



MICRO-DEVELOPER
Lives in Staten Island. Makes speculative investments by installing basic framework for others to infill. Selects location by anticipated market desires. Can be reached by mobile phone only.

AN INFRASTRUCTURE FOR WILD-LIFE

ECO HACKER
Whereabouts unknown. M.O.: Pollinator Attracting Seed Bombs. New York Post headline: "SEED BOMBER STRIKES AGAIN! Tourist Stung by Killer Bees While Accessing Hotel Mini-Bar".



GARDENER
Gardens locally. Lives within sight of his plot. Passes many afternoons chatting with neighboring green thumb enthusiasts. Thinks of starting a mini-gardening class for passers-by.

BOOKSELLER
Art books for less. Having been chased off the streets by Quality of Life laws, he invents the High Line's first securable book shelves complete with fold-down front panels.

A MEADOW OF MICRO PROPERTIES

VISTA MEDIA



CAB DRIVERS
Pre- and post-shift gatherings usually consisting of a card game, comparing lottery tickets, and generally forming an ebb in the flow of pedestrians down the High Line.

ARTIST
Hangs work for sale attempting to circumvent established gallery hierarchies. Gallery owners follow suit and commission light artists for nighttime installations.

VISTA MEDIA



A MOSAIC OF EVERYDAY LIVING

⋮ BASIC RULES

⋮ DOCUMENTATION ^ EDIT ^ MESSAGE ^ AUDIENCE

⋮ ACADEMIC PORTFOLIO

⋮ GRAPHIC DESIGN

⋮ PORTFOLIO formats, Printing, Online

> The portfolio is a TRAVELING DOCUMENT...its function, meaning and format MAY CHANGE depending on the CONTEXT and AUDIENCE

> The portfolio should contain your work in a format that will make it EASY to be transported physically and digitally

> It has to be beautiful, clearly organized, very easy to understand and use

WHY do you need a portfolio and **WHAT** is it for ?

∴ BASIC RULES

DOCUMENTATION

EDIT

MESSAGE

AUDIENCE

DOCUMENTATION

Keep (almost) every piece of work you produce !!!!

(scan your sketches, take pictures of your models during the project development and then SELECT)



EDIT

The portfolio is **NOT** an archive of every piece of work .

Remember ! In an academic/professional situation **in the first few pages** you have to capture the imagination of the people who are looking at it !

You will need to **EDIT** your work to be as clear as possible about your **IDEAS / PROCESS / SKILLS**

> It should contain **ONLY** work that shows your **STRENGTHS**

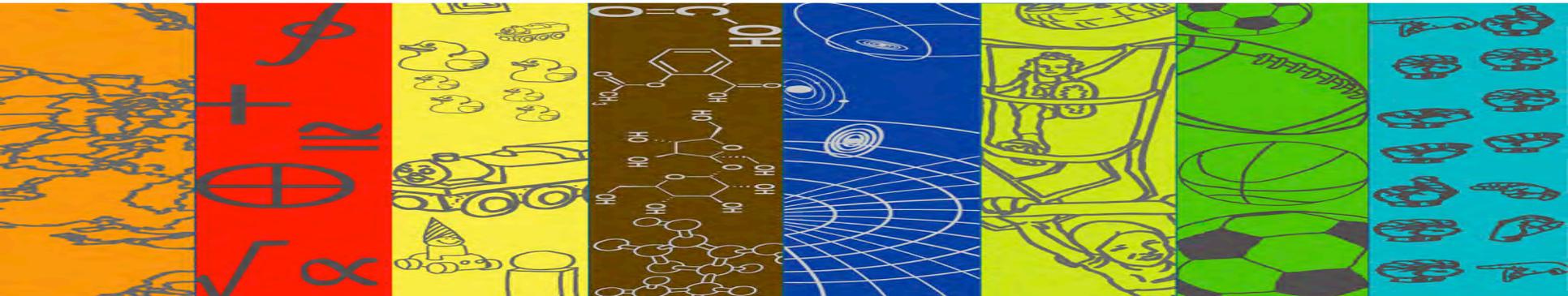
EDIT, EDIT, EDIT !!!!!!!

MESSAGE

WHAT do you want to show and WHY ?

The message should clearly communicate what kind of architectural interests and skills you have.

.. BE very CLEAR about the MESSAGE !



AUDIENCE

The message can change depending on your audience.

The focus should be on **showing your design skills** and the **development of your work**



ACADEMIC PORTFOLIO

TRAJECTORY of work, EVIDENCE of CREATIVITY, STRONG IDEAS, INCREASED SOPHISTICATION OF IDEAS and execution of work OVER TIME / range from visual communication to design skills.

Construct a **NARRATIVE** involving a **chronology** of projects and contents.



2ND YEAR PORTFOLIO REVIEW

Spring 2018

REQUIREMENTS

At the conclusion of the Second Year students undergo a comprehensive portfolio review. Core years faculty as well as general faculty participate in this review. This enables students to receive general feedback regarding their development, and It is meant to provide the student with meaningful criticism on the work they have completed thus far in the program.

Your portfolio should include work developed in **DSGN1100, DSGN1200, DSGN 2100, DSGN 2200** with additional selected work from **AVSM** and **ADGM** classes.

- No specific portfolio format is required for the review.
- Portfolio layout should be organized in a coherent and compelling graphic format.
- The portfolio should be a maximum of thirty pages.

PORTFOLIOS due 04.04.18 - 1st 3 semesters and HTML intervention

PORTFOLIOS due 05.07.18 - All projects, hard bound copy

PREPARING THE PORTFOLIO

SELECTION/ RECORDING and STORING your WORK

SELECTING WORK

- Select “only the **BEST**”
- Select work that **communicates quickly and visually**
- **simplicity of TEXT** usually is the most effective

Scanning , Reducing and Reproducing work

Appropriate RESOLUTION

DPI (pixels per inch)

It tells you how much information is into every square inch –

All computers and monitors see everything at 72DPI

For printing quality purposes you should scan all images at **250-300 DPI**

(if the file gets too big you may reduce the resolution but do NOT get below 150DPI because your prints will be pixelated)

Format images **TIFF** (bigger file but better printing quality) or **JPG** (smaller and easier to save)

THE PORTFOLIO – GRAPHIC DESIGN

HIERARCHY OF INFORMATION

Prioritize every piece of information on every page.

Make sure the most important content is what gets seen first.

You can make page elements appear more important by making them **bigger, bolder, or more opaque.**

**PEOPLE READ A
PAGE FROM
TOP LEFT**

**TO BOTTOM
RIGHT**

Portfolio COVER



JENNIFER LU

ARCHITECTURAL DESIGN PORTFOLIO + CV

6/20 Dora Crescent, Dundas

Sydney NSW Australia

Contact: +61 2 98983288

or +61 433175758

Email: jenniferlu1984@gmail.com

INDEX

MODEL MAKING



CNC MACHINE

Conceptual model of water splash

Conceptual model of defragmentation

Soft wood milling model

Vacuum form



WOOD WORKSHOP

Exploration of solid and void



LASER CUT

Prototype model for (re)form exhibition

Banded paper model

V-RAY RENDERINGS

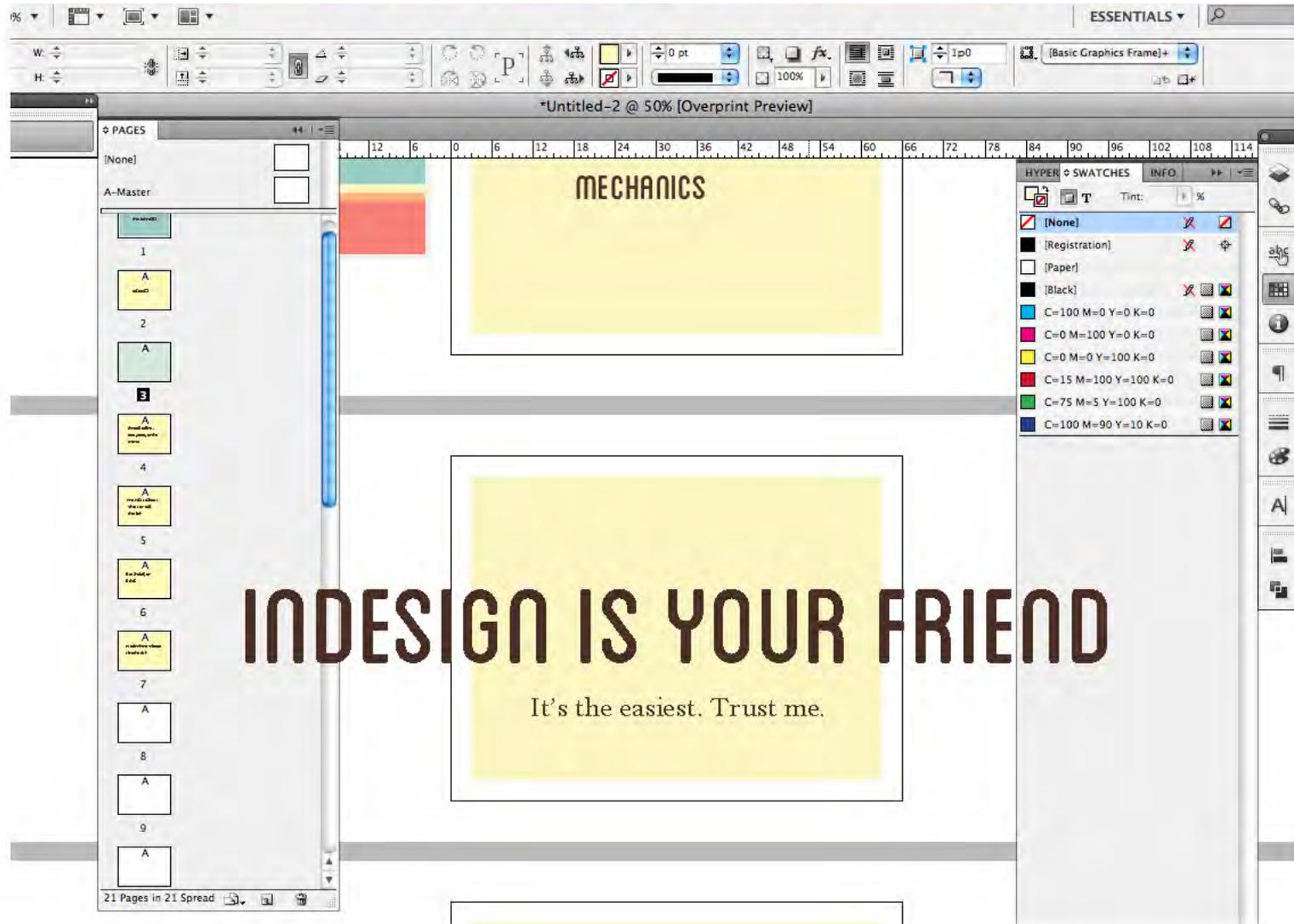


Membrane installation at Martin Place, Sydney

Perforated space

Water drops and splash

LAYOUT



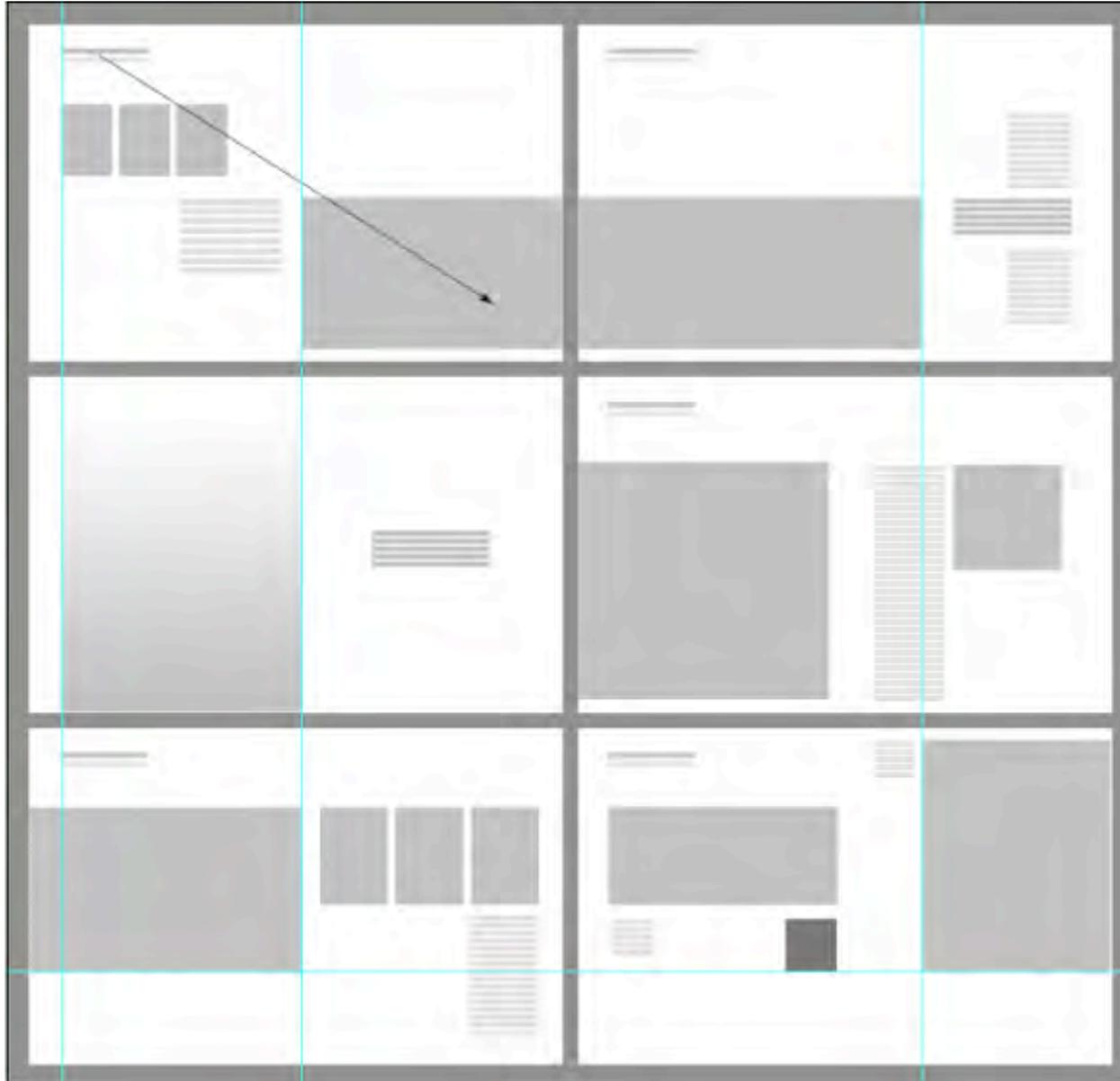
- > Generate a **TEMPLATE** file in Illustrator or InDesign
- > set up an **Illustrator** or **InDesign file**

- choose page size and orientation (landscape or portrait)
- **label** drawings
- play with colors (within a color range)

WHITE SPACE is IMPORTANT !!!

LAYOUT

[type of layout/ pages]



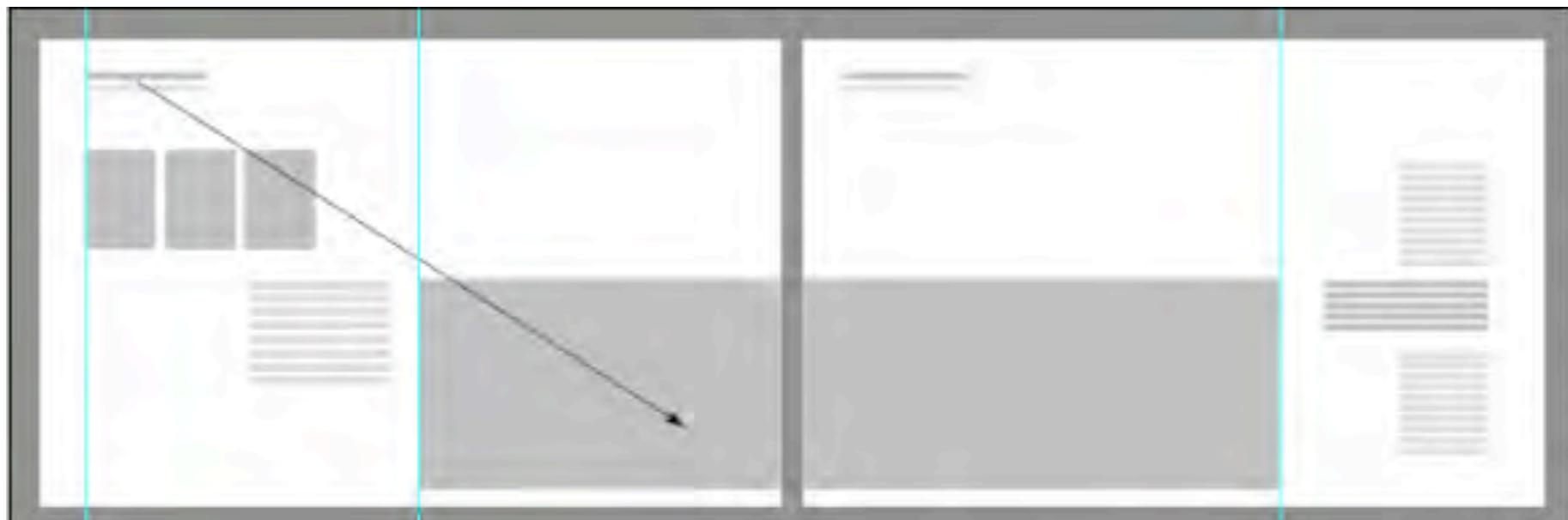










Table of contents.



04/ **Section 01**
09/ **Section 02**
14/ **Section 03**

102



18/ **Section 04**
26/ **Section 05**
28/ **Section 06**

103



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auctor elit /**

01 January 2016

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01 January 2016

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01 January 2016

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122



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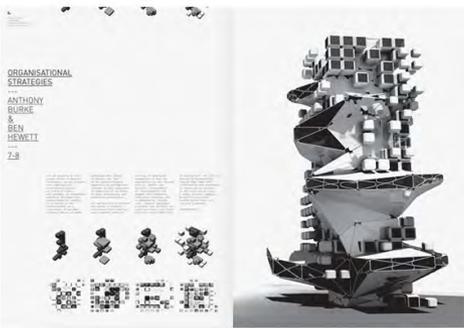


125



126





BEYOND
APPEARANCES

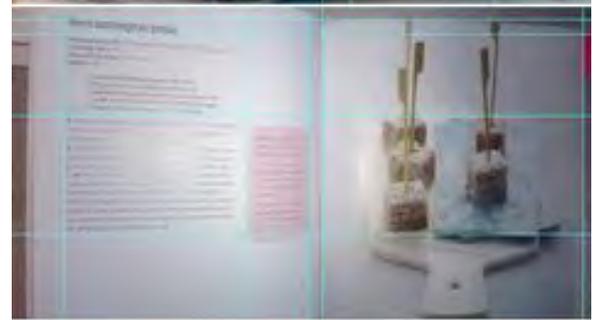
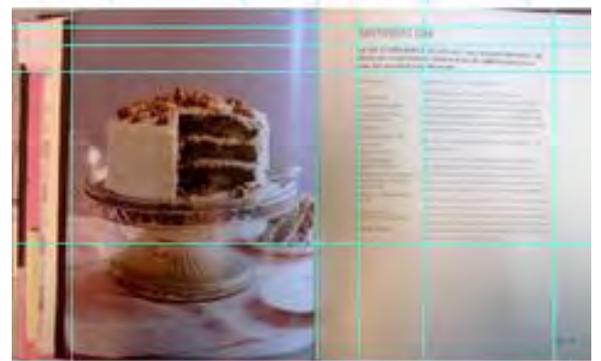
LEENA
THOMAS

57-58



LEENA THOMAS is an architect and interior designer based in New York City. She is the founder and principal of the firm Leena Thomas Architects, which focuses on creating innovative and sustainable architectural solutions. Her work spans a wide range of project types, from residential and commercial buildings to public spaces and landscape architecture. She is known for her collaborative approach and her ability to translate complex client needs into clear and compelling architectural designs. Her recent projects include the renovation of a historic building in Manhattan, the design of a new office building in Brooklyn, and the development of a sustainable residential development in Queens. She is also an active member of the architectural community, serving on several professional organizations and speaking at industry conferences. Her work is characterized by its attention to detail, its commitment to sustainability, and its focus on creating spaces that are both functional and beautiful.







(Select an image or use spacebar to return)

**START STRONG,
END STRONG**

Integrate **IMAGE** and **TEXT**

The traditional approach is to separate text and image. You will end up with isolated rectangles of images and text. You can also try to blur the boundaries between the two so that **you can use words to highlight visual ideas** . You can overlay individual images with short paragraphs.

Usually **Project TITLE / brief explanation** **DO NOT PUT TOO MUCH TEXT !**



7
20
All | Auto | Next Image >



distill/select your TEXT !!!

About Rick Joy Architects

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Relevant Work Project List, Awards, and Publications

Condé Nast Traveler praised the resort group as "like a close-knit family of wildly attractive, intelligent and anarchic kids, they are utterly independent and quite impossible to separate from one another. But something they have all inherited is Blackwell's easy charm, his amused and iconoclastic view of the world, his sense of fun and style, his instinct for beauty."



Our guests are so relaxed and carefree with a level of service so natural they will feel as if they are staying in the home of good friends, immediately serviced and run by a staff dedicated to indulging mind, body, and spirit.

Sustainability is the greatest beauty. Island Design architectural design puts nature first, bringing forth the heritage of the sites in which we operate. It is a design that is informed by the beauty of the locations we are inspired to develop.



Welcome to our
digital world.

PROPER
FOOTWORK
CAN TAKE YOU
WHERE YOU
WANT TO GO.



FONT

CHOOSE 2

Any more than that looks bad & gets distracting

i.e: MIX SERIF & SANS SERIF

It adds interest & readability

IT DOESN'T HAVE TO BE HUGE !

Consider where your portfolio will be viewed.

12 pt font is very readable on an 8.5 x 11 print-out.

FONT TYPES

- Use ONE or MAX TWO fonts

Mike Picasso

Suzanne Quill

Cybil Listz

Forefront

Sam Plimsoll

Heavenetica

Bibi Nebru

Em Graues

George Melville

HANK KRUSHCHEV

Beau Terry

Exx Presley

Paul Putnam

XAVIER PLATO

Spruce Byington

LEE TOSCANINI

OTTO WASON

PENN SILVA

TONY WHITE

Ace Bingham

Chase Callas

Tex Catlin

Bennie Goethe

Dizzy Domingo

Henry Patrick

Chuck Warren Chisel

Walt Harrington

Sue Vermeer

EDITH DAY

Dodo Casals

Martin Maxxie

HELENE HISS

SKLODD ALEICHEM

SUN GATSEN

Sal Tintoretto

DI REYNOLDS

ZERE LIPSCHITZ

SAM BARBER

Andy Macarthur

Gabby Gauguin

Bucky Merlin

ANNE BOLEYN

Dizzy Feininger

ENGEL EINSTEIN

Chuck Warren Design

Claude Caesar

Garry Mondrian

COOPER PLANCK

Dodo Diogenes

Temps Swash

GRACE ADONIS

TAM FLAHHAN

Shelly Marie

NIGEL SADE

STRAVINSKY

Cameron Stendahl

COFFEE CAMUS

Downloading FONTS

www.dafont.com



BINDING



There's nothing good in Rochdale, apart from the Chinese chippy. Mum takes us to Bradford for the shopping. We don't have anywhere to go, so we hang out on the street.

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METALLIC



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85025 ALL STAR DELUXE MARY JANE

Low-top
Available in 201001-100111 (Men's) \$115

THESE PRICES ARE SUGGESTED ONLY



LEATHER

The closer you get, the better they look. All-Star® leather sneakers are made from soft, perforated leather, making them easy to wear like fuzzy wool gloves. They're made for the outdoors.











Justin
Philipson





GET AS MUCH CRITICISM AS POSSIBLE

Please proofread. Typos are terrible!

Ask friends for advice. Go to portfolio reviews.
Improve at every opportunity.

www.lulu.com

or

www.blurb.com

printing on-demand

DIGITAL booklet

<http://www.blurb.com/bookstore/detail/921455>



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