

Collecting your work by cataloging and formatting the contents you intend to include in the portfolio or presentation is the first step towards an organized and effective workflow. Determining a consistent approach to file labeling, file types, and storage will allow you access the information more readily and efficiently.

It is important to remember that the images may be used at multiple scales and across multiple platforms. As well, the images may be required to be exported in different color modes depending on their use in a printed or digital format. This may require that you save more than one copy of each image in various sizes and resolutions. It is advised that you consult your printer or best-practices for digital display to determine the appropriate file type, size and resolution for your needs.

COLLECTING EXERCISE

- answer the 9Q's [nine essential questions]
- create folders for the storage of text and imagery for the project[s] you have selected and label them accordingly.
- list the information for the project[s] for use as titles, descriptions and identification.
- format copies of the images with the appropriate size, resolution and file type.



9q's

9 essential questions

- 1 Who are your potential audience?
- 2 What should your portfolio include?
- 3 What are the page sizes and orientation options?
- 4 What is the best sequence for your work to be viewed?
- 5 What is your graphic strategy?
- 6 What is the relationship between text and images?
- 7 How do the images make the biggest impact on the viewers?
- 8 What folio or binding system correlates best with your work?
- 9 How will you package and display your final portfolio?

Information

Create a list including the appropriate information, image identification, descriptions and credits for the project.

Designer Name[s]
Instructor Name[s]
Team Member Name[s]
Firm Name
Course Name - Course Number - Semester
Project Name - Location - Date
Project Description
Concept - Principles - Goals
Primary Audience

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Selecting

- choose the images and descriptions reflecting a range of work for a portfolio or the intent of a presentation.
- the work should represent the concept with various stages of the design process and progress.
- include process sketches, photos of models and drawings.

Storing

- create a series of folders to store the images for each project.
- label each folder with a recognizable project title and store your images in the appropriate project

for Print

- save a COPY of each image as a Photoshop document [.psd at 300 dpi.]
- follow the protocol specified by your printer to determine the appropriate image mode.
- digital printing will require that you save a copy of your JPGs, TIFs or PNGs images at 300dpi in **RGB** Mode.
- off-set printing will require that you save a copy of your JPGs, TIFs or PNGs images at 300dpi in **CMYK** Mode.

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for Web

- save a COPY of your images with Save for Web & Devices in RGB Mode.
- optimize each image so that it has been reduced to an optimal quality for the Web-based portfolio.
- these images may be saved as either JPGs or PNGs depending on the quality, transparency and size of each image.
- your images should be **NO LARGER THAN 2MGS**.
- the web does not play well with large files!!! Larger files with more detail will need to be loaded externally.
- plan on only a small number of larger files.