

## Self Promotion

### Description

This final project is about your creating a promotional packet/package about you and your design abilities to future employers. You are a product and/or a brand with unique abilities, attitudes and insights on how you see the world.

### Requirements

- Pick one thing not four things to say about you!
- Include 4 pieces from Design 1 (only 1 turn and burn can be used; if any)
- You may include more pieces (including work from other classes)
- Contact information about yourself (do not use school address/email)
- Resume incorporated into the design
- Some type of binding/packaging to hold all this information together
- Must be able to open/close and to be contained (not fall apart based on how you hold it) all together
- A mark for yourself (Typographic logo)
- Use Toggl.com to track your time

### To Think About

- What do you want to say and how to say it?
- This is just a sampling of your work; so how do you make an impression to the viewer?
- What unique feature showcases your abilities?
- This is to promote you! The more unique and memorable the better!
- How will you package this information about yourself?

## Self Promotion - Part 1

### Description

This part will be focusing on the research and prep work.

### Requirements

- Research 5 binding/packaging and layout options
  - Show Options for layout
  - Write up why and how for each
- Create your resume
  - Contact Information
  - Biography/Summary
  - Experience
  - Education
  - Certifications?
  - Skills
- 20+ sketches of your mark
- Use Toggl.com to track your time

### To Turn in

- Upload to class Google drive
  - Research write up on the 5 examples
  - Resume
- Sketches

### Grade determinations

- Satisfying requirements
  - Write-up 5pts
  - Resume 6pts
  - Sketches 4pts
- Total points for this step in assignment: 15 points

## Self Promotion - Part 2

### Description

Making progress on graphics.

### Requirements

- Choose final binding/packaging template (without content)
- Initiate taking any necessary photos and/or any illustrations to use
- Complete and finalize your mark
- Initiate/start layout of content over the template
- Use Toggl.com to track your time

### To Turn in

- Upload to class Google drive
  - Finalized template of binding/packaging (pdf)
  - Finished mark (eps)
  - Contact sheets of potential photos to use (pdf) and/or started illustrations (eps)
  - Initiated layout (pdf)

### Grade determinations

- Satisfying requirements
  - Layout Start, over chosen template 6pts
  - Template 3pts
  - Mark 6pts
  - Contact Sheet and/or Started Illustrations 5pts
- Total points for this step in assignment: 20 points

## Self Promotion - Final

### Description

Finalizing the layout and mock-up.

### Requirements

- Finalize photography and illustrations
- Complete layout with content
- Finalize mock-up
  - Without content, but with labels
  - Photograph 5+ angles of mock up put together
  - Create contact sheet
- Combine Mock up, contact sheet and layout to one pdf
- Use Toggl.com to track your time

### To Turn in

- Upload PDF
  - With Mock up, contact sheet and Final layout
  - To Folder: Critiques > Assignments > SelfPromo for critique
  - Filename to be [LastName][Promo].pdf (ex. NeeleyPromo.pdf)

### Grade determinations

- Satisfying requirements
  - Mock Up with contact sheet 10pts
  - Final Layout 20pts
- Design 10 pts
- Total points for this step in assignment: 40 points

## Self Promotion - Production files

### Description

Organize files for archiving.

### Requirements

- Create Archive Job Folder
  - Packaged InDesign folder of finished Layout
  - Print pdf of finished layout
  - OriginalFiles folder with all other files
- Toggl Summary report for the Self Promotion package

### To Turn in

- Upload Job Folder to class Google drive
- Upload Toggl Summary

### Grade determinations

- Satisfying requirements
  - Archive Job Folder 25pts
  - Toggl Report 5pts
- Total points for this step in assignment: 30 points