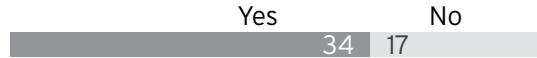


Portfolio 1 on 1 - 2011 Reviewer Survey Results

1. How would you describe the overall quality of the student portfolios you reviewed at Portfolio 1 on 1 this year?



2. Did the portfolios you reviewed at Portfolio 1 on 1 this year have a wide-enough range of projects?



- | | |
|---|---|
| <ul style="list-style-type: none"> • More great/thought-out pieces and artwork. • More digital work examples. • Need more interactive. x6 • I saw zero interactive projects this year. • Most books only had 4-5 projects and that amount just can't show enough. • Need more digital work • More interactive! • Not enough web/interactive • Most used same format with less attention to creative process. • The range of portfolios was far from complete. • I've seen a couple same things, would like to see them push themselves more. | <ul style="list-style-type: none"> • I think they need more 'real' or made up projects. • Almost no digital • Yes, but could see more web/digital work b/c tht's what a lot of companies want. • Some were told to only show 3-4 projects/pieces(?) • To much interactive. • Not a lot of multimedia/interactive though. • I would have liked to see more print projects include digital applications. • A few did, but many were limited to 3 or 4 types of work. • Too many standard identity projects • The majority of them did, but there was one that was lacking in variety. |
|---|---|

3. Did the portfolios you reviewed have a good understanding and use of:



4. In your opinion, and in general, what should a student's portfolio include?



5. In your opinion, and in general, are the following acceptable in a student's portfolio?



Portfolio 1 on 1 - 2011 Reviewer Survey Results

6. Please fill in the blank with one word only

Area of Expertise:

- print, interactive, art direction
- digital design
- Brand Development x4
- print x8
- various x2
- interactive x9
- logo design, visual identity
- photo art direction
- identity packagin x2
- graphic design x2
- package design
- design consultancy
- Advertising/interactive
- Marketing and recruitment
- Creative direction and interactive design
- print/web x 3
- design direction
- illustration x2
- retail

I saw way too much:

- print x3
- screenprinting, letterpress
- bad type x12
- work out of context (magazine ad not in a spread)
- need for telling better stories/setting up work better.
- iPad/iPhone applications
- complacency, bad craft x4
- uninspired thinking
- Portfolio craft issues x3
- simplify!
- Posters x7
- Horrible real world projects
- Great work ;)
- magazines and stationary systems
- one off projects, conceptual personal projects x2
- bad photos/layouts
- white paper and vector art
- food branding
- primary colors

I saw way too little:

- interactive / digital x21
- mock-ups, printed samples
- Process/thought explanation x4
- Promotional item application
- Visual identity / systems X5
- personality / passion for design
- context
- campaigns X3
- projects put in context to what they are.
- strong type skills x3
- attention to digital
- complete projects (expanded) x4
- packaging x2
- real or applied projects x2
- awareness of trends
- texture and emotion
- nothing I saw I wished I had created
- social
- well thought out page design within portfolios

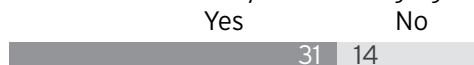
7. Every year, I come to Portfolio 1 on 1 hoping to see:

- | | | |
|----------------------------------|---|---|
| • Great student design work. | • Articulate designers. | • Passionate students. |
| • Students excited about design. | • Ideas in portfolios. | • Cutting edge. |
| • More interactive. x2 | • Great books. | • Something inspiring. |
| • Something new. | • Great strategy, strong presentation skills. | • Excited potential designers willing to learn. |
| • Brilliant work. | • The perfect portfolio. | • Conceptual thinking. |
| • To be inspired. | • Great design. :) | • One book that inspires me. |
| • Good ideas. | • Students I'd like to hire. | • Inspired students. |
| • Confident, maturing designers. | • Solid student work. | • Refreshing POV's. |

and I am: Rewarded Dissapointed



8. Were the school-assigned projects you saw at Portfolio 1 on 1 this year challenging and diverse enough? If not, why?



Comments:

Positive:

- Yes. I felt students were given tools + directions and ambitious students expanded on the projects.
- Yes, but they seemed unfinished.



Portfolio 1 on 1 - 2011

Reviewer Survey Results

- Yes, great campaign.
- Yes overall. But I'd like to see more attention to thinking broader tactically.
- Yes, integrative campaigns are the most challenging, I think it shows.
- Yes, though some were personal projects not school projects.
- I saw a large variety of project with varying levels of difficulty. I was pleasantly surprised by this year's portfolios and students.
- Overall, I feel I saw better, more well rounded books than in previous years.
- Yes, was impressed by some of the assignments. Really make the students think.
- Yes but these projects need more real world parameters ie budget, # of colors, printing process, etc.
- Yes, lots of depth/collateral.
- Yes, good variety of projects.
- Yes. Good range of experiences and abilities.
- Yes, I think the projects showed good challenges and limitations. I liked that it was 'real' client projects.
- Yes, but I feel like they should be refined and evident of the designer.
- Yes, several books had actual real world projects which was nice to see.
- Really good assignments actually.
- For the most part, but the more variety the better.
- For the most part. Farmers market-esque packaging is a bit cliché though.
- Not really. Everything was "design a poster for fictional event or cd release or book."

Negative:

- No. They didn't have to or chose to expand the project, create a collection for 1 look/brand or company.
- No, I think they lack real world application & how that relates to final product.
- No, need to push the projects more.
- No, everything was a basic execution: functional but not fully explored to its full potential.
- For the most part, no. Too many boring, corporate identities, not enough forward thinking.
- I don't feel like they put enough thought into projects, just design for design's sake. More realistic, client projects, not just rebranding.
- Stop assigning just a logo or just a package. Think in systems.

Constructive:

- Needs to be quirkier projects that allow the students to take a more challenging point of view.
- The assignment is what you make of it.
- School projects were fine but it's up to the student to push the project. Good enough for an "A" is rarely enough to really explore a concept fully.
- Need more typography projects.
- Sure, students make of them what they will.
- Seemed to have the right assignments, but execution was some issue with some of the books I reviewed.
- Possibly, I just like designers to think outside the box on presentation and really wow the presentation of the work.
- Too many branding projects stopped with a logo (maybe applied to a letterhead). Too many projects where they invented the company but have no thought to that company's strategy, brand, etc.
- Some students seem to have been very restricted by guidelines. I like to see student work more free and conceptual. Think bigger.
- I'd like to see students branch out on their assignments. It's important for professors to push their students towards campaigns. Instead of just letterhead and business cards, find other items such as web, mobile apps, and products.



AIGA MINNESOTA

**Education
Committee**

Portfolio 1 on 1 - 2011 Reviewer Survey Results

9. What do you think design educators should be teaching to help students develop and present their design capabilities?

Concept feedback

- I feel like we're missing general problem solving and specification. Students should be exposed to real in depth idea generation & editing.
- Design as design thinking/problem solving/idea generation.
- Pricing a project, time track to know real hours put in.
- Story telling and talking through concept/problem solving.
- Strategy and thought leadership. More focus on ideas behind the designs.
- Always start w/ a creative brief and understand the purpose/goal of the piece.
- Have a reason for what is being created, showing awareness of what design companies need/are looking for.
- Reasoning behind concepts.
- Talk about process from perspective of client > problem > solution > audience.

Content feedback

- Show work in context w/ better photos.
- Design educators need to be more critical of their student's work. Students shouldn't be hearing criticism for the first time at Portfolio 1 on 1.
- More exploration of single concepts and single design pieces. How things apply to a variety of mediums/systems of work.
- Not just the print ad, not just the business system. More cohesive campaign type thinking.
- Craft and quality in both the concept and the execution of the concept.
- Use real world assignments from their careers.

Execution/Craft feedback

- Pace, pagination for presenting. Color, layout, type, photography work. Show your personality!
- Type
- typography typography typography
- The value of craftsmanship and simplicity when it comes to their portfolios.
- Layout of the book, timing, pacing, white space.
- Art history, type, presentation.
- Typography!
- Type and more progressive forms of communication.
- The spectrum of design including digital. Print/packaging are not the only disciplines. Also: typography typography.
- The majority of these kids are not prepared to go into the real world. The work needs to be stronger with a focus on developing and explaining an idea, incorporating digital/web work into their portfolio and realizing that this industry is very competitive.
- More about the environment they'll be working in.
- How to take a brand to the next level. Explore everything. Come up with a great idea.



Portfolio 1 on 1 - 2011 Reviewer Survey Results

Deliverable feedback

- Wide spectrum of mediums: design executed in different media forms.
- How to apply projects to real application and present work buttoned up.
- Current trends, process.
- How a campaign can be supported on a device.
- Push the design more, be unique, creative, strategic. Everything was sooooo basic. Explore where design is going digitally.

Presentation/Public speaking feedback

- Telling the story/seeing the work. Problem ID and explain why this solution solves this.
- Help students edit and filter good work from bad.
- Presentation. The actual act of going through the book.
- Backstory. The thinking behind the projects. More confidence.
- At some point the program can only lead a student. They can't make them succeed.
- Talk about their work and why they made the choices they did.
- Talk w/ them more about their verbal presentations! Too many students rambled or talked about was was bad in their work.
- Being able to talk about the solution is important. We need to know how they got there and that it wasn't an accident.
- Better typography/layout. Portfolios with real, mockup pieces (not flat on page/smaller than life size).
- Presentations in environments, craft, book structure.
- Looks like they are doing better than when I was in school.
- Social media, portfolio prep, design history
- I hope it is a priority for design educators to promote strong presentation skills. Many students speak about their assignments as if the reviewer knows about the projects. It's important that discussion is to the point and relates to real world applications.
- I think educations should help students w/ presenting their work, like public speaking and learning how to talk about their process.
- Pay attention to typography and keep presentation flowing. Not from all over a laptop or in different pieces.
- They should think about how their work would be viewed if they weren't able to be there to present.
- Overall layout design in the books!
- Working as a team, knowing their designs inside and out.



AIGA MINNESOTA

**Education
Committee**