

PUBLICATION DESIGN [Armato] Homework #2—Portfolio Booklet

Design and construct a booklet of your portfolio. This is not your main portfolio, but rather a smaller, more concise mini-portfolio that could be used as a leave-behind at an interview, a takeaway at the Portfolio Show, or mailed to prospective employers. The booklet will include an introductory statement, samples of your work, and a résumé.

This is a piece that needs to be impactful and memorable as well as functional. It is a vehicle for you and your work. Make it expressive, fun and intriguing, and people will *want* to pick one up!

The main goal of this project is to develop a knowledge of alternative book formats. (To a lesser degree we will also begin thinking about paper options.) The physical format of a book can have a massive impact on the reader's experience. Think about the ways in which formats—and the resulting layouts—can have an impact on the organization, structure, and flow of the content. Reading this booklet does not have to be a linear experience. How would flags, accordions, pop-ups, pockets, fold-outs, etc., affect the way you organize the content and lay out the pages?

This is something that will be hand-made. Consider your abilities and the time it will take for experimentation, tests, and construction. If this piece is given away you will need multiples (maybe dozens), so consider the cost of materials and, again, time. You may need to rearrange and update your portfolio so the format you choose should be able to accommodate that.

SPECIFICATIONS

- Minimum of 10 pages: artist's statement, résumé, and work samples
- Text and image on each page
- Use a basic alternative format or binding technique. Your finished piece cannot be a traditional codex
- Choose from (these are all in *Creating Handmade Books*):
 - Simple Accordion
 - Endless Accordion
 - Concertina with Tabs
 - Pocket Book
 - Accordion with Signature(s)
 - Accordion with Pop-ups
 - ****Other with instructor approval****
- Assemble page layouts in Quark or InDesign
- Use *style sheets* and *master pages* as appropriate

DUE

- Wednesday Week 5 (8/13): format mock-up and all content are due
- Wednesday Week 6 (8/20): final critique