

## assignment 2 | designer self-analysis

At this point in your design education you have produced a body of work that you can begin to reflect upon. You should have also amassed several influences that guide your decision making and design process whether methodologically, conceptually, and/or formally.

For this assignment you will begin a process of self-evaluation that will guide you through the beginning of this course. Your self-evaluation will begin with a presentation in class of your influences, your work, and your self-analysis.

### part 1 | influences

Create a list of 10 “things” that influence you and your work. These “things” can be anything: philosophies, theories, artists, designers, musicians, particular works of art, literature, movies, etc. Be as specific as possible; don’t just say you like movies, be specific about either a genre, a particular film, or even a particular scene in a film.

Write down 2-3 specific qualities about those “things” that influence you. A few examples:

*influence = Rosemarie Fiore, artist*

I like her process of using unconventional objects to create art: long exposure of 80s video games, drawings using the amusement ride, and fireworks to create abstract geometries.

*influence = Roadrunner & Coyote cartoons, directed by Chuck Jones*

I like the impossibility of cartoon physics. How at moments characters can seemingly defy all rules of gravity and the like until the moment they realize what is occurring. I also like the strong themes of futility and self-defeat.

### part 2 | your body of work to date

Choose 6-10 works you have produced during your education that best represent your design abilities. Document them digitally. Write a short description of each work (1-2 sentences max). Professional/internship work is okay to include, but it should be representative of your best abilities and not just included because it is professional work.

### part 3 | what do you want to be when you grow up

The design profession and community is vast and wide with niche markets for those who like to specialize and opportunities for generalists for those who prefer not to be pinned down. Career options range from professional design firms (both small and large), advertising agencies, branding agencies, printmaking shops, freelancing, and other entrepreneurial ventures. The types of media designers produce is continually expanding, environmental graphics, web design, animation, motion graphics, packaging design, textile design, print design, etc. So where do you see yourself in the design profession? What is it you hope to do with your degree?

Write down what it is you hope to do when you graduate (or, for some, while you are still in school). If your career path when you graduate is far removed from anything applicable to art and design write down what your hope, reason, and/or goal is/was in getting an education in art and design.

### part 4 | strengths and weaknesses

Self analyze your body of work’s strengths and weaknesses by answering the following questions:  
What are your strengths as a designer? (if you don’t know ask your peers, former profs, or compare your work to that of your influences)  
What are your weaknesses as a designer? (same as above)  
How well does your portfolio match what it is you want to do? (see part 3)  
What do you feel your portfolio is lacking?

### part 5 | presentation

For next week, you will prepare a short verbal and visual presentation of parts 1-4. Your visual presentation must be in one of the following screen based formats: pdf, html, or powerpoint.

The visual presentation should include the following:

- » A title screen/page with your name on it.
- » Your influences. 2 influences per slide/page (5 pages/slides max). Include all 10 of your influences. Use images where necessary to demonstrate important formal aspects and visual qualities.
- » Your work. Include images of the work you chose for part 2. Show details as necessary. Include descriptions and important information (size, medium, etc.) as needed. Do not use more than 15 pages/slides to show your work.
- » A summation of your self analysis (strengths, weaknesses, goals (and how those strengths and weaknesses fit/hurt your goal)). No more than 3 pages/slides in length.

As a designer/artist appearances always matter. The visual presentation should be treated as a designed artifact. Consider the following as you make your presentation.

- » The design of your presentation should be about the content and the information presented.
- » Design it, but do not overly design it. Think Josef Muller-Brockmann or Jan Tschichold over David Carson and Jeffery Keedy (if you don't know what that means, look it up).
- » Avoid unnecessary decoration, cheesy sound effects, slide transitions, stock animations, etc.
- » Make good choices about your typography.
- » Make good choices about your images and document your work properly (no blurry photographs, no bad lighting, no resolution mishaps).
- » Choose an appropriate format/method to best exhibit your work. For example, video can be embedded into powerpoint slides and html or shown as a sequence of images in a pdf; web based work can be shown through screen shots with a link to an html file.
- » Make sure that your presentation is polished and well crafted.
- » Do not try to create this presentation using a medium you do not know. For example, if you know InDesign really well use that to create your presentation and export it as a pdf.
- » Keep in the back of your mind that this presentation reflects on your abilities as designer.

Your verbal presentation should be no longer than 10-15 minutes in length. It should enhance, add information to what is presented on screen. It is also an opportunity for you to discuss things any other information not required for the visual presentation.

We will view the presentations starting at **the beginning of next class.**