

PROJECT 1

PORTFOLIO INVENTORY

Department of Arts,
Culture & Media

Rm: Warren 427

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Office hours:
By appointment

Department of Arts,
Culture & Media
Chair: Ned Drew

Course pre-requisites:
As specified by major sequence

*This course is a BFA in
Graphic Design Requirement.

Assess the design work you've completed during your last 3 years at Rutgers-Newark and list 10 to 15 projects that you choose to perfect for your portfolio. Create a detailed description including your ideas of what needs to be done to your projects in order to make them look and read as mature, professional and flawless visual communication.

Start by revisiting the projects you developed in the earlier stages of the program, then move on to more recent ones that reflect your evolved skills. Work in order—from the least advanced to the most current—to identify the projects that need content redevelopment, technology updates, extensions, or production-level polish. This will help you manage your time and focus your efforts effectively.

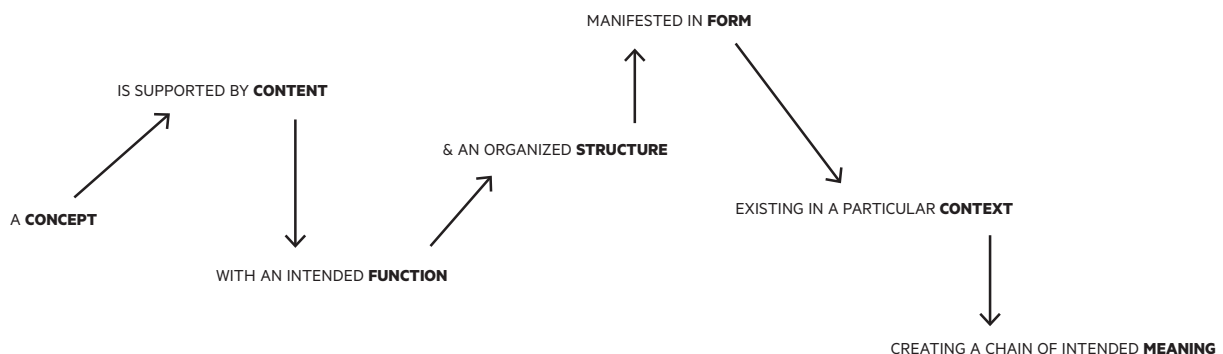
In order to start (re)working your projects, evaluate the conceptual aspects which will drive the formal characteristic of your work, based on the list below:

Conceptual Considerations

- + Who is your audience?
- + What message do you want to convey to this audience?
- + What visual metaphors are you trying to work with?
- + How does the quality of your images, and the use of typography, help convey this message?
- + Can the design be improved in terms of its syntactic, semantic and pragmatic connections?
- ~ its structure (what it is), its meaning (what it says), and its use (what it does).

Formal Consideration

- + Medium: Should it be different than its current state? Something that increases the users-viewer's overall experience. (E.g. A website vs a brochure?)
- + Format
- + Type
- + Image
- + Form
- + Color theme/palette
- + Structure
- + Paper quality



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Sample Project List Schedule

FIRSTNAME LASTNAME

DONE by Sep 25
DONE by Oct 16
DONE by Nov 6
DONE by Dec 2

Project 1 : Lyric Book
Project 2 : Book Covers
Project 3 : Conference Identity
Project 4 : Kynetic Type
Project 5 : Scarlet Magazine Spreads (done)
Project 6 : Type Specimen Site
Project 7 : Collections Site
Project 8 : DC: Newark City Parks (done)
Project 9 : Editorial
Project 10 : Modernist Women Curriculum

KEY

- Computers In Graphic Design & Graphic Design II (Print)**
- Graphic Design III & Motion Design** (Branding & After Effects)
- Interactive Design I & II** (Digital / Figma / Xd / Code)
- Graphic Design IV & Seminar in Contemporary Design** (Editorial, InDesign, Systems)

Projects completed as collaborations or fully produced—such as those from Design Consortium, Visual Means, internships, or Scarlet Magazine—can be marked as "done" but will be considered complete once they are prepared for portfolio presentation (including photography, presentation imagery, and mockups). This process can be incorporated into your project timeline alongside other major updates.