project the way you've always wanted so you never wince again when showing your book.

Through critiques and thoughtful introspection, select one project in your current portfolio you believe will benefit the most from a "do over." Questions to ask yourself and answer are:

– Who is the project geared for?
– Where is the project going wrong?
– How do you intend to fix the problem?

– What is the intended outcome of the project?
– When did you notice the problem?
– Why should you do this particular project over?

PART 1: WHAT TO BRING

Bring in your current portfolio of work, or what you consider to be your three weakest pieces. We'll conduct rapid reviews and provide feedback, and tee-up the first project, "You Can Do Better." Due to time limitations, rapid reviews will be conducted of each student's work. **You must pre-select your three weakest pieces prior to your review.** Your pieces may be displayed digitally (onscreen) or physically. If onscreen, have them ready on your laptop or pre-loaded for projection.

PART 1: DEADLINE

Wednesday, August 30, 2017

PART 2: WHAT TO SUBMIT

If creating a new project, prepare a short creative brief on what your intentions are, why the project will benefit your portfolio (and you), and how the project can help set you apart during a portfolio review.

Your final project execution will depend upon its application to your portfolio, and how you intend to show your portfolio. However, you must submit mounted, high-quality print-outs of your project, whether print or digital, on super-black mounting board(s). All mounting needs to be done in a professional manner using rubber cement or spray mount. Maintain a 1" minimum top, left, right, and bottom margin on all mounted work. **DO NOT TAPE OR TACK** your work down—if you do you will receive a failing grade. All mounted work must be properly covered as well, including a tissue sheet plus cover paper on all pieces. Apply a professionally designed/styled label to the bottom right corner of the cover sheet(s) and include your name, the course number and name, plus project number and name on the label.

PART 2: DEADLINE

All projects must be submitted at the start of class. All projects must also be submitted at the end of the semester as a PDF file, included on the final CD/USB submission.

Monday, September 25, 2017