You’ve spent a lot of time creating a project, and now it’s time to document the project so you can show off your work in the future.

Very few people will see your work itself. Rather, they’ll see your documentation of the work. So in some ways (at least in terms of self-promotion) the documentation matters more than the work itself.

When documenting, it’s possible to make *great* work look *mediocre*, and it’s also possible to make mediocre work look great… so it’s worth the trouble to create good documentation.

Types of documentation: websites and powerpoints standalone, poster are supported (you may be there with it to answer questions), but even still, you want the documentation to be able to stand alone so that if someone encounters the poster when you’re not around they’ll understand and be impressed

Show Aaron Meyers’ portfolio

* Eye begins in upper left
* Establishing image shows the fixed object > successive images show the object in action
* Different views of the object help the viewer better understand how its 3d form
* Talk about how your photography tips are evident in Aaron’s documentation
* Quality of the visuals
  + Photographing
    - Tripod to prevent blurriness
    - Fill frame with essential elements
    - Consider point of view (3/4s view instead of straight on / ideal height)
    - Good diffused lighting to minimize harsh shadows
    - Show key features (be intentional about what in particular you’re trying to show in each image)
    - Eliminate distractions
    - good variety within slides (tell about unity and variety)
    - Combines images to create more visual interest
    - Progression beginning to end
      * Start with the best, then the second best, then your average work, end on high note
      * Consider flow
      * Consider contrast

Meiser’s website: joemeiser.com

Professors have to do research – for me that’s making and showing art in exhibitions

To get exhibitions I have to send out applications to gallery directors and exhibition committees which usually consists of other art professors

I’ve made my website with deep consideration of who my audience is.

Gallery directors and other artists care most about the work itself… the visual aspects of the work, and that’s why my site is setup the way it is, emphasizing the visuals

One of the key assumptions that always guides my development of the site is the assumption that people are busy… what this means for webdesign is that you:

Should put the most important stuff first (reverse chronological)

Should make your site simple and easy to navigate (simple menu; little clicking)

Whenever possible, use images to convey ideas (they sink in quickly)

Images and rhetoric:

Marilyn poepelmeyer “we need someone who can swing a hammer”

Your job interviews – images of the process > show that I have a lot of tech skills

Show Zander’s portfolio

* Larger font to set off each project would be good (would help flag reader to understand where one project stops and the next one starts)
* Good that he shows the ideation process – this is important in design
* Sent him to the writing center to tune up the text
* Sketches could be further developed
* Referring to infographics would be a good for creating better layouts
  + Beautiful layout
  + Idea is conveyed via the images themselves, supported by text as necessary
* Guidelines within slides would help enhance sense or order
* The about me slide – now has richer set of ideas
  + Arrangement of photos
    - Orderly placement that lines up
    - Consistency from one slide or webpage to the next
* Accuracy, readability, and simplicity of the text
  + Remember that most people will be in a hurry and will skim the content, and this means
    - Images need to be able to essentially be able to stand alone
    - Set your text up in a way that reads well when skimmed
      * Simplify as much as possible
      * Use bold headings to convey key ideas
      * Provide details in the body of the text for the dedicated reader
* Accessibility to an uninformed viewer
  + Show your documentation to your friends… and your even your mom… what questions do they ask? What is not clear?

Tell about the portfolio handbook

Resources to give

* Portfolio handbook
* Link to artcareers website
* Copy of these notes

Keyshot resources to give

* Rhino and Keyshot file
* Link to Keyshot tutorials
  + https://www.keyshot.com/learning/tutorials/
* Link to Lynda tutorials
  + https://shib.lynda.com/Shibboleth.sso/InCommon?providerId=https://shib.bucknell.edu/idp/shibboleth&target=https://shib.lynda.com/InCommon
* Live linking from solidworks to keyshot
  + https://www.youtube.com/watch?v=NuXk1hUUXuo