

Communication Arts Technology

End of Program

Portfolio Requirements

In order to graduate from the CAT program with an AAS degree, ALL students MUST submit and PASS a portfolio for review by professionals in the industry. This Portfolio Review will occur at the end of the semester in which students take the Folio class. **It is a required submission and MUST occur BEFORE students will be allowed to take the Practicum class.**

Students are strongly encouraged to enroll in the Folio class after their level four class in their chosen option/track. If that is not possible, students may enroll in the Folio class during the same semester in which they enroll in level four of their respective areas of study. For example, if you are enrolled in Advertising Design IV, you can also enroll in the Folio class or if you take Photography IV then you can take Folio in the same semester. The Folio class will prepare you for the review process and will allow you to prepare any additional portfolio pieces you still may need for submission, on Portfolio Review Day, of your final portfolio for graduation. Keep in mind that level four in any area of study can be very intense and rigorous. That coupled with the rigors and intensity of preparing your final portfolio in the Folio class can be and has been overwhelming to students. While you can take both classes in the same semester it is not necessarily a wise thing to do.

At the end of the Folio class, you will submit your final portfolio for review. **This is a big deal.** Students will dress appropriately with business casual attire and will attend the Portfolio Review on the designated date. Students will get an opportunity to meet with and talk to professionals in the field. This is a good chance for students to network a bit and pass out their business cards to people who hire our students. The Folio class instructor will provide you with details during the Folio class.

ALL STUDENTS MUST PASS THE PORTFOLIO REVIEW IN ORDER TO REGISTER FOR THE PRACTICUM CLASS.

If a student wishes to complete two or more options (in Design, Photography, and/or Webpage Design) they **MUST** submit a separate portfolio for each area of study. Usually this will not occur in the same semester, but it could. Students completing two or more options **DO NOT** have to complete more than one Practicum class. A student attempting to complete two or more options **MUST** receive a passing grade for each portfolio in order to receive the second/third credential on their transcript.

Students wishing to submit for the Review Board on Portfolio Day must adhere to the following guidelines:

1. You must complete and submit an Intent to Submit form (ask teacher – link coming soon) with the Folio class instructor, before midterm of the semester in which you intend to submit.
2. With instruction and guidance from the Folio instructor, prepare your portfolio.
3. Two weeks prior to the Portfolio Review date, submit your portfolio and a **Faculty Approval for Portfolio Review form** (Right-click and save or download) to faculty members. Your portfolio must be reviewed for final adjustments or improvements by all full-time program faculty members. Faculty members will review your portfolio and give you feedback on how you can improve your portfolio before the Portfolio Day Review. The faculty member will also sign and annotate your form. This process is not meant to redo your entire portfolio but, rather to make minor improvements overall.
4. You will download and complete the “name” section of the **Portfolio Review Evaluation form** (Right-click and save or download) and include it with your portfolio submission. Fill it out as directed on the form with YOUR NAME, PR (for Portfolio Review), DATE OF REVIEW, YOUR AREA OF SUBMISSION (Photo, Design, Web, or Video)
5. If you fail to adhere to any of these guidelines you may not be allowed to submit for that semester.

Advertising Design Portfolio Requirements

FOR THE AAS DEGREE IN COMMUNICATION ARTS
TECHNOLOGY IN THE ADVERTISING DESIGN TRACK

THIS IS THE “END OF PROGRAM” FINAL PORTFOLIO REVIEW

Your Final Design Portfolio MUST include 12-15 pieces from the following list:

Students without the minimum requirements and/or without signature approval of all full-time faculty members and one adjunct faculty member from their submission area will NOT be allowed to submit under any circumstances.

ELEMENTS OF ADVERTISING

Logos, illustrations, and animations are not stand-alone advertising messages. They are ELEMENTS OF ADVERTISING. The goal of this program is to encourage students to produce exceptional, creative designs, images, and animations as components of advertising with the advertising message in mind.

Each logo, illustration or animation MUST include a sample showing how the element was actually used in the advertising message.

When creating images for advertising, the product and/or type of company should be evident or obvious in the final sample showing the advertising message.

- **Logo** – Sports, Lettermark, Corporate
- **Digitally Enhanced Illustration**
- **Photography**

SALES PROMOTION

Printed promotional materials for products and services whose distribution comes from means other than traditional mass media.

Packaging – The container, cover or wrapping for a product.

- Audio/Music CD**
- DVD (Movie) Video**
- Coffee**
- Wine Bottle**
- Any Product (in a box)**
- Software Package**

Point of Purchase – Promotional advertising or display unit that presents the product or service at the specific sale location

COLLATERAL MATERIAL

Stationery Package (maximum 2) (also called Identity Package)
Flat printed stationery. May contain one or more pieces of letterhead, envelope and/or business cards

Brochure – Multiple page/panel piece (usually bound/folded) that advertises, presents and/or describes the advantages, capabilities, worth and/or reasons to buy a product or service.

Annual Report – Yearly communications piece, usually with financial data, intended primarily for stockholders or members as a statement or record of a company's or organization's annual performance or status

Poster – A single sheet, advertising or promotional piece intended for mounting and display for a product, service or event

DIRECT MARKETING

Anything that is mailed via USPS or delivered via special courier (private, FedEx, etc.) with the purpose of eliciting, provoking or effecting a consumer reaction (response card, phone number to call, order form, sale/event dates, etc.) Mere mailing of a piece does not necessarily make it direct marketing. The method of shipment (self-mailer indicia, envelope, etc.) MUST be evident and included on the piece.

Business-to-Business or Consumer, Single-Flat – Defined as any printed sheet or sheets, flat, folded, or bound printed material.

Three Dimensional (3-D)/Mixed – Includes single or multiple pieces, and the container and its contents. Dimensional also includes “pop-ups” that might mail flat, but take on dimension in their final forms. Entries typically include some element/item (other than paper) as part of the marketing message (premium item, baseball, ink pen, etc.) which is included as PART of the message. The method of shipment, (box, envelope, etc.), MUST be evident.

OUT-OF-HOME

The outdoor display of advertising messages, notices, or events, commonly associated with standardized wooden or metal structures, that are delivered to mass (outdoor) audiences on sidewalks, streets, roadways, etc.

Outdoor Board – Includes outdoor posters, outdoor boards, outdoor painted bulletins, outdoor vinyl posters or bulletins, and site walls

NON-TRADITIONAL ADVERTISING

Also defined as an alternative, buzz, grassroots, guerilla, viral, or word-of-mouth advertising. It is generally defined as an unconventional way of performing advertising and/or promotional activities. Examples of non-traditional advertising would be advertising on window clings, street stickers, and stencils. It can also include wild postings, telephone poles, forehead, or tattoo advertising (Not simply tattoo art, must be advertising a product or service).

CONSUMER OR TRADE PUBLICATION (MAGAZINE)

CONSUMER PUBLICATION – Advertising that appears in periodic publications whose circulation/distribution is made to the general public, and/or an unspecified industry target audience.

TRADE PUBLICATION – Advertising that is placed in periodic publications whose primary circulation/distribution is aimed at a specific trade or industry target audience (dealers, distributors, jobbers, manufacturers, etc.) within the various Standard Industrial Classification (SIC) codes.

Single Ad – Fractional Page. Any ad in a trade or consumer publication, regardless of (page) size/dimensions, that does not fill a full-page unit.

Full Page Ad – Any ad in a trade or consumer publication, regardless of (page) size/dimensions, that does fill a full-page unit.

Spread, Multiple Page or Insert – Ad unit(s) in a trade or consumer publication that exceeds a full-page, regardless of the (page) size/dimensions. Includes facing pages, two or more ads in succession, page ads with foldouts, inserts, etc.

Campaign – Two to four ads for the same client, with a common theme. May be placed in the same publication issue (excluding single entry spreads/multiple-page units), in separate issues of the same publication, or in issues of other trade or consumer publications.

NEWSPAPER

Advertising that is placed/run in publications whose primary purpose is to inform the public about current events or issues on a daily or weekly schedule basis.

Fractional Page Ad

Full Page Ad

Spread or Multiple Page Insert

NP Ad or Insert Campaign (2 – 4 ads)

ONLINE/INTERACTIVE MEDIA

It is required that you submit a mounted, 8.5" x 11" color printout of the webpage, mock-up, or other digital designs, and a digital copy shared with your teacher over OneDrive. The printout is for reference and gallery presentation.

Animation or Special Effects

HTML Coded Website – HTML coded website with CSS and JavaScript should be hosted on GitHub and GitHub Pages. The site must be responsive and have at least three pages.

Website Mockup – Digital mock-ups need a version for desktop and mobile. It can be made in Figma or Adobe XD. It must be prototyped if there is more than one page.

EDITORIAL DESIGN

Any two-page spread, one editorial spread, or feature per entry. Not intended for submission of the entire book or magazine.

Cover

Editorial Spread or Feature

DISPLAY WORKS

All work will be mounted in a professionally acceptable manner on high quality, black 15" x 20" mount board or larger if individual pieces are necessary, with thin slip sheets between each board.

A business card-sized identification card will be affixed to the back of each piece displaying the artist's name, phone number, and email.

Commercial Photography Portfolio Requirements

**FOR THE AAS DEGREE IN COMMUNICATION ARTS
TECHNOLOGY IN THE COMMERCIAL PHOTOGRAPHY
TRACK**

THIS IS THE “END OF PROGRAM” FINAL PORTFOLIO REVIEW

Your Final Photography Portfolio MUST include 15-20 pieces from the following list:

Students without the minimum requirements and/or without signature approval of all full-time faculty members and one adjunct faculty member from their submission area will NOT be allowed to submit under any circumstances.

Portraiture excluded; commercial photographs are not stand-alone advertising messages. **They are ELEMENTS OF ADVERTISING.**

The goal of this program is to encourage students to produce exceptional, creative photography as components of advertising with the advertising message in mind.

Each photograph **MUST** include a sample showing how the photograph was used in the advertising message.

When creating images for advertising, the product and/or type of company should be evident or obvious in the final sample showing the advertising message.

Your Final Photography Portfolio MUST include 15-20 pieces from the following list (2 maximum from any category):

ARCHITECTURE (Interior)

ARCHITECTURE (Exterior)

CUTLERY

DINNERWARE

GLASS PRODUCT (can include)

- Beer
- Wine
- Liquors

DRINKS (not limited to the list below)

- Water
- Tea
- Milk
- Coffee

FASHION (with or without model)

- Sportswear
- Swimwear
- Casual wear
- Footwear

HEALTH AND BEAUTY PRODUCTS (can include)

- Cosmetics
- Fragrances
- Medications

FOODSTUFFS (not limited to the list below)

- Meats
- Produce
- Confections
- Snacks
- Candy

DAIRY PRODUCTS (not limited to the list below)

- Cheeses
- Eggs
- Ice Cream
- Milk

HOME ELECTRONICS (not limited to the list below)

- Computers
- Cell Phones
- iPods

HOUSEHOLD PRODUCTS (not limited to the list below)

- Appliances
- Toys

JEWELRY

SPORTING GOODS

MUSICAL INSTRUMENTS

METALLIC PRODUCT

ENVIRONMENTAL/EXECUTIVE PORTRAIT

PORTRAIT (Head & Shoulders) (maximum 1)

PORTRAIT (Full Length) (maximum 1)

DIGITALLY ENHANCED PHOTOGRAPHY

Photographic images whose content has been digitally altered to create a new image (often creating an image not possible using traditional photo techniques). Utilitarian photo retouching, color correcting or photo editing alone does not qualify an image for this category. A sample of the original photo(s) MUST be supplied for proper judging.

Your photos can include any combination of the following except as noted:

Digital Color Prints

Standard Photographic Prints

Black and White Prints (4 Max.)

DISPLAY WORKS

All reflective art will be mounted in a professionally acceptable manner on high quality 11" x 14" black board.

A business card-sized identification card will be affixed to the back of each piece displaying the artist's name, phone number, and email.

Webpage Design Portfolio Requirements

FOR THE AAS DEGREE IN COMMUNICATION ARTS
TECHNOLOGY IN THE WEBPAGE DESIGN TRACK

THIS IS THE “END OF PROGRAM” FINAL PORTFOLIO REVIEW

Webpage design students should recognize that web design IS graphic design. The design process MUST always be your primary focus, with coding and development taking a secondary role.

Graduates can excel in areas like UI/UX design, layout, color theory, and graphic design without always needing to dive into the code. We highly recommend to Webpage Design students that they also take the Corporate Design (VCA 273) and/or Advertising Design (VCA 274) classes to bolster their web design capabilities.

Students without the minimum requirements and/or without signature approval of all full-time faculty members and one adjunct faculty member from their submission area will NOT be allowed to submit under any circumstances.

Your Final Webpage Design Portfolio MUST include at least four working websites and one mock-up design.

Website Mock-up – One website mock-up will be made in Adobe XD or Figma. This mock-up will need final board presentation of the desktop, tablet, and smart phone views.

Design Builder – One website can be completed in Wix, Squarespace, or another web design builder software/template-based formats.

Coded –At least one website needs to be hard coded from scratch without templates, hosted on GitHub Pages.

WordPress.org – Only one website can be created with WordPress.org. This must be hosted with a domain name or a subdomain name that you

purchase. This can be your personal portfolio website. (See below before researching a domain name)

Personal Portfolio Website – You will either use WordPress or code your portfolio website. You will need hosting and a domain name. Your portfolio website will have details for each project and a link to your working websites. For each project, you will make a dedicated page on your portfolio website for your “Designer Notes.”

The websites you make will need a bright colored banner at the top of each page that says, “View Design Notes.” This will be a link to view your designer notes on your personal portfolio website.

Designer Notes will explain each project and your design process. You must include thumbnail sketches of the website pages (not just wireframes), and possibly, images of different versions of the website that were explored but ultimately not chosen for final production. Make sure that you have a Designer Notes page dedicated to your personal portfolio website, too.

Examples of domain and hosting companies: GoDaddy, Blue Host, Site Ground, Dream Host. It is easiest and preferred to use the same company for domain and hosting. You must purchase these for at least 1 year (it's cheaper to buy a hosting package with a free domain name option).

Your instructor can help you with website hosting selection. Don't do a search for a domain name that you are considering until you are actually ready to purchase the domain. There is a chance that your search could trigger a bot to purchase the domain name you looked at so you can't buy it later. When you are ready to purchase, be sure to have a short list (written down and ready to go) of alternate domain names you would consider if your preferred domain name is taken. Don't do anything regarding your domain name without speaking to your instructor on this matter.

DISPLAY WORKS

All work will be mounted in a professionally acceptable manner on high quality, black 15" x 20" mount board or larger if individual pieces are necessary, with thin slip sheets between each board.

A business card-sized identification card will be affixed to the back of each piece displaying the artist's name, phone number, and email.