

Professional Reflections



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Throughout my graphic design portfolio class, I embarked on a journey that allowed me to explore my creativity, refine my skills, and gain valuable insights into the world of portfolio presentation. As I reflect on the process and results of this project, I am reminded of the value of feedback. Through out the course work, I observed many ideas as well as many rules to oblige by. For example, in *How To Create A Portfolio: Chapter 5*, it mentions:

The way you decide to showcase your work will largely be determined by practicality and personal taste. Its scale, nature and application can all have a bearing on your choice, as may your budget and geographical location. For instance, sending an A3 print portfolio halfway across the world by courier is, for instance, costly and slow compared to emailing a client a PDF or a link to your website.(Taylor111)

I did not expect some of the suggestions I received in this class and because of this I am filled with a sense of gratitude for the experiences and challenges that have shaped my growth as a designer.

The key aspects of this project was the incorporation of criticism into my print-ready portfolio and portfolio website. In *How to Create a Portfolio*: Chapter 2 it mentions

We are a small company and we have to have people that can multitask, and people that are not beyond tea- making as well as having the confidence to sit in meetings and voice their ideas. We do not nurture though; they get lots of constructive feedback;(Taylor28)

this highlights the potential of other ideas floating around you.I carefully considered the responses provided by my peers and instructors. For example my instructor stated

Areas for possible improvement/additional observations:

- Site is well-organized, but for some reason, the home page appears largely blank when viewed in a larger browser window. This could be a result of the responsiveness written into the site design.
- Be sure to proofread carefully as there are quite a few typos, including “Welcome” on the home page.
- Consider adding the software used within annotations.
- Annotations are very detailed, but consider paring them down a bit to make them easier to read for potential employers/clients

Another example of an area that was highlighted for improvement from student Alexa in 4-1 discussion mentioned:

One suggestion, I would recommend is placing the lightest bit of blue in the negative space for the window. I personally like and understand the usage of the white for affect, but I also can't shake off that everything else being so nicely shaded in makes it also look out of place.

And from the instructor in 2-1 discussion mentioned:

The .swf seems a little rough, and I would continue working on making it look more polished and professional, both in the action and in the use of shapes and colors for the character and background.

With these highlighted areas, I was able to focus on parts that could be improved. I recognized the importance of collaboration in the improvement of my works. Through constructive criticism and thoughtful suggestions, I was able to refine my designs, enhance my presentation, and ultimately create a portfolio that truly represents my abilities and vision as an illustrator. The end presentation also aligned with the themed career path I plan to take and speaks to the needs of the position an employer is seeking to fill. In *How To Create a Portfolio*: Chapter 4 mentions

A professional portfolio should contain final printed samples of their best work, and should show pieces appropriate for the job they are seeking (Taylor99)

As I look to the future, I am excited to apply what I have learned to my academic and professional life. The skills and knowledge acquired throughout this course have equipped me with the tools necessary to succeed in a dynamic and ever-evolving field. Whether it be through furthering my education or pursuing opportunities in the professional realm, I am confident that the foundation I have built will serve me well in achieving my goals.

Speaking of goals, my professional aspirations are centered around continuous growth and innovation in the field of visual arts. *How to Create a Portfolio* supports this by mentioning:

Before you make overtures to organizations and individuals in the sectors of the creative industry that most interest you it is necessary to find out as much as possible about them.

I aim to leverage my creativity and technical expertise to make meaningful contributions to projects and initiatives that inspire and resonate with audiences. Whether it's through freelance work, collaborative projects, or employment opportunities, I am committed to pushing the boundaries of design excellence and making a positive impact in the industry.

Reflecting on my journey, I recognize the importance of cultivating skills, abilities, and dispositional requirements necessary for success in graphic design. Effective communication, adaptability, creativity, and attention to detail are just a few of the qualities that I have displayed and will continue to develop in my interactions with peers, clients, and collaborators. For example in *How to Create a Portfolio: Chapter 6* it supports this ideology by mentioning:

A CV and its design are critical, as are no typos in the CV or cover letter.

Moving forward, I expect to build upon these skills through ongoing learning, experimentation, and real-world experiences, allowing me to thrive in diverse and challenging environments.

In conclusion, my graphic design portfolio class has been a transformative experience that has provided me with invaluable insights, skills, and opportunities for growth. As I embark on the next chapter of my journey, I am excited to apply what I have learned, pursue my goals with passion and determination, and contribute to the vibrant and dynamic world of graphic design.

References

Chapter 5. (n.d.-a) (pp. 111–111). essay.

Chapter 2 . (n.d.) (pp. 28–28). essay.

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Chapter 4 . (n.d.) (pp. 99–99). essay.

Chapter 6. (n.d.) (pp. 129–129). essay.

Chapter 3. (n.d.) (pp. 81–81). essay.

