

TELL THE STORY: YOUR FINAL PORTFOLIO

Objectives:

- To increase reflective thinking about design studio work.
- To develop design communication and archiving skills.
- To provide a record of your efforts to share with peers, faculty and professionals.

Every student should have a multi-page Adobe Acrobat PDF format portfolio file with a cover page, an index page and project pages.

Introduction page: Introduce yourself with an image that captures the spirit of your efforts this term. With sketches, and photos of your work, compose a beautiful initial image to grab the interest of the reviewer. Include your name, degree program, number of studios completed, instructor, course number and name, term- Fall 2005.

Table of Contents: Create a first page that lists all projects by name, lists the projects in the order in which they appear in your portfolio, and includes page numbers that describe projects appropriately.

Portfolio Pages: Create a permanent record of your projects in digital PDF format and printed format. Pages should be 8 ½ x 11 in vertical orientation. The individual pages may be compiled into a single PDF document with Adobe Acrobat Professional available in the computer labs. Printed pages can be placed in plastic sleeves and compiled into a notebook.

Projects that should be included:

Threshold
Site Analysis - doesn't have to be the same format
Daylight Box
Pinup 1 (massing models)
Pinup 2 (circulation, structure, facades)
Final (concept, urban context, building organization, room model) - a standard portfolio page with closeup image, linked to an optimized PDF of the final presentation.

Consider earlier feedback and edit text to explain each project's essence.

Design Concept: What is the main idea?

Media: How did the crafting of materials or digital media shape the project?

Process: How did you develop your design? What steps were most/least effective?

Product: How does the final outcome address the goals of the assignment?

Consequences: What did you learn? How will this shape how you approach further studies?

PRODUCTION STEPS

1. Refine your layout

Make sure each page has a strong clear dominant image. Edit text. Adjust alignment, image size, colors, fonts. Format pages as 8 ½" x 11" or horizontal 11" x 17" tabloid.

Consider importing your work into InDesign for multi-page management tools. (Cut and paste from Illustrator and "Place" Photoshop files and then use an Illustrator-like interface.)

2. Reduce huge Photoshop files

Create lower resolution copies of Photoshop panel layout files.

- a. First save under a different name so you don't over write your high-quality original.
- b. In the Layers menu > *Flatten image*. In Photoshop's Image menu > *Image size*, check "Resample Image" and "Constrain Proportions", set the maximum dimension to fit 8 ½' x 11" or 11" x 17" and set the resolution to 200 dpi (for printing on Foster or Zaha)

3. Save as optimized Adobe Acrobat PDF

From InDesign, Illustrator, or Photoshop, *Save a Copy* as PDF file format. **Uncheck any "layers" or "preserve editing" check boxes** in the Adobe PDF Options dialog box.

Compatibility: Acrobat 7 (1.6) and later
Downsampling: Bicubic Downsampling to 150 dpi resolution
Compression: Automatic (JPEG 2000)
Image Quality: Maximum
Compress Text and Line Art: Yes
Crop Image Data to Frames: Yes

4. Combine and link pages in Adobe Acrobat Professional

- a. Compile the portfolio pages into one multi-page PDF file. Under the Document menu, select > Insert pages, pick the PDF or JPEG image to add next > After Last.
- b. To link the table of contents, use the Link tool to drag out an area to be hyperlinked, using "page view" to go to another page or "document" to link to an external file in the same directory. In Adobe Acrobat Professional 7.0, the Link tool is in the Tools menu > Advanced Editing.
- c. Save the file in "Acrobat 7.0 and later" format or the latest version as "rsmith.pdf" where r is the initial of your first name and smith is your full last name (family name). In the Advanced menu > PDF Optimizer allows you to Discard Objects such as alternate image versions that make the file larger.

5. Upload to the server

Use SSH's Secure File Transfer Protocol (SFTP) on Windows or Fugu on Mac to upload your files.

Host name: design.uoregon.edu

User name: cheng

Password: *****

Directory for portfolios: work

Correctly uploaded files will be visible here: <http://design.uoregon.edu/281.05/cheng/work/>

And linked from here-: <http://design.uoregon.edu/281.05/course/student.htm>