Program Comprehensive Assessment (PCA) Detailed Instructions

Print Portfolio

Your print portfolio is a physically printed collection of works completed during your studies in the Multimedia Integration program. These works can include program projects and assignments as well as personal and commissioned works. Consideration should be given to the overall scale and proportion of the printed portfolio as this can affect the overall visual impact and legibility of the included content.

Your print portfolio should include 12-15 examples of print media plus a link to your online portfolio (see below for details). Portfolio pieces should vary and effectively demonstrate the skills and techniques learned throughout your time in the Multimedia program. Your final choice of works that will be included in your portfolio will be discussed and co-curated with your program teacher(s).

Examples of your work should include:

- description of the piece
    - include statement of purpose
    - give some context
    - share your (creative) process (problem/solution description)
    - detail technical features (software, language, hardware)
- visuals (photographs, videos, mock-ups, renderings)

Digital Portfolio

Your digital portfolio is a digital version (typically a PDF document) of your physical print portfolio that can be accessed as a downloadable file on your personal website or via professional social media applications such as LinkedIn or Behance.

Online Portfolio

- Your online portfolio is a website of your work featuring examples from the following categories:
    - **print media**
    - **web development**
    - **motion graphics & video**
    - **emerging technologies**

Your online portfolio should include 12-15 examples of print media, 3-5 web projects, 3-5 motion graphic & video pieces, and 2-3 samples from emerging technologies.

Examples of your work should include:

- description of the piece
    - include statement of purpose

- o give some context
- o share your (creative) process (problem/solution description)
- o detail technical features (software, language, hardware)
- visuals (photographs, videos, mock-ups, renderings)
- appropriate links or enlarged views including link to app, game, website, PDF, video etc.
- a case study of a web project
- a clear call to action (may have multiple calls to action)
- an about section that describes you, your personality & interests, your career goals or objectives, your background & experience, awards or prizes you have won
- Link to your **digital portfolio** (see above for details)
- your contact information
- your résumé or CV
- links to your professional social media accounts or other appropriate promotional sites

Showcase of Work

Formats & Presentation of Portfolios

You will present your portfolios in a showcase of graduate work such as a vernissage or public exhibition. Preparing for this event you will publish your **online portfolio** on the web as well as print your **print portfolio** along with printing and mounting other supporting print media. During this showcase you will be expected to discuss your work and describe your creative process.

Additionally, you will participate in the setup and tear-down of the public showcase.

Portfolio Creation Workflow or Process

The workflow you use to complete your portfolio is an important element in the learning process. While everyone's creative process may vary there are some common, essential elements.

- research
  - o other student portfolios
  - o portfolios of other graphic designers and web developers
  - o other types of portfolios such as photographers, artists, architects
  - o sites in general, especially for information hierarchy, UI, UX, design & layout
- brainstorm, ideate, wireframe, draft
  - o start with sketches and wireframes
- plan your portfolio project including:
  - o tasks and estimated time they will take (double that time)
  - o media including drawings, images, photos, sites, apps, videos…
  - o pieces you will use
  - o content sections that need to be written
- draft & edit your content
- work towards the development of a distinctive visual style, representative of your personal design aesthetic and technical processes.
- design, develop and publish your portfolio

- share & get feedback on your portfolio, improving it until it satisfies both you and your teacher(s)
- proofread, test, fine tune your portfolio
- share and promote your portfolio with the world

Secondary Objectives

- Create your portfolio as part of your application to further study.
- Create your portfolio to apply for a job.
- Create your portfolio to earn freelance or contract work.
- Create your portfolio just for yourself and the sense of satisfaction you will receive.