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THE PRESENT

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PORTFOLIO



PAREMINS

A SAMPLE OF GRAPHIC IDENTITIES PRODUCED DURING 2001-2002



Introduction

Class assignments

Knowledge, Values + Skills

Class critiques

Class exposure

Class projects

Credits

Introduction

State assignments

(nowledge, Values + Skills

Class equosure Class projects



We live in a world that is surrounded by graphic design. To be noticed, or to enhance our professional impact, we need to have a printed, and now, a digital presence. We have the tools: landscape architects are designers. The skills utilized in designing landscapes are going to be used to guide us through creating a graphic identity for our work. Each student will go on a search for their own identity, and portray that identity on several graphic items to be developed throughout the semester.





PROJECTS

The purpose of this class is to create your visual identity and apply it to printed and digital materials.

Major assignments:

1st Major Assignment: (4 weeks)

Create a visual identity for yourself.

Design a logo, and apply it to a business card, a letterhead and a resume utilizing your sketchbook for the creation process and finalize in QuarkXPress and Photoshop. Your graphic identity will be carried on to the next assignments.

2nd Major Assignment: (6 weeks)

Create a printed portfolio and a CD label utilizing Quark and Photoshop. The layout of this product will be carried out to the 3rd assignment.

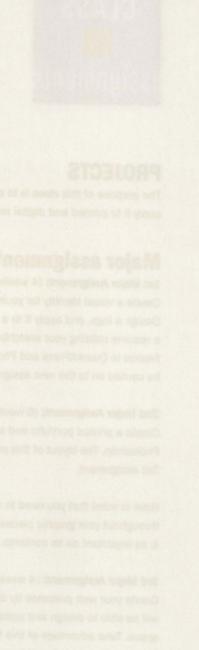
Have in mind that you need to create a consistent visual identity throughout your graphic pieces. The presentation of the portfolio is as important as its contents.

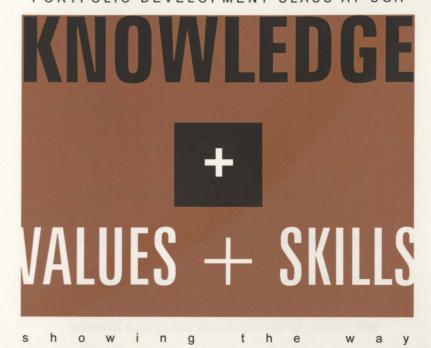
3rd Major Assignment: (4 weeks)

Create your web presence by designing a digital portfolio. You will be able to design and upload the product to your ARCHES' space. Take advantage of this free service the university provides. Your website address will be www.arches.uga.edu/~userid

4th Major Assignment (1 week)

The Gallery space is your canvas! Create an exhibit where your portfolios will be the "art" on the walls. Promote your work among your peers.





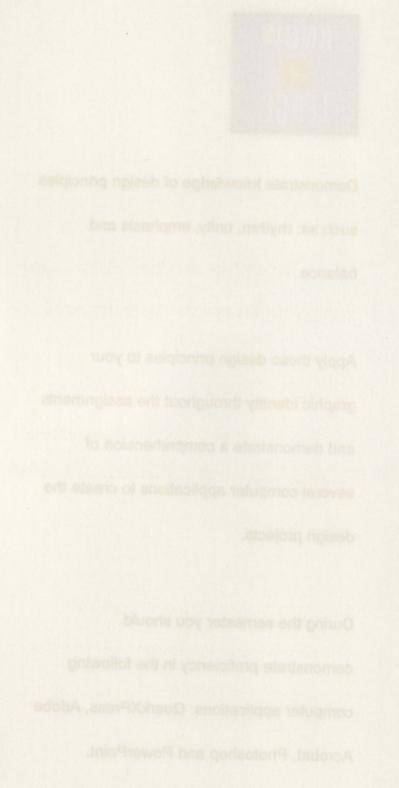




Demonstrate knowledge of design principles such as: rhythm, unity, emphasis and balance.

Apply those design principles to your graphic identity throughout the assignments and demonstrate a comprehension of several computer applications to create the design projects.

During the semester you should
demonstrate proficiency in the following
computer applications: QuarkXPress, Adobe
Acrobat, Photoshop and PowerPoint.



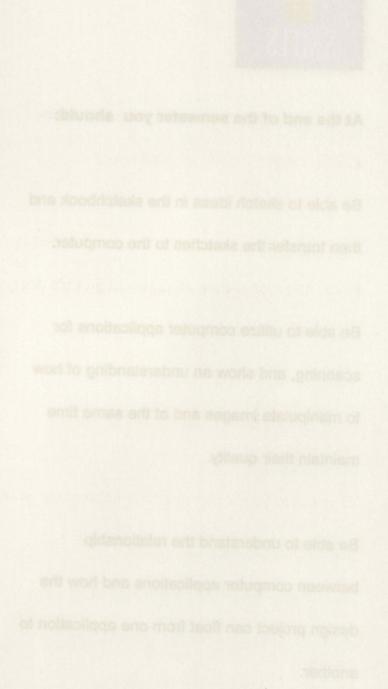


At the end of the semester you should:

Be able to sketch ideas in the sketchbook and then transfer the sketches to the computer.

Be able to utilize computer applications for scanning, and show an understanding of how to manipulate images and at the same time maintain their quality.

Be able to understand the relationship
between computer applications and how the
design project can float from one application to
another.





The most important values learned in this class are:

To bridge the traditional graphic skills learned in landscape architecture studios and graphic design to create a visual identity for yourself.

To refine ideas utilizing technology.

To visualize your concept and to understand what the possibilities are for printing, binding, and packaging your product.

The most important

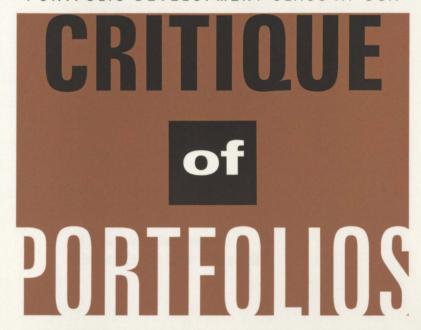
o bridge the traditional graphic sidils learned in andscape antificeture studios and graphic design

To refine ideas utilizing technology.

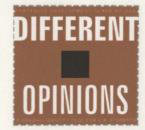
To visualize your concept and to understand what

packaging your product

PORTFOLIO DEVELOPMENT CLASS AT UGA



GATHERING - SHOWING - LEARNING - IMPROVING



Constructive criticism during the

semester is sought.

This class **EXPOSES** the students' work in several different ways:

peer discussions faculty input outside professionals' input instructor's comments

and a the end of the semester:
A Gallery Exhibit open to the public.





faculty critique session



accepting criticism



looking closely

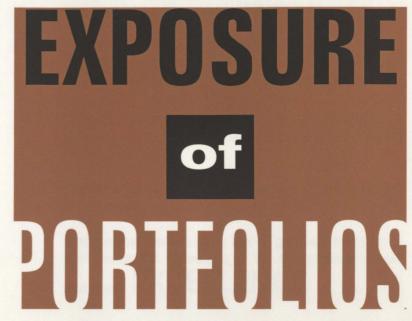


peer discussion



learning from others





SHOWING THE WORK TO THE LANDSCAPE ARCHITECTURE COMMUNITY

ADD TA STAJO THISMROJIVA OLIOSTROS



The purpose of this class is MARKETING.

Therefore, the instructor makes the students

PLAN for an exibit from the first day of class.

They do not aim for an "A" in the class, but towards getting a job or an internship with the product created during the class.

The dynamics of this class are unique from any other studio class.

Massive feedback is given but no grades are issued until the exhibit. Therefore, all the assignments evolve to achieve **EXCELLENCE**.

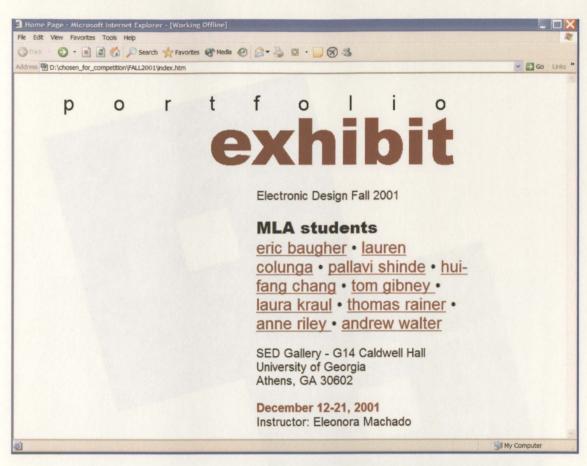
The graduate class exhibits have **ALWAYS**been a sucess. it's a way of sharing the work produced
in class and **INSPIRING** the students that
are about to take the class.

It's very interesting to see how students' perception of graphic design has changed since these exhibits started taking place.

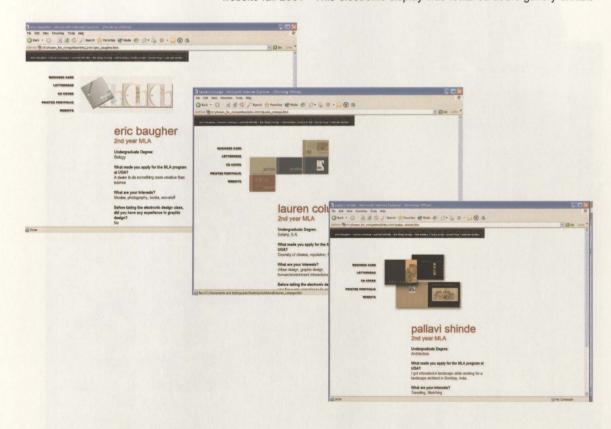
Learning from LOOKING

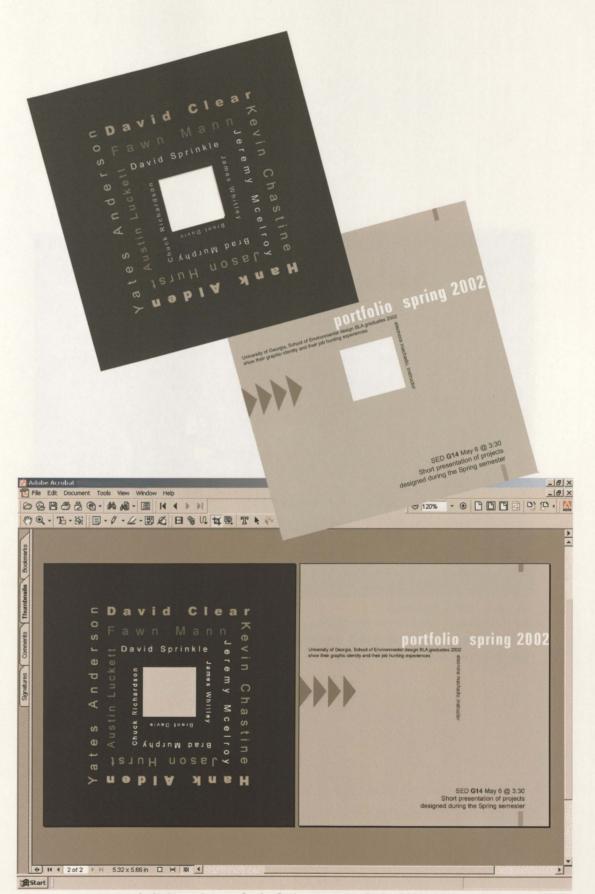
AROUND: during the portfolio class we learn

how to absorb the information that surround us.

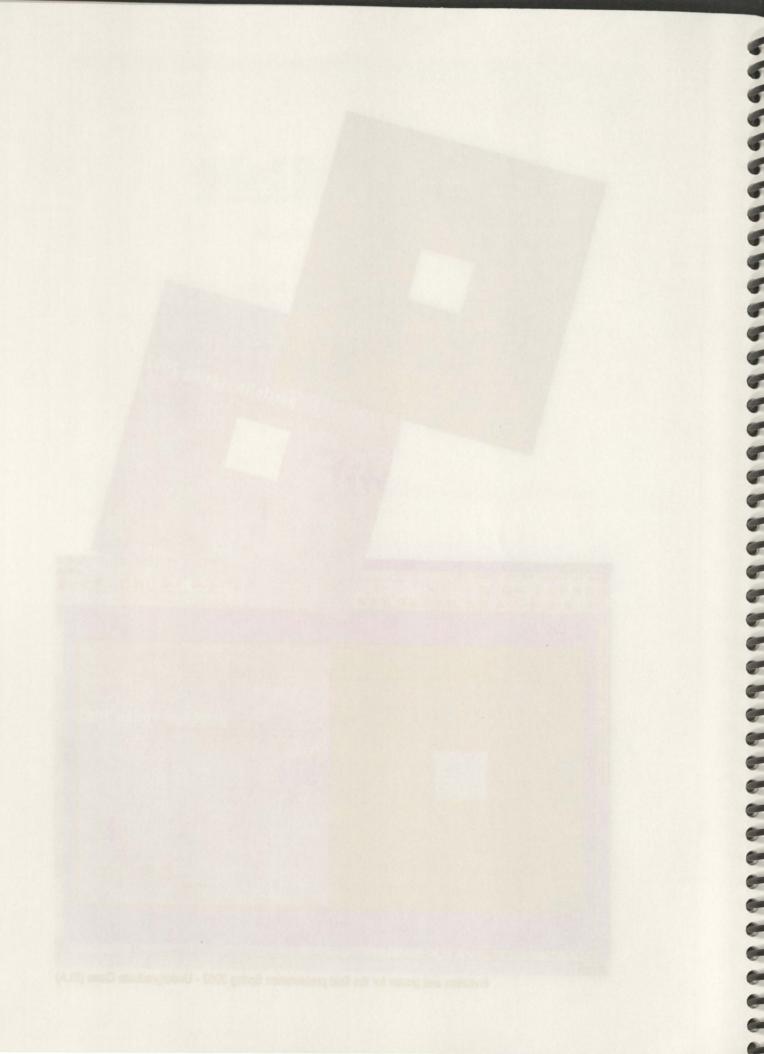


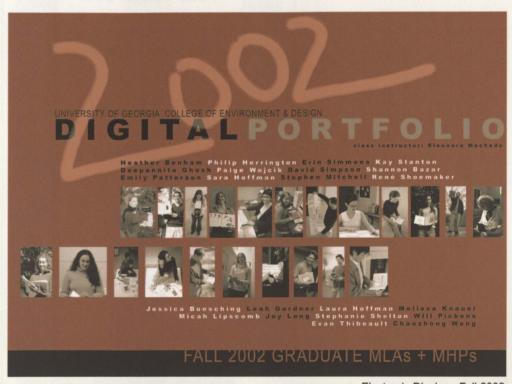
website fall 2001 - This electronic display was featured at the gallery exhibit





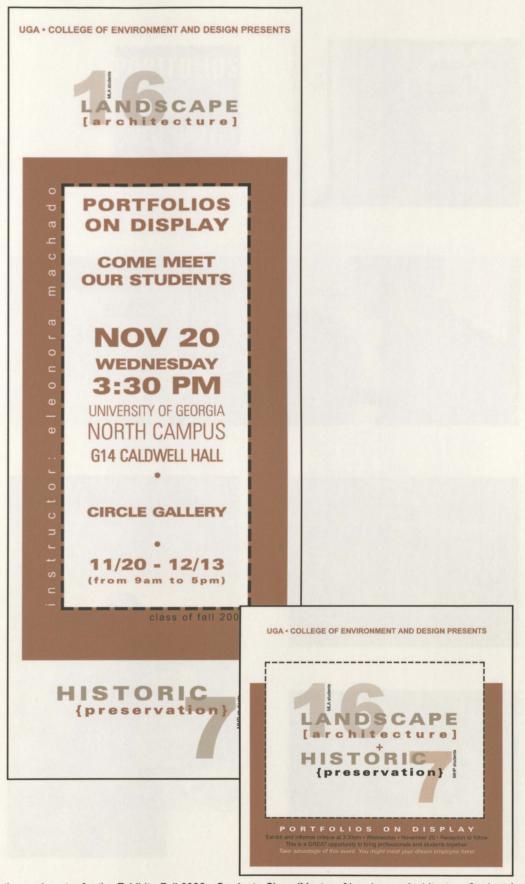
Invitation and poster for the final presentation Spring 2002 - Undergraduate Class (BLA)





Electronic Display - Fall 2002
All student portfolios were displayed on computer as well as hard copy. This required that students translate their printed portfolio into digital format. A navigation system (hyperlinks) was created to guide people through the site.





Invitation and poster for the Exhibit - Fall 2002 - Graduate Class (Master of Landscape Architecture Students)





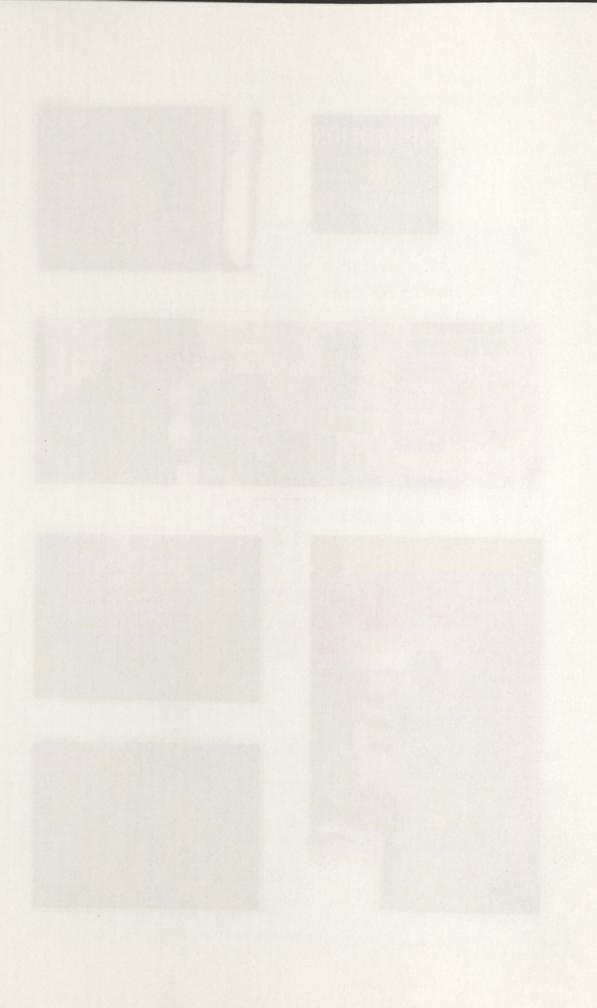


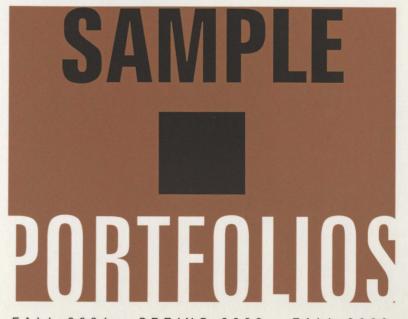




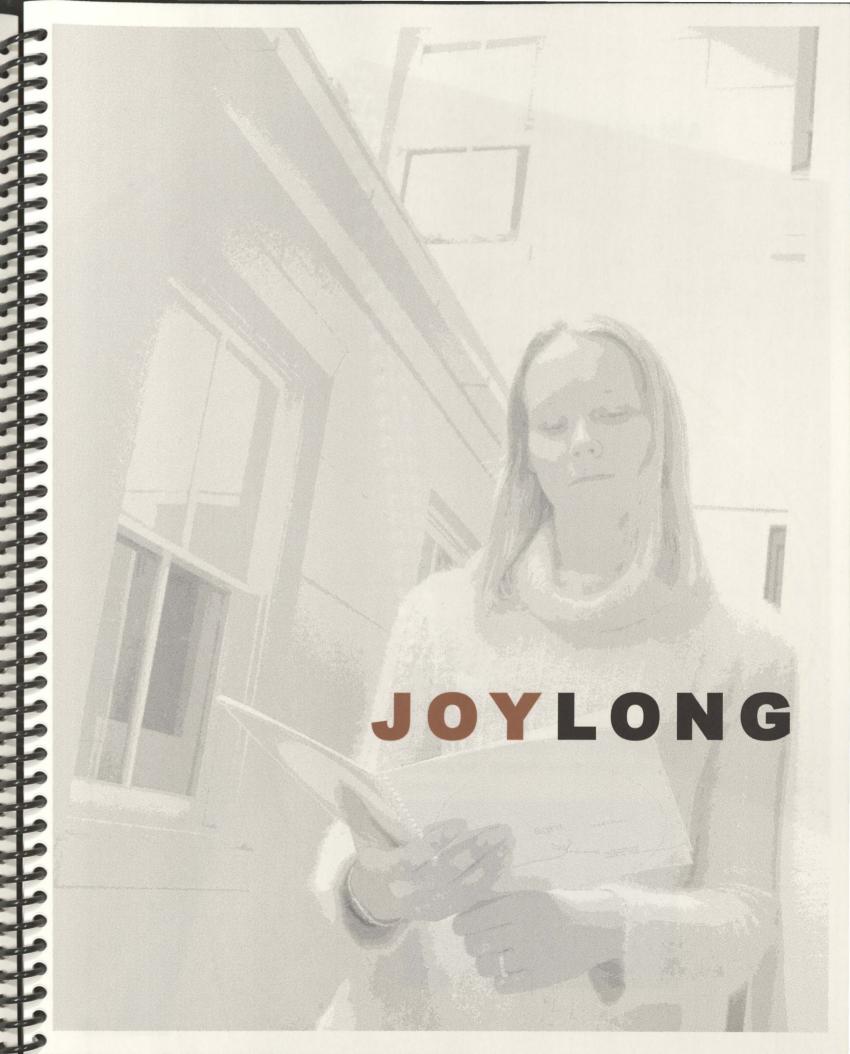


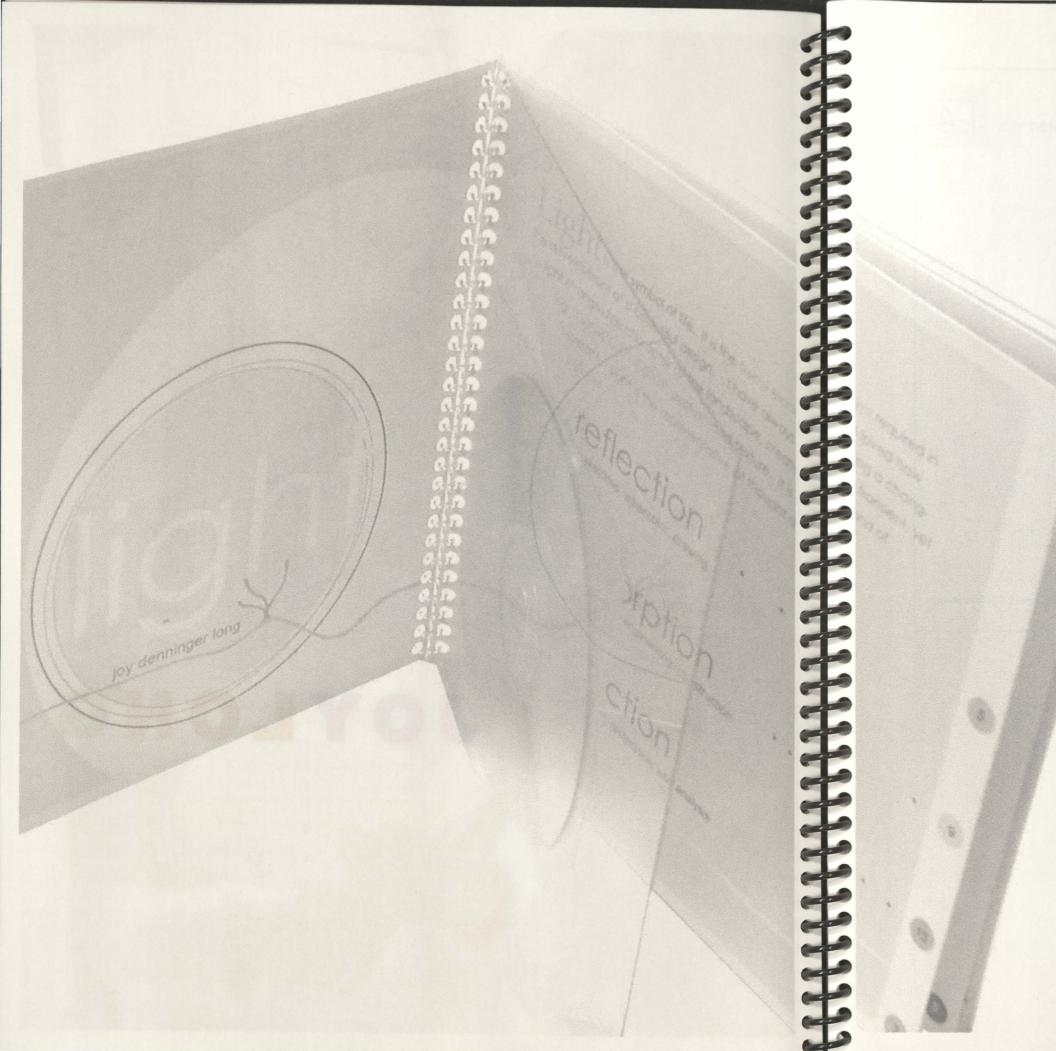






FALL 2001 - SPRING 2002 - FALL 2002





Student: Joy Long, 2nd Year MLA Fall 2002

Instructor's comments:

Joy's portfolio is inspired by LIGHT. The moment she created this connection, she developed her identity around it. Reflection, absorption, and refraction were some terms she used to divide the areas of expertise in her portfolio. Very well put together and all of the graphic pieces have a very strong identity.

Highlights:

Organization
Design concept

Joy Long's comment about the class:

I felt that the portfolio class was a VERY practical way to get me moving toward the day when I will have to look for a job. The class forced me to do a good job on something that I would have tried to do in my spare time, which I don't have, so I'm grateful that I had the support of a class to get that accomplished. I also got a lot of good ideas from the teacher and the other students in the class, so that ultimately made my portfolio better. Since then I have begun to think about adding a few things and making a few changes, but I guess it's always an ongoing process.

loy ong

quiet, hubbly, organized, outgoin

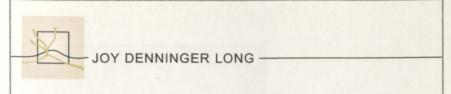
Four best qualities: cheerful, patient, organized, efficier

Linear / organic preferences

some of both. structure is good, helps keep her self line. still likes the ability to expand on idea Creativity isn't a step by step proces

prefers more abstract, everything doesn't need to be perfect, likes the "big picture" yellow or green

more of a hiker, but aspires to be a gardene





JOY DENNINGER LONG

EDUCATION

2001-present
2000

Masters of Landscape Architecture, University of Georgia, Athens, GA
B.S. Biology Principia College, Elsah, IL GPA 3.8

Principia Upper School, St. Louis, MO Valedictorian

EMPLOYMENT

183 STONYBROOK CT ATHENS GA 30605 770,595,5144

2002 Provided assistance to professor.

Scanned and adjusted images and sketches.

Assistant Edited manuscript for technical consistency and theoretical flow.

2001 Provided customer assistance in plant selection.

Scottsdale Farms
Tree/Shrub Asst.
Manager

Provided customer assistance in plant selection.
Produced informative plant signs for most trees & shrubs on the property.
Checked quality of plants upon shipment and maintained them by pruning & pest control.

Manager pest control.

1999-2000 Supervised care of college greenhouse, including scheduling, watering, plant identification, propagation, and pest control.

Manager Trained new greenhouse employees.

RELATED Coursework: Garden Design, Plant Identification, Plant Taxonomy, Ecology, GIS
(ESRI Certified), Design & Planning Studio.

Computer Skills: AutoCAD 2000, Adobe Photoshop, Quark 5.0, ArcView.

Study Abroad: Extensive 10 week biology program in Nepal, with focused research on community forestry in Nepal

sarch on community lorestry in Nepal

Community Service: Treehouse Wildlife Rescue Center, The Ocean Society

OTHER
EXPERIENCE
AND AWARDS

Brooks Wigginton Scholarship -- provides funds for graduate tuition.
Graduate Assistantship -- provides waiver of tuition for semester.
Trustee Scholar -- four-year full-tuition academic scholarship.
Aileen E. Wavro Womanhood Award -- based on character strength.

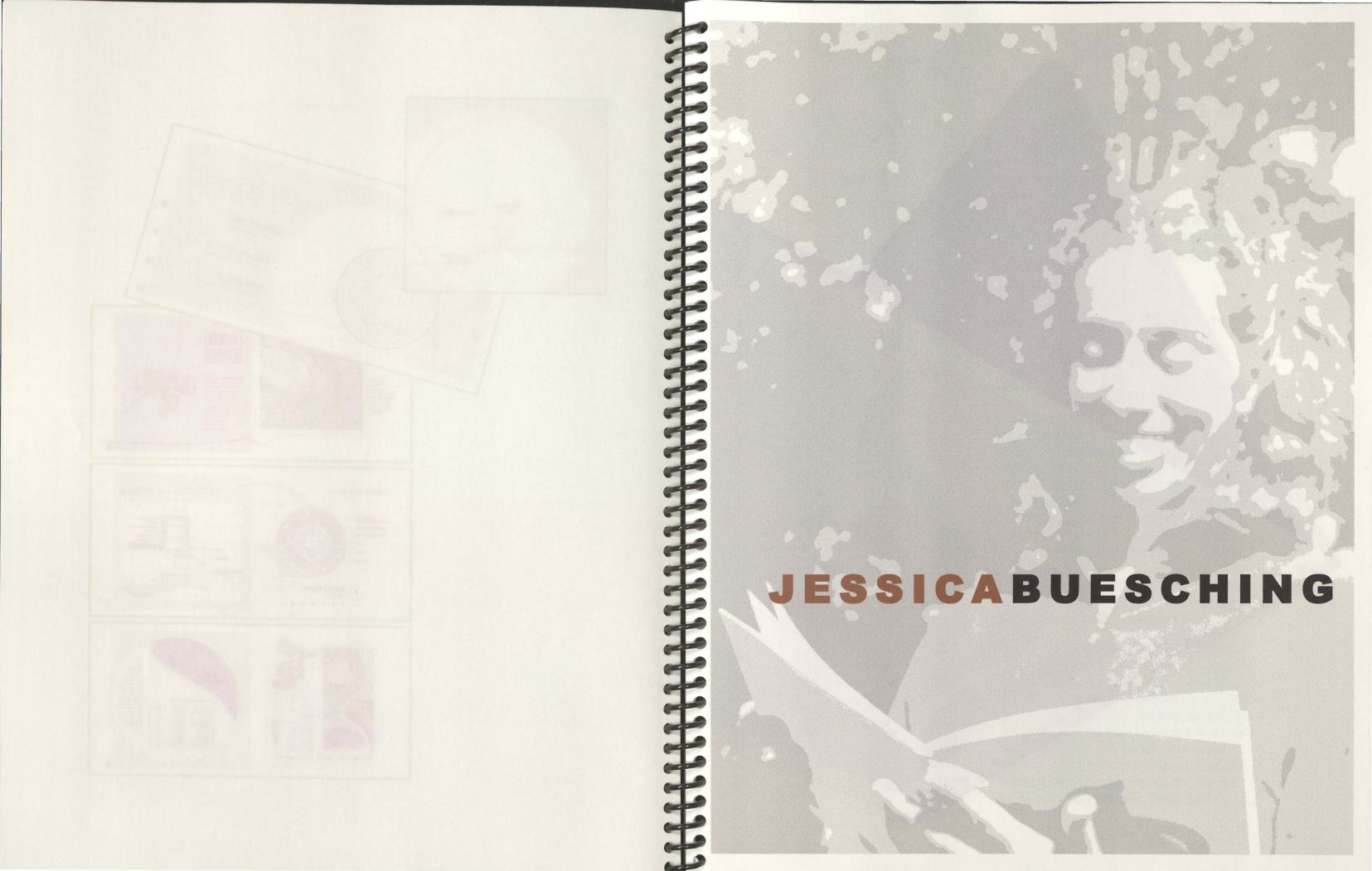
Mueller Environmental Award -- based on leadership and stewardship. Member of Phi Alpha Eta -- Academic Honor Society

183 STONYBROOK CT ATHENS GA 30605 770.595.5144 JOYLONG@PRINCIPIA.EDU -



__ 183 STONYBROOK CT ATHENS GA 30505 ____ 770.595.5144 JOYLONG@PRINCIPIA.EDU







Student: Jessica Buesching, 2nd Year MLA Fall 2002

Instructor's comments:

Jessica's portfolio is divided into three sections. The sections are color-coded and her logo became the identity throughout the portfolio. Page dividers make it easy to navigate the book.

Highlights:

Logo design carried and transformed onto the organization of the book.

Jessica Buesching's comments about the class:

Your portfolio class was one of the most beneficial classes I've taken for many reasons. Not only did I learn much more about both Quark, photoshop, and creating PDF files, but I learned to integrate all the different programs to create a product. I am so much more aware of lines, color, and how each element on a page relates to other portions of the document. I have updated my portfolio several times since the class ended (and plan on doing so again when this semester is through), and sent it out to various firms to help find an internship. When I had a phone interview with Conservation Design Forum in Chicago (where I will be interning this summer!!), one of the first things they said to me was how impressed they were with my portfolio, and they wanted to know how I created it. I've taken the techniques and programs you taught during portfolio class and used them to design a layout for Georgia Landscape, as well as my own notecards. The portfolio class was so helpful in making me focus on ways to graphically represent ideas to people in a way that they can quickly see what is important. Thank you!!!

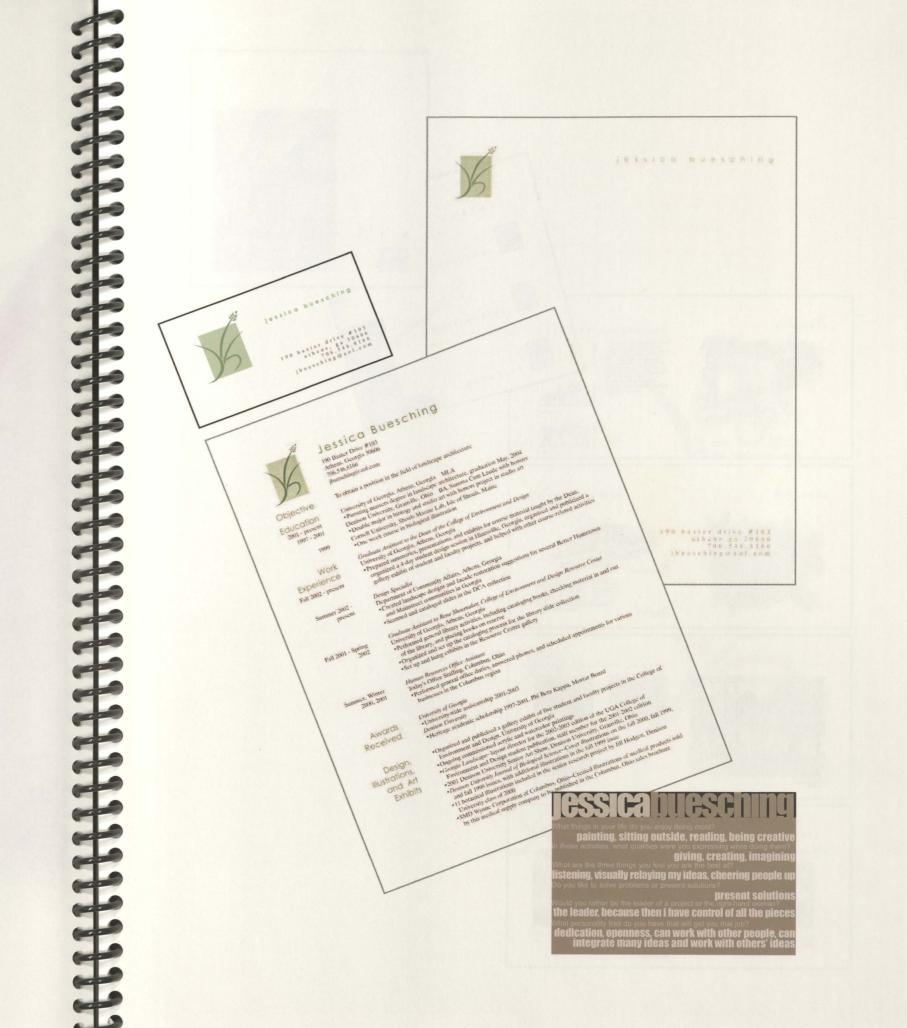
Jessica Buesching, 2nd Year MLA

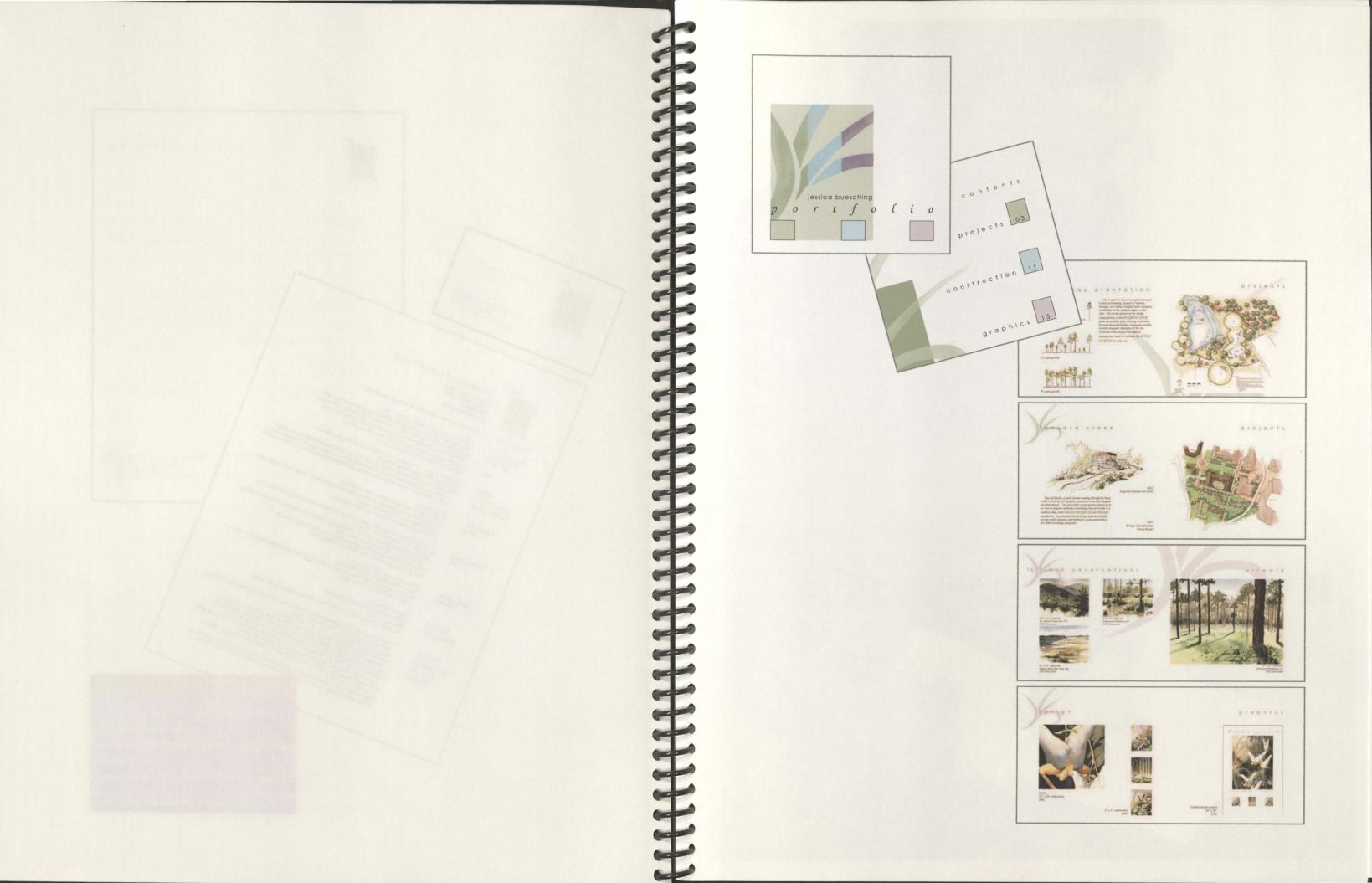
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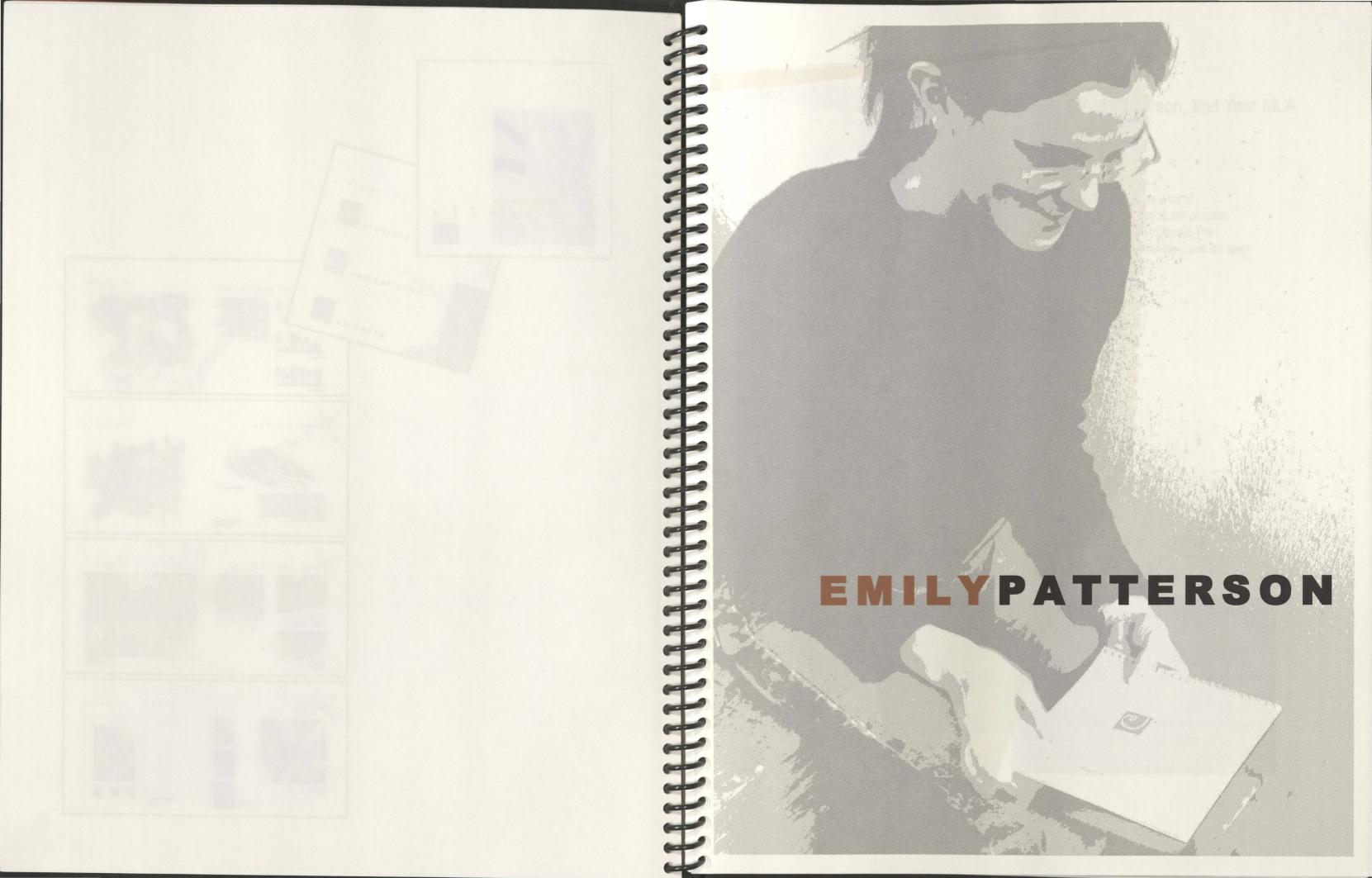
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ession thesechiog's comments shoul the class:

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Student: Emily Patterson, 2nd Year MLA Fall 2002

Instructor's comments:

Emily's identity package show a lot of craftsmanship. Her dedication to the process shows through all her graphic pieces. The portfolio has a very strong presence and it's easy to navigate through it.

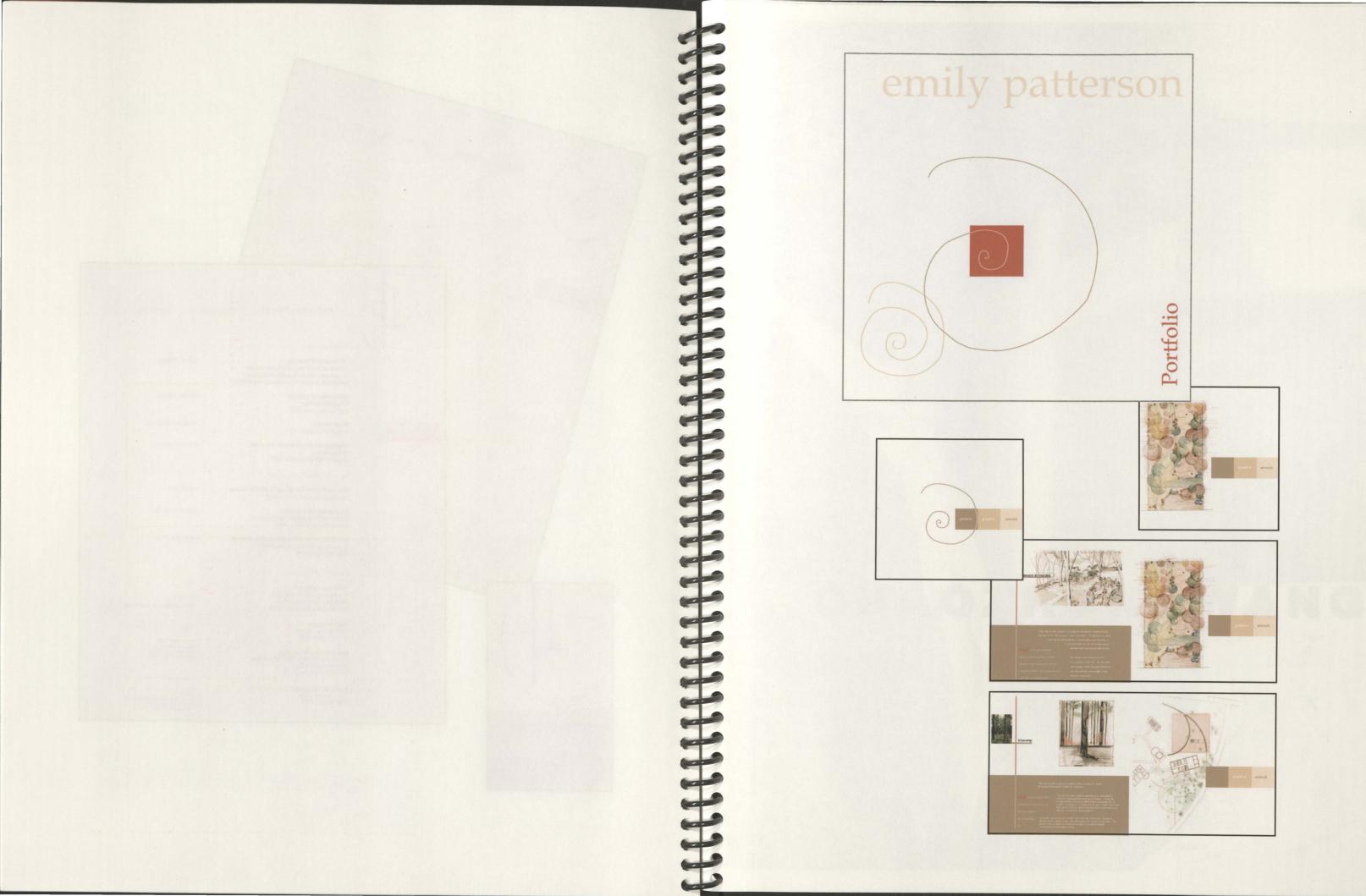
Highlights:

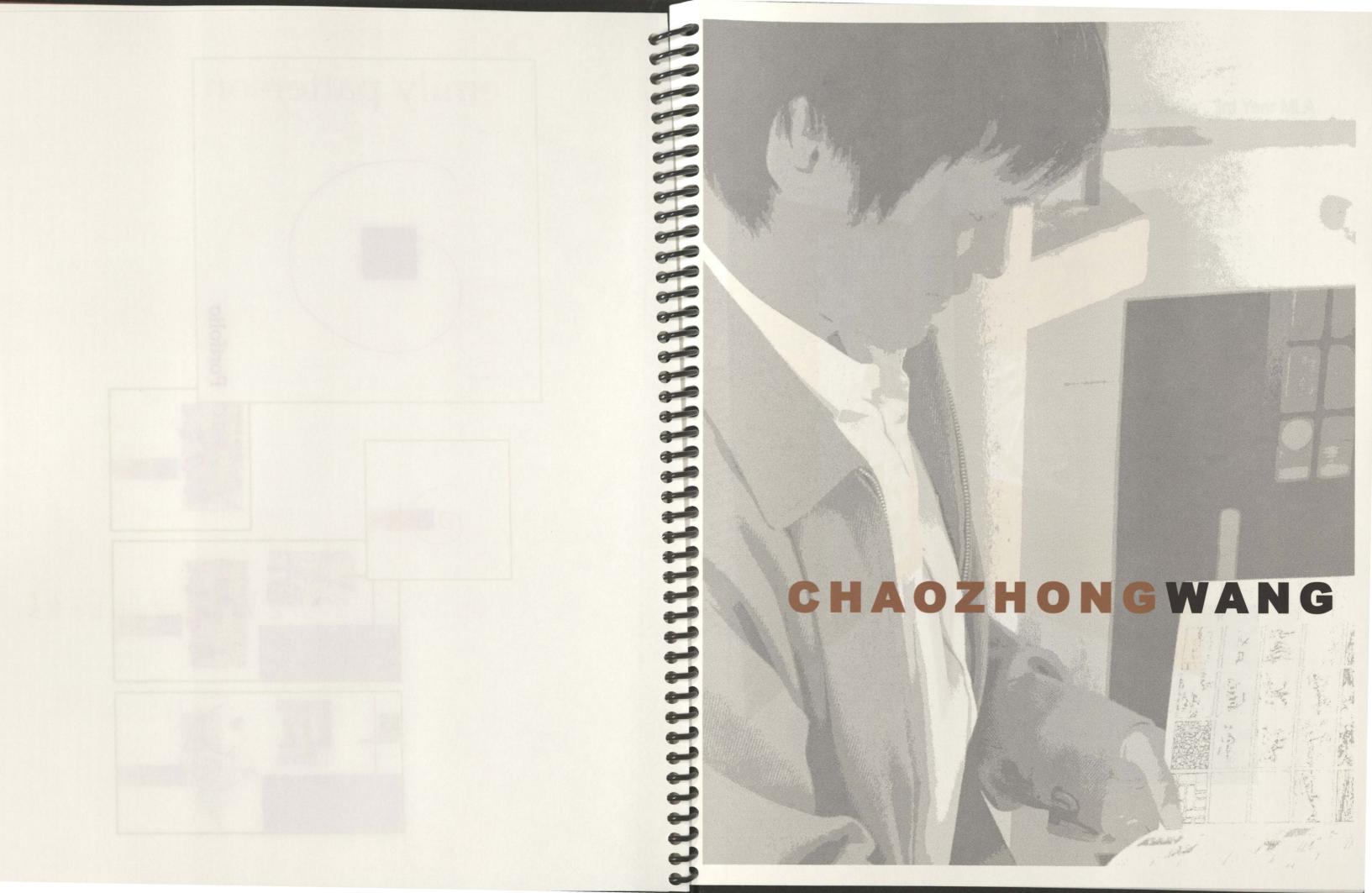
Cut-outs
Color combinations
Navigation System

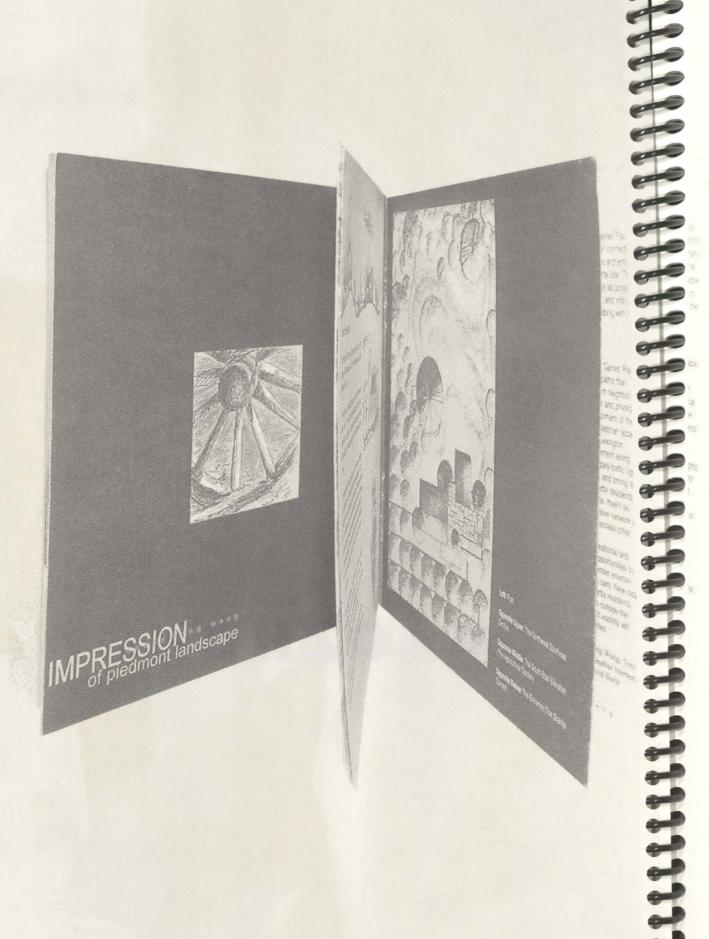
emilynatterson

crimson reds, magentas. basic, neutral colors as accents, especially crimson reds, magentas. basic, neutral colors as background integration of art and nature natural, organic forms through/within artificial frames, settings playing off the contrast between natural forms and their manipulation setting through design

Emily Laura Patterson 181 Sylvia Circle Athens, Georgia 30601 University of Georgia
School of the Environment and Design
Department of Landscape Architecture
candidate, master of landscape architecture Athens, Georgia University of Georgia BA, Anthropology cum laude, June 2000 Athens, Georgia Bard College August-December 1997 Annendale, New York Washington University in St.Louis School of Art St.Louis, Missouri August 1994-December 1995 The Center for The Study of Global Issues Verona Study Abroad Program Verona, Italy School for Field Studies Center for Sustainable Development September-December 1999 Atenas, Costa Rica The National Outdoor Leadership School Semester in the Rocky Mountains February-April 1996 Lander, Wyoming Graduate Assistant Professor Judith Wasserman Professor Mary Anne Akers August 2002-December 2002 Golden Key National Honor Society Plant Nursery Thyme After Thyme June-August 2002 Receptionist / Evaluator Office of Undergraduate Admissions University of Georgia October 2000-May 2001 Nonprofit Internship Athens Land Trust May-August 1999 emily laura patterson







Student: Chaozhong Wang, 3rd Year MLA Fall 2002

Instructor's comments:

Chaozhong Wang takes advantage of high contrast. Black and white backgrounds are used throughout the portfolio. This portfolio's unique look was attained by the saddle stich binding technique. It gives a clean look to the portfolio.

Highlights:

Use of Contrast Binding Type overlapping

Chaozhong's comment about the class:

I think your portfolio class is great! It changed my vision of showing my work. By learning so much from your teaching and from the process, I feel much more confident for showing my work. The portfolio is very useful for finding jobs. I got most of my interviews because of that.

cnaoznong wany

n between, certainly not scared of presenting to a grou

lieve i have the special ability to blend the design philosophies of two cultures, eastern and western

the need for more ecologically sensitive design

not too whimsica



chaozhong wang

College of Landscape Architecture, Beijing Forestry University Bachelor of Engineering in Landscape Architecture Thesis: On Simond's Theory of Modern Landscape Plan

Education

School of Environmental Design, University of Georgia Pursuing Master Degree in Landscape Architecture

Graduate School of Beijing Forestry University

Master of Engineering in Landscape Architecture

08/01-Present

09/97-07/00 Thesis: Minimalism and Its Influence on Landscape Architecture

09/93-07/97

Work

Experience

08/01-Present

Landscape Designer, School of Environmental Des Participated in the community design and corridor p Richmond Hill, GA. Responsible for design and wo

Teaching Assistant, School of Environmental Des Conducted research for professor's lecture material assignments and tests.

07/00-07/01

Project Manager and Landscape Architect, Zhejia Planning Design Institute

Presided over design of Gongnong Park in Xinchang Oversaw every step of project from conceptual design to Designed the overall plan, main architecture and hardscap details, grading, and planting design. Observed their constructions of the company's successful bid for Conceptual Environme Wenzhou University Town. Participated in the overall design, requiration with architects and city planners.

Participated in the environmental design of Wenzhou Huanglong Residential District. Actively involved in the process from initial concept to detail design. Personally designed part of the architecture and construction details, grading, and planting design.

Presided over the winning bid for the environmental design of Wenzhou Normal Institute and participated in the overall project, Supervised later stages of the design.

Played key role in the successful bid for Jin Yuan Residential District. Participated in the planning for WuLong Mountain Scenic Area. Presided over the conceptual environmental design for Xinhu Residential District.

04/00-05/00

Landscape Architect, Turen Landscape Design Studio

Worked as the main designer for the

Add: P207, 200 Rogers Road, Athens, GA 30605 Tel: 706-31

CHAOZHONG wang

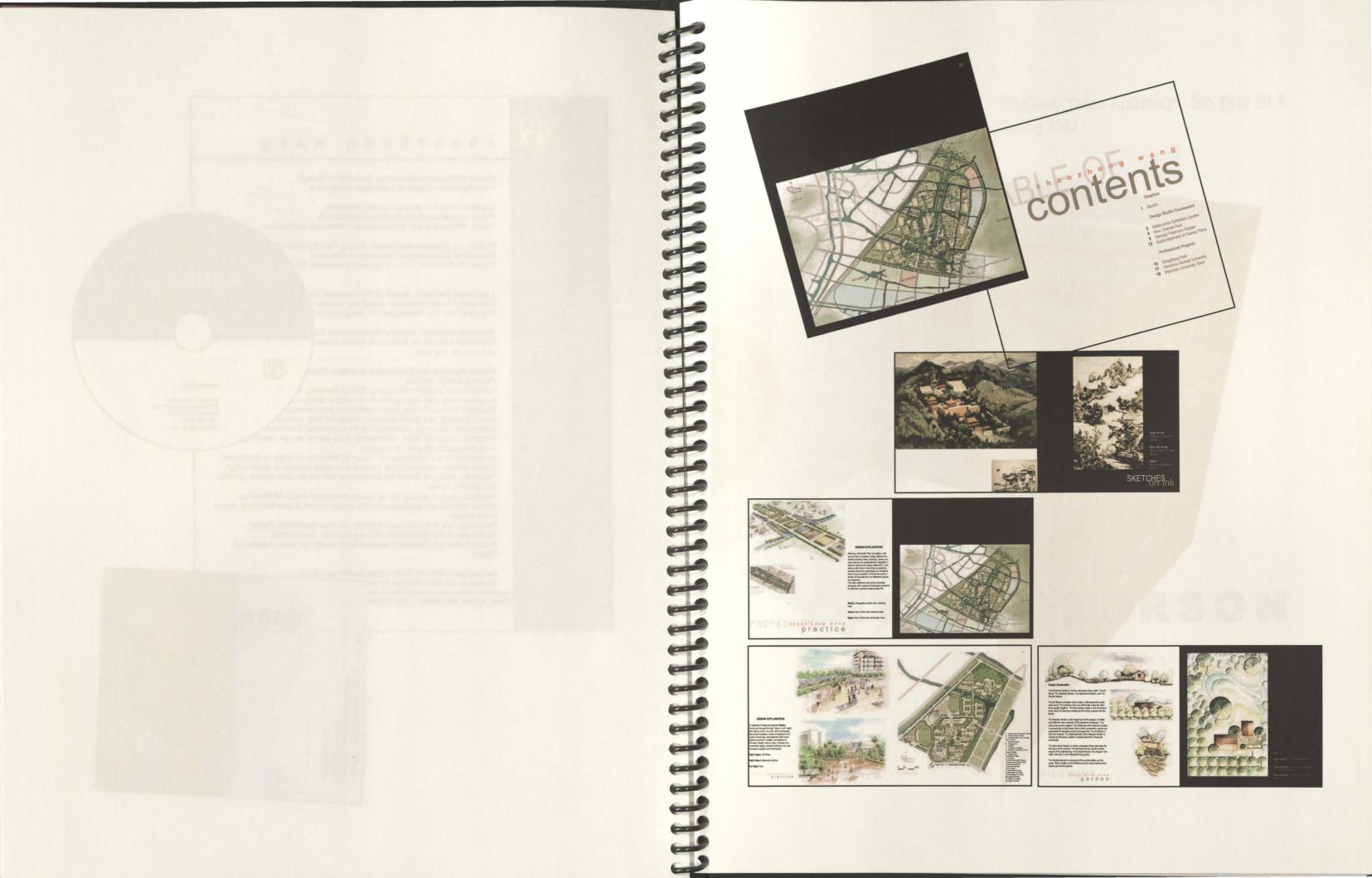




Portfolio 2002

Contact Information: 200 Rogers Road #P 209 Athens, GA 30605 706 552 3245 kingdom@uga.edu







Student: Yates Anderson, 5th Year BLA Spring 2002

Instructor's comments:

Yates Anderson's identity is very solid. He chose the blue/white color scheme and clean lines. Yates created a folder for his portfolio and for practicality he used loose sheets for his projects. Very professional look.

Highlights:

Clean look Hand-made folder (plotted in house) Watercolor paper

YATESANDERSON



Y A T E S A N

J. Yates Anderson

27 Woodland Trail Newnan, GA 30263 (706) 255-5376 yande29271@aol.com



J. Yates Anderson

27 Woodland Trail Newnan, GA 30263 (706) 255-5376 yande29271@aol.com

The University of Georgia, Athens Georgia School of Environmental Design; GPA: 3.1/4.0

May-August 2001 Sea Island Company, Saint Simons Island, Georgia Landscape planning, site foreman, plan renderings

May-July 2000
Mr. Neal Weatherly, Jr., FASLA Athens, Georgia
Landscape site surveys, design drawings, construction detail drawings, graphical lettering

April-June 1999
Chestrutt Landscaping, Athens, Georgia
Chestrutt yard maintenance, planning and installation of retaining walls and planters, shrubbery and ground cover layouts

May-August 1996 Headley Construction Corporation, Newnan, Georgia Commercial and residential construction

AutoCAD, Microsoft Photoshop, QuarkXPress, Microsoft Word, Microsoft PowerPoint

Kappa Alpha Order, Athens, Georgia President, Nov. 1999; Parliamentarian, Nov. 1998; Pledge Class President, Sept. 1997

Innsbruck, Austria, Study abroad program, Summer 1999

Muscular Dystrophy Association Volunteer, 1999

Interfraternity Council, 1999

Hope Grant Scholarship, 1997

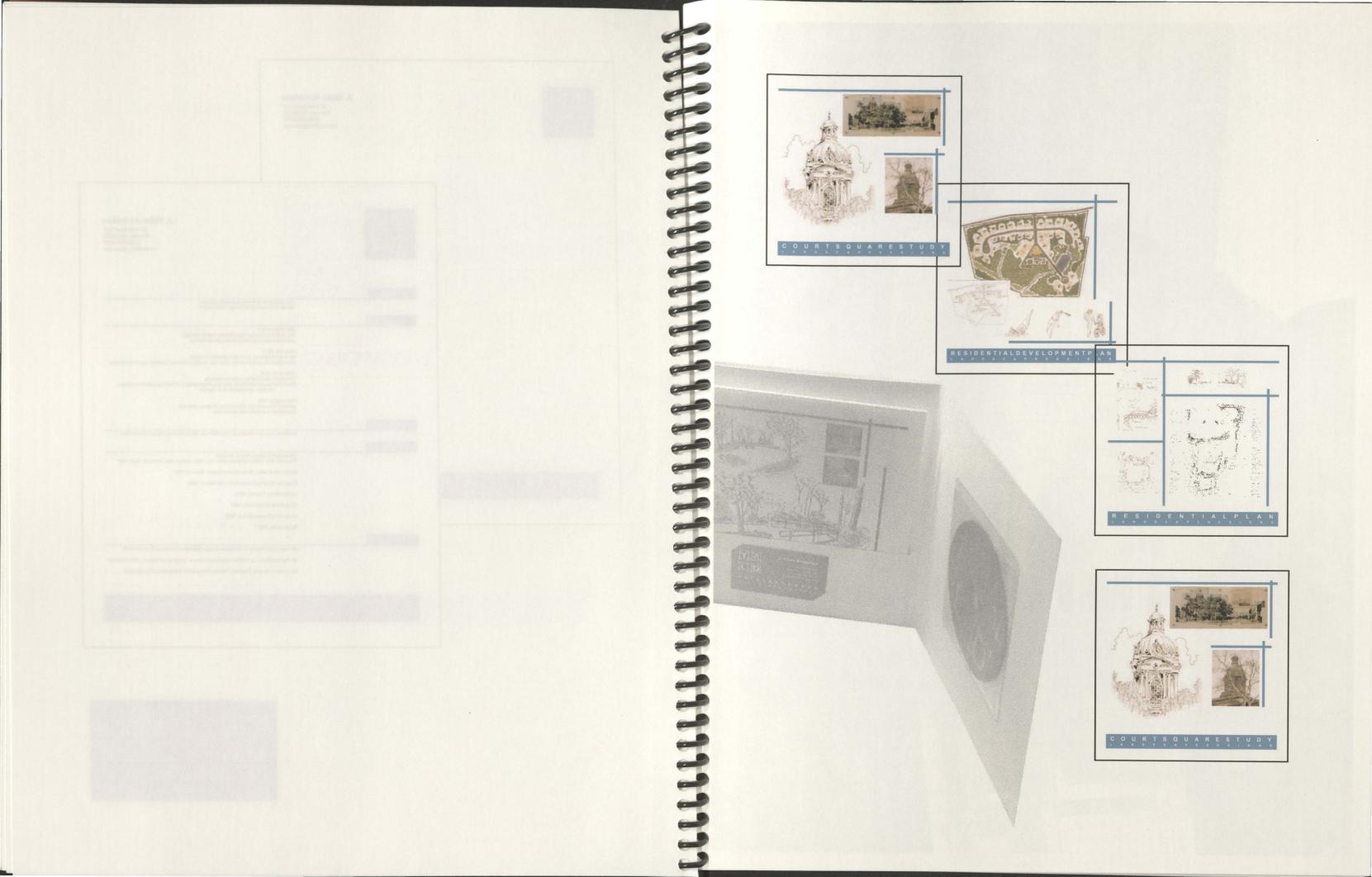
Governor's Honors for Art, 1995

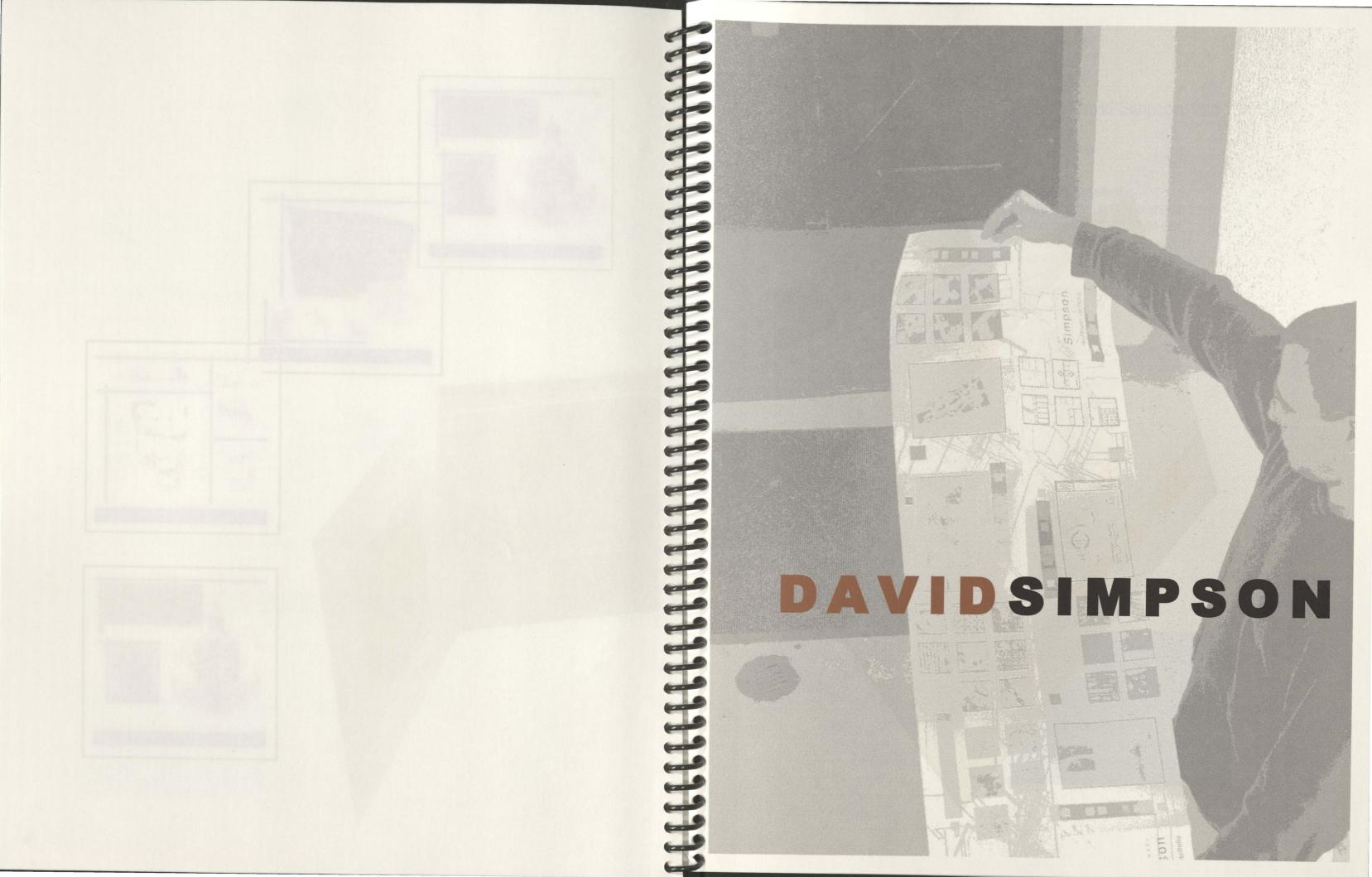
Mr. Vasa Cate, Director of Landscape Design, Sea Island Company, (912) 251-0949

Mr. Neal Weatherly, Jr., FASLA, Associate Professor, University of Georgia, (706) 542-0943

Mr. James H. Rogers, President, Headley Construction Corporation, (770) 253-8027









Student: David Simpson, 2nd Year MLA Fall 2002

Instructor's comments:

David's portfolio package is unique.
This accordion folded portfolio was plotted in house and it shows a lot of thought put into organizing the material. It reminds us that we can be playful even when it comes to professionally show our work.

Highlights:

Format Color

davidsimpson

cobalt blue to deep green contradiction overlaying multiples idea over idea organic to geometric layers







Simpson



387 Hill Street Athens. GA 30601 706.353.3688

EDUCATION

Master of Landscape Architecture candidate, 2001-present

Doctor of Philosophy, History

Master of Arts, History

Bachelor of Science in Foreign Service

University of Georgia Athens, GA

University of Iowa Iowa City, IA

University of Iowa Iowa City, IA

University of Georgia Athens, GA

Millsaps College Jackson, MS

Cornell College Mount Vernon, IA

University of Iowa Iowa City, IA

Georgetown University Washington, DC

TEACHING AND RESEARCH

University of Georgia Graduate School University-Wide

Assistantship 2001-present

Visting Assistant Professor, History 2000-2001

Visting Assistant Professor, History

Visting Fellow

Graduate Instructor, History 1991-1996

COURSES TAUGHT

War and Revolution, 1900-1924 Europe since 1789 Men, Women, and War in the 20th Century

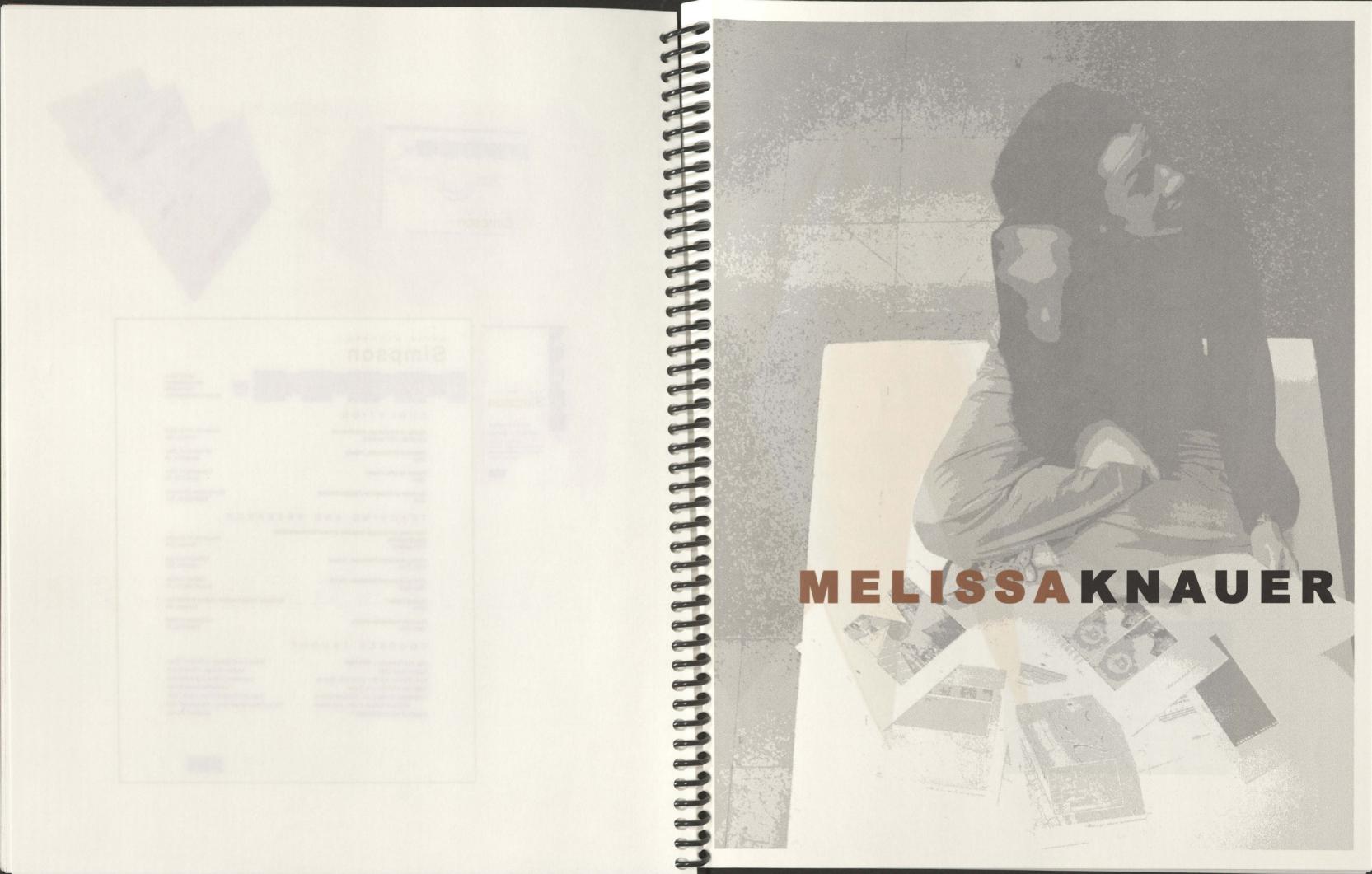
Daily Life in Athens and Rome Knighthood, Chivalry, and Romantic Love in

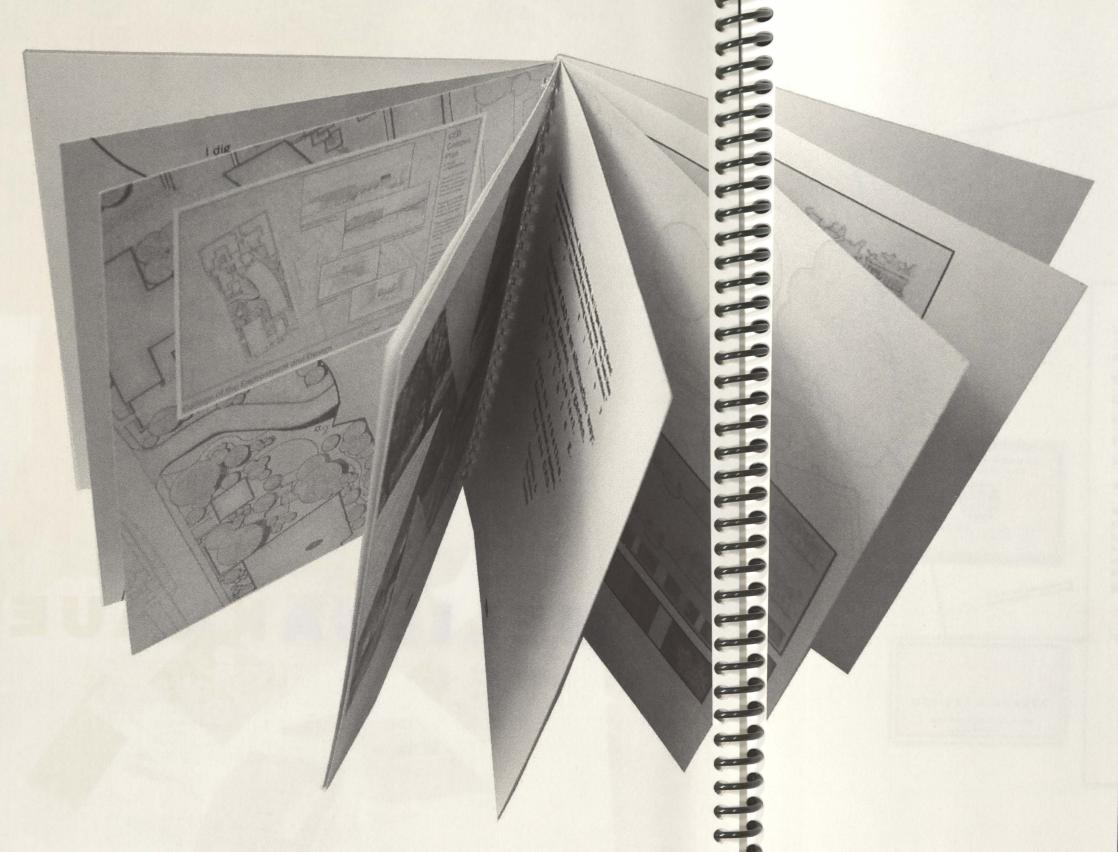
Medieval Europe, Persia, and Japan Growth of Industrial Society

Warfare and Society in Modern Times Modern Europe and its Critics Diplomacy of War and Revolution

Wellcome Institute for the History of Medicine London, UK

Twentieth-Century Britain Twentieth-Century Crisis (1890-1945) The European Experience I: the Ancient and Medieval Worlds





Student: Melissa Knauer, 2nd Year MLA Fall 2002

Instructor's comments:

Melissa's very strong printed identity and her playful portfolio layout show how diverse her design abilities can be. The unique design chosen for every single spread of her portfolio ties with each project's intent.

Highlights:

Logo Colors Layout

How do you feel about pastel colors?

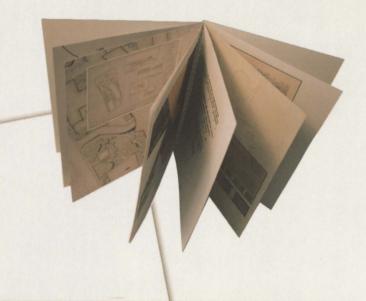
Not against but have to be sold in Tic Tac Toe, do you prefer X or O?

Name a favorite painting.

haywain by constable what is a convincing color?

What image do you want to convey?

Classic, funky, crispy





168 FERNBANKS COURT - ATHENS, GA 30805 1 706.372.5917 6 mknaver@mss.com

MELISSA A KNAUER FERNBANKS COURT - ATHENS, GA 30605 1 706.372.5917

MELISSA A KNAUER



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Education Randolph-Macon Woman's College

Lynchburg, Virginia, 1988-1992 Bachelor of Arts, Economics, May 1992

University of Reading (junior year) Reading, Berkshire, England, 1990-1991
Completed academic year of tutorials including international economics, British history and art

Athens, GA, 2001-present
Masters of Landscape Architecture, anticipated December 2003.

George Washington University Washington, DC, 1999-2000

University of Georgia

Continuing education courses in landscape

Professional Experience

University of Georgia, Public Service and Outreach, Athens, GA Assistantship, fall 2002 duties duties duties

University of Georgia, College of Environment and Design, Athens, GA

Assistantship, summer 2002

Member of teem working on the 441 Heritage Highway in Georgia. Assistad with support administration, planning report, data gathering and compilation.

American Enterprise Institute, Social and Political Studies, Washington, DC
Research Assistant, 1999-2001, Staff Assistant, 1995-1998
Compiled, analyzed and verified public opinion data for articles, monographs and books; acquired and indexed all news
organization poll questions; planned and executed seminars and conferences; assistant to four AEI scholars: Karlyn
Bowman, Norm Ornstein, Bill Schneider and Ben Wattenberg; proofed and lightly edited newspaper/magazine columns
and manuscripts; maintained and organized in-house public opinion poll library; interviewed, hired and supervised
interns (1-3 each quarter); tracked election-related polling.

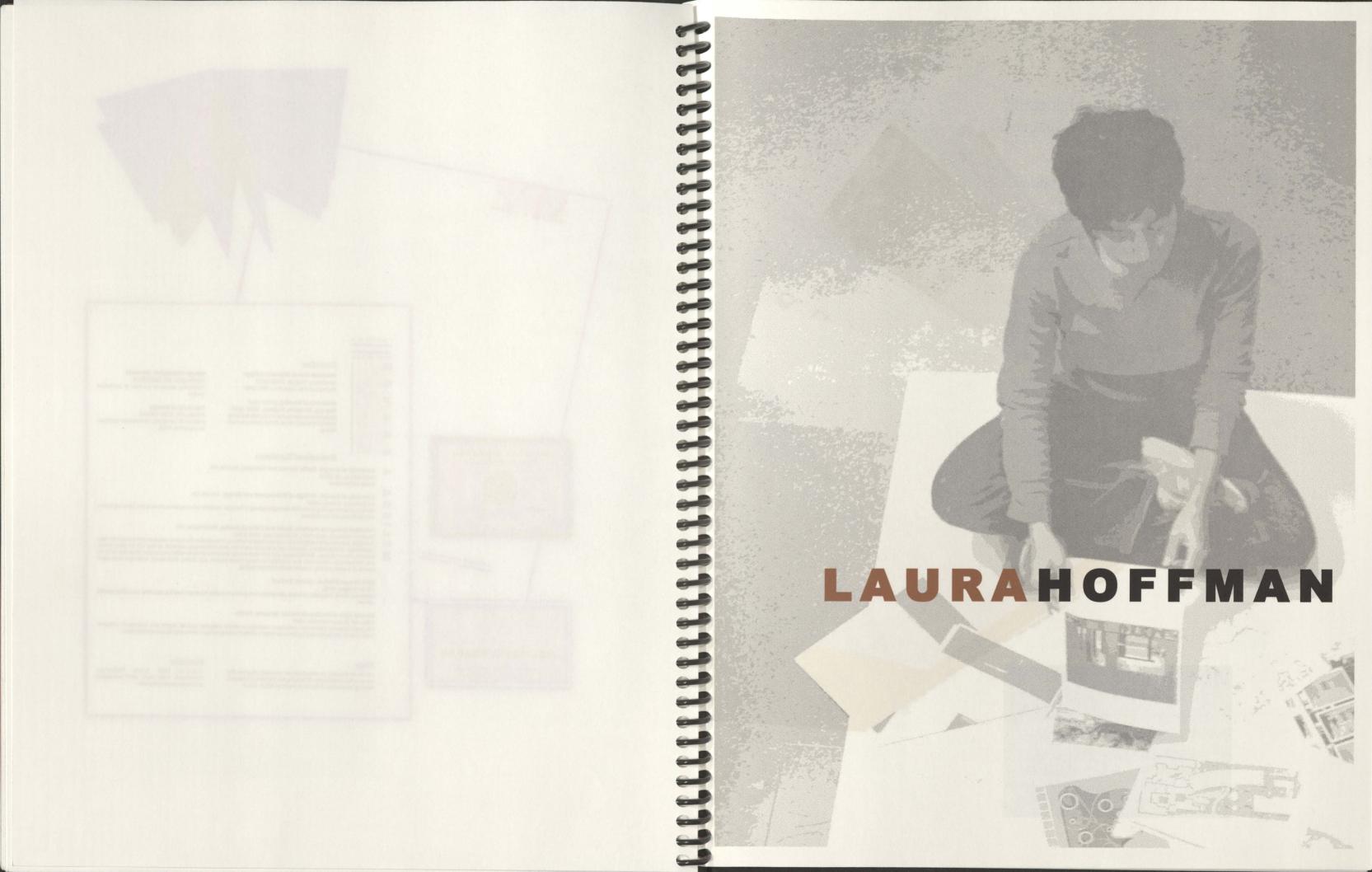
SFM Finance Limited, London, England

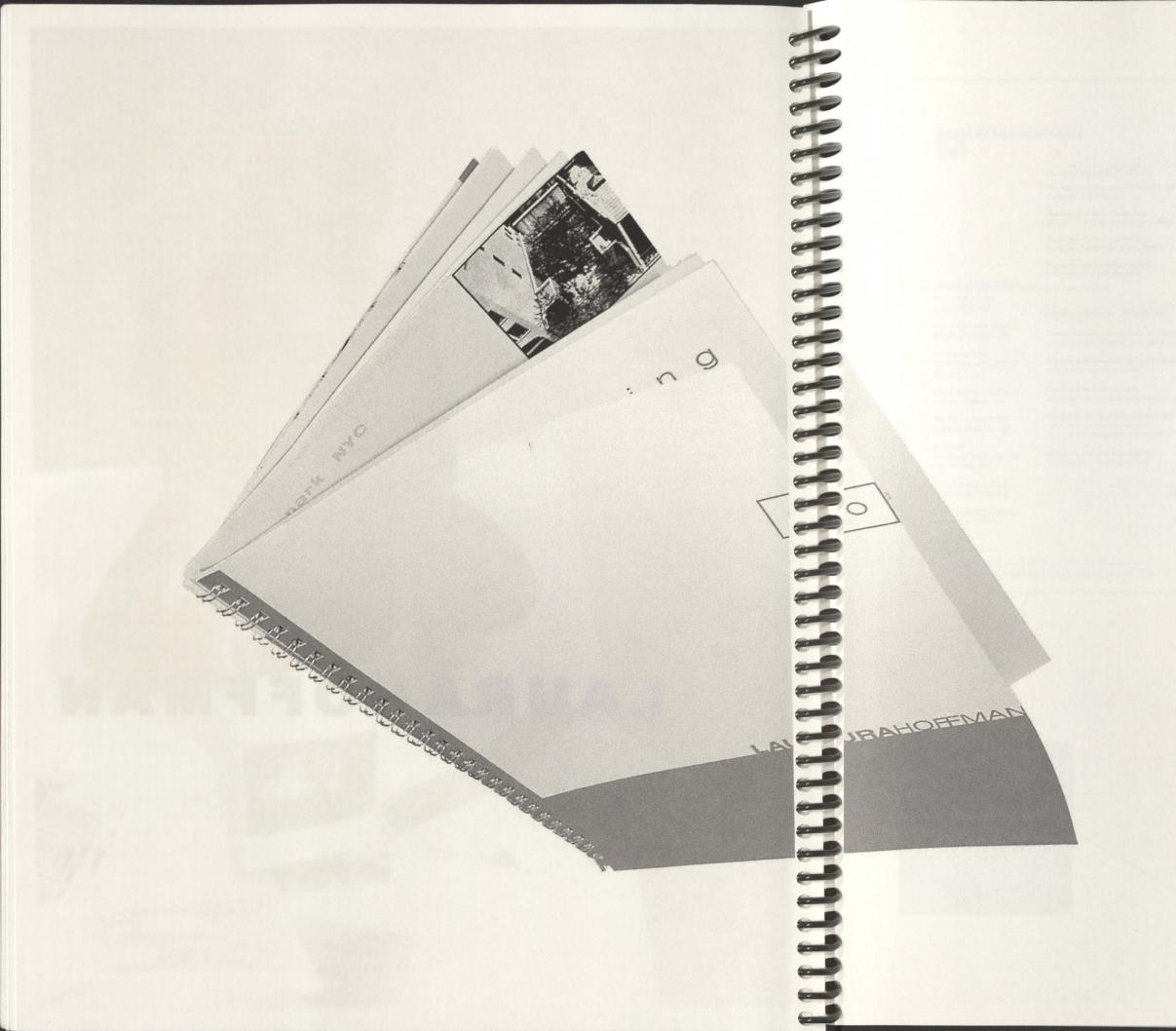
Office Manager, 1993
Processed loans; completed invoices, statements and correspondence; managed banking accounts; kept office records

Barnett Bank of Southwest Florida, Sarasota, Florida
Sales and Service Associate, 1992
Discussed banking needs with customers; marketed available products; opened, closed and maintained accounts; responded to complaints and customer concerns; utilized banking software and computerized spreadsheets.

Hands-on Housing (a church-based volunteer program that helps in the construction of housing for the city's homeless); working knowledge of Spanish; member ASLA; GSLA

Auto-CAD 2000, Quark, Photoshop, Powerpoint, most major word processing and spreadsheet programs.





Student: Laura Hoffman, 2nd Year MLA Fall 2002

Instructor's comments:

Laura experienced a lot with layout possibilities. Attention to detail is her forte. She played the "square" shape into the regular letter size paper.

Highlights:

Identity Layout Color

laurahoffman

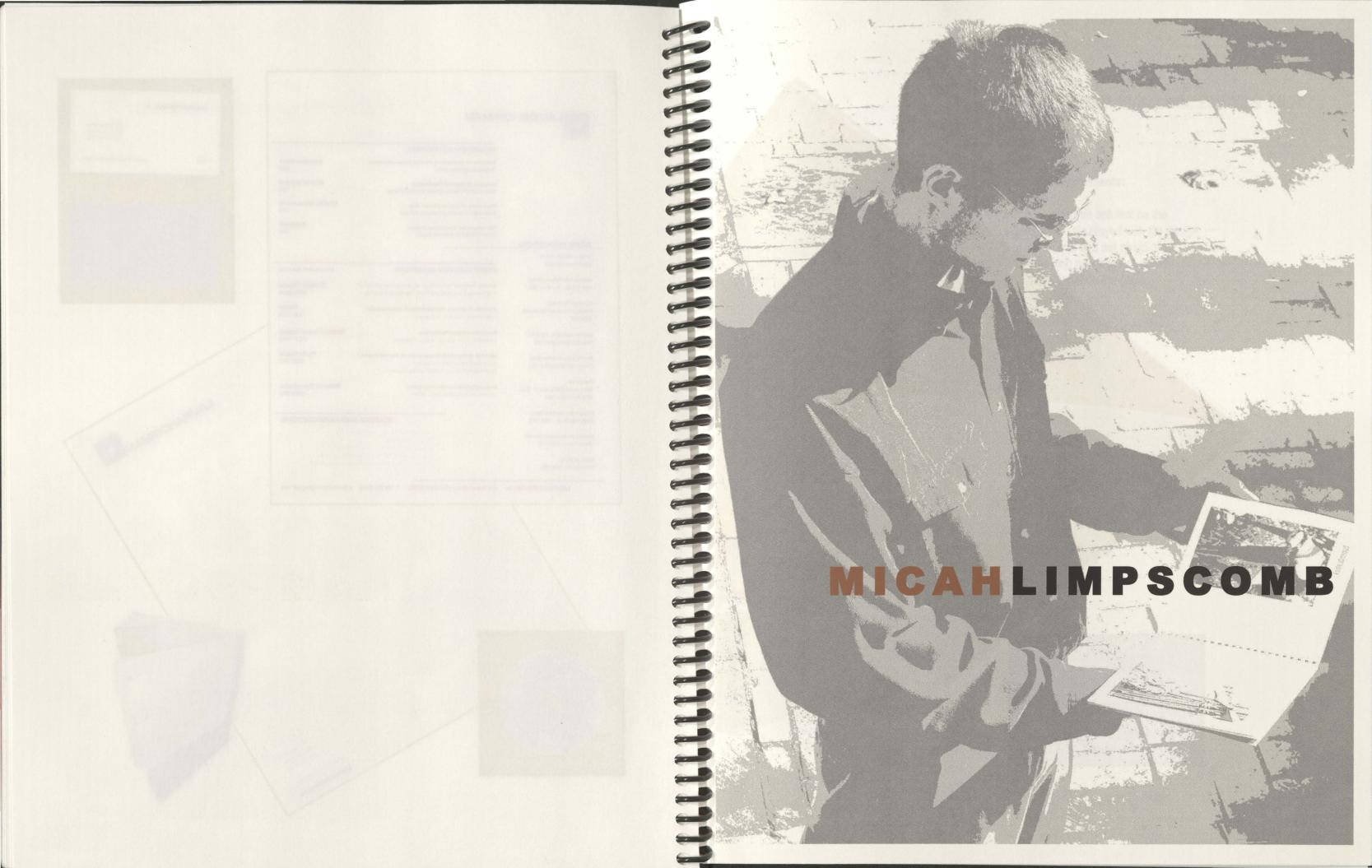
LAURAHOFFMAN ACADEMIC EDUCATION University of Georgia Masters of Landscape Architecture; candidate Thesis to be completed Spring Antioch/New England Masters of Applied Psychology Hampshire College, Amherst Bachelors of Arts in Liberal Arts Double major Cultural History and Dance/Theater The Alexander Technique School Teacher Certification: three year program SOME HIGHLIGHTS Georgia Landscape () Jackie project published 2002 WORK HISTORY CHAPTERS cy on website and upon request Cirque du Soleif Bellagio premiere Private Practice Individuals, groups, workshops and consultation Event Associate Producer 1998 1987-present Psychotherapy, Dance Movement Therapy and Alexander Technique Creative Business Management & Developr Director of Events and Sponsorship 1996-2001 1996-1997 Madonna music video / Want You Production Coordinator 1995 Psychotherapist 1986-1991 Michael Reese HMO Department of Mental Health World Wheel earthwork in Siberia Clinical Practice and Program Development

Dance Movement Therapy, Research and Development Director and Videographer 1992 Hoop Dreams Research and Editing Assitant 1990 1982-1990 Oscar Nomination 1994 Chicago Dance Movement Therapy HONORS AND ASSOCIATIONS Coalition Co Chair 1988-1989 Spectrum transitional acute care unit Clinical Practice 1988-1991 Performances 1978-1984 LAURAHOFFMAN.com 250 bishop drive / athens GA 30506 T 706,714,3155 E laurahoffman@bigfoot.com











Student: Micah Lipscomb, 2nd Year MLA Fall 2002

Instructor's comments:

Micah selected an oak leaf as the starting point. He played with the design and layout and was not afraid of experimenting new ways of placing design elements on the page.

Duplex cover with cut-out Table of contents Organization of book



ben and jerry's chunky mon

Micah Lipscomb Landscape Architecture



475 Hillcrest Aver Athens, GA 30606 (706) 353-6543 mlipscom@arche



Micah Lipscomb

Education

Master of Landscape Architecture, University of Georgia, Athens GA

• G.P.A. 3.8, May 2003

Bachelor of Arts, Eckerd College, St. Petersburg, FL • Anthropology major, May 1997

Experience Undergraduate Course Instructor, University of Georgia, Athens GA, August 2002-present

Instructed Fifteen Landscape Architecture Students in Plant Identification and Horticulture

Landscape Architecture Intern, The Jaeger Company, Gainesville GA, May 2002-August 2002

Created construction documents for Calhoun and Clarkesville GA streetscape projects

· Researched and developed parts of a five year plan for Greensboro GA

· Designed a landscape plan for Grace Episcopal Church, Gainesville GA

 Developed a corridor management plan for Russel-Brasstown Scenic Byway Graduate Assistant, Founders Garden, Athens GA, August 2001-May 2002

Designed a native woodland garden

Maintained the garden

Carpenter's Assistant, John Mcleod Construction, Athens GA, May 2001-August 2001

· Remodeled two historic homes

. Designed and constructed a storm water drainage system

Landscape Crew Supervisor, Shaffer-Hedrick Designs, Athens GA April 1999-July 2000

. Supervised a crew of four in landscape installation and maintenance

Constructed water features, retaining walls, and stone patios

· Located and selected plant material

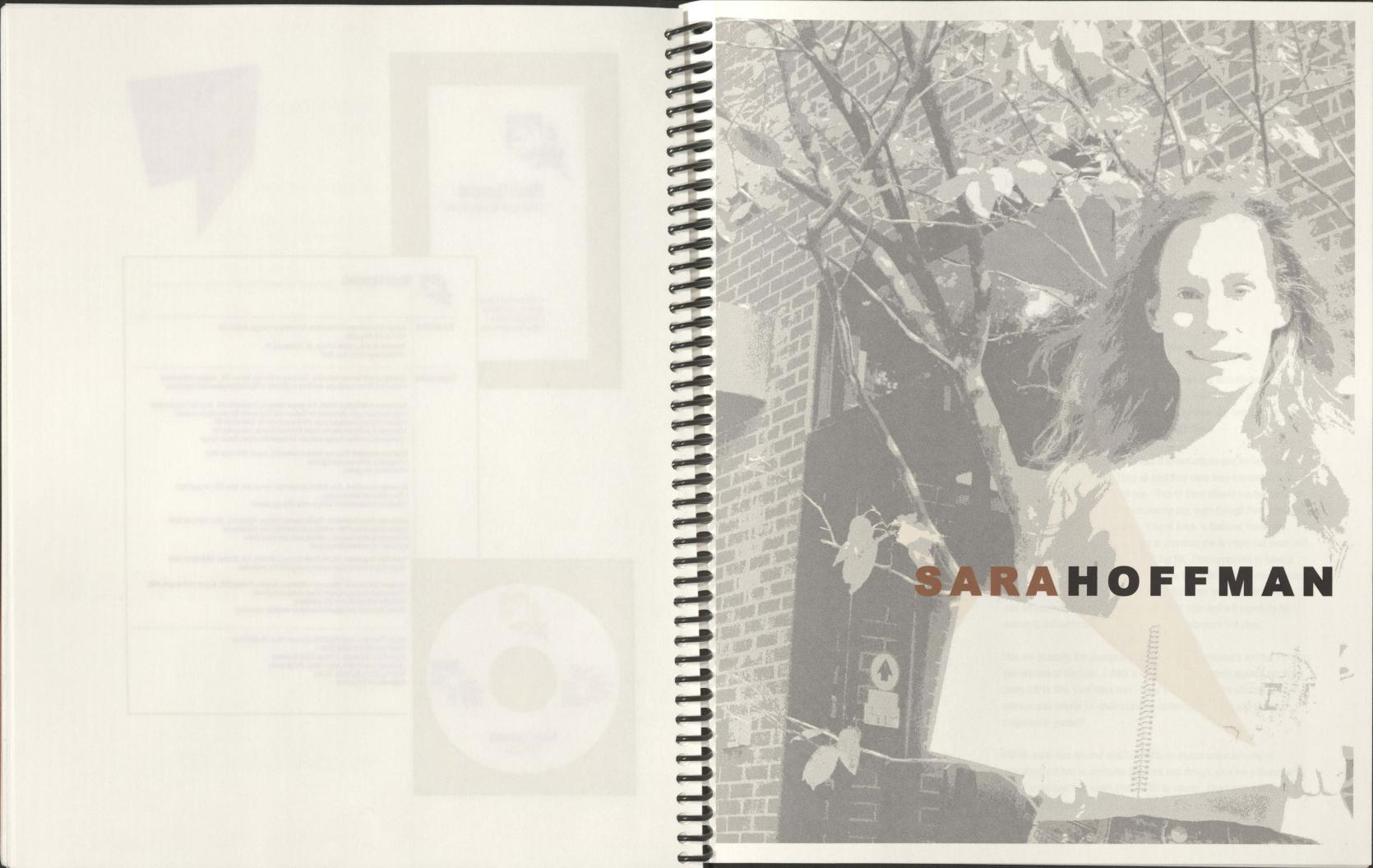
Production Supervisor, Garden Smith Nursery, Jefferson, GA, October 1998-March 1999 Supervised a crew of eight in plant propagation and production

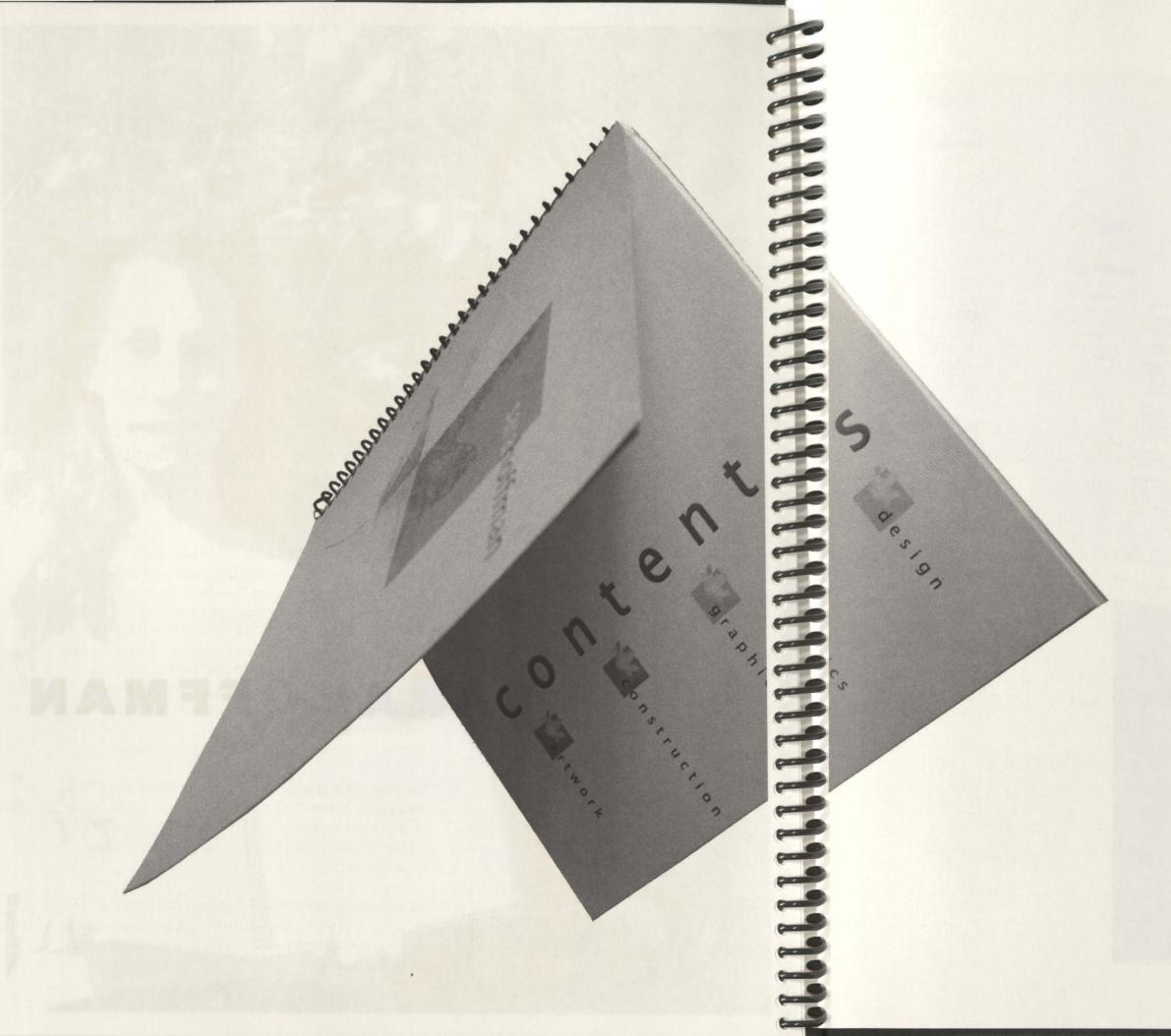
folunteer Coordinator, Volunteers in Service to America, Portland OR, August 1997-August 1998 Coordinated reading programs at two elementary schools Recruited and trained over fifty volunteers

Raised donations and organized events to recognize volunteers

Adobe Photoshop, AutoCAD 2000, Microsoft Office, QuarkXPress Design and Hand Graphic Skills Horticulture, Knowledge of Plants of the Southeast Landscape construction, engineering, and carpentry Teaching, Public Speaking, Writing Supervision of Employees







Student: Sara Hoffman, 2nd Year MLA Fall 2002

Instructor's comments:

Sara's design is refined and her identity shows through on details. From business card to the portfolio her logo creates the package.

Highlights:

Materials Colors Layout

Sara Hoffman's comments about the class:

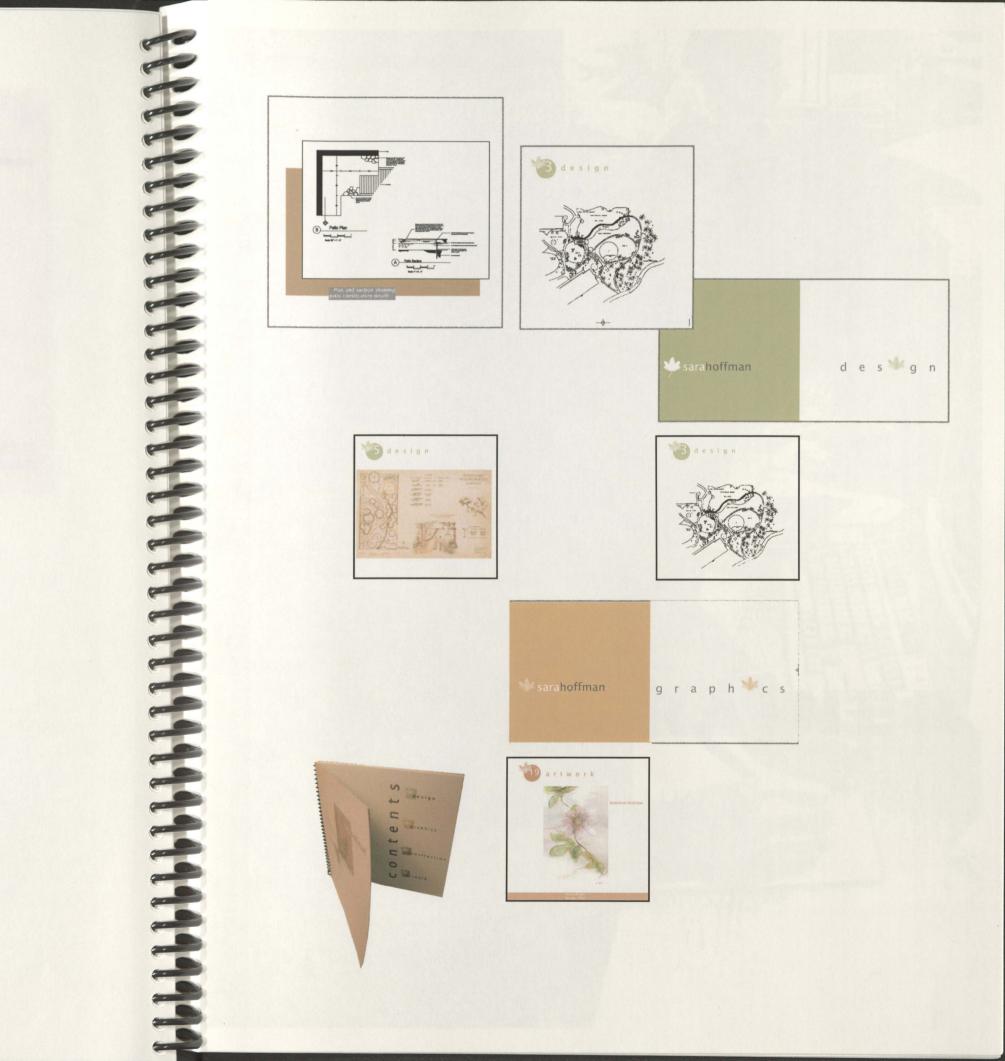
It's funny you sent out that email today because I've actually been thinking about your class this week and how incredibly useful it is. I just got two different summer internship offers, today and yesterday, and it is without question a direct result of taking your portfolio class!

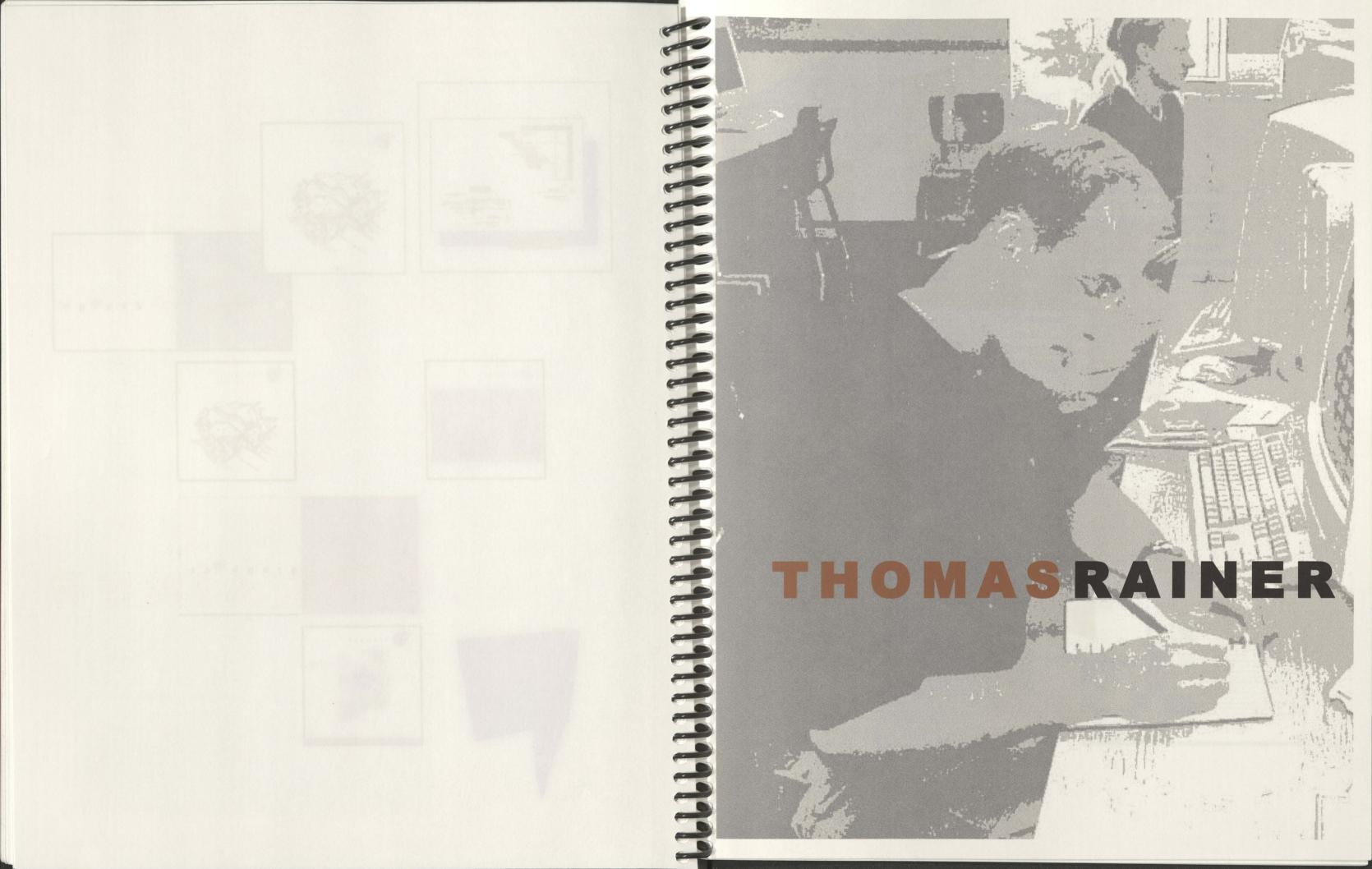
I recently sent out my portfolio to four different offices and so far I have spoken with three of them. They all said they were very impressed with the portfolio and the entire package. Two of them offered me the summer job immediately, without even interviewing me, even though they both said they had several other applicants. One of them, a National Forest in Wyoming, was trying especially hard to convince me to come out there and said I was exactly what they were looking for. I am supposed to have a final decision from the third office tomorrow, but at this point it doesn't even matter that much because I already have the other two interesting offers. I was so excited yesterday when I got the first offer and will hopefully be spending the summer in Vermont if all the details work out okay.

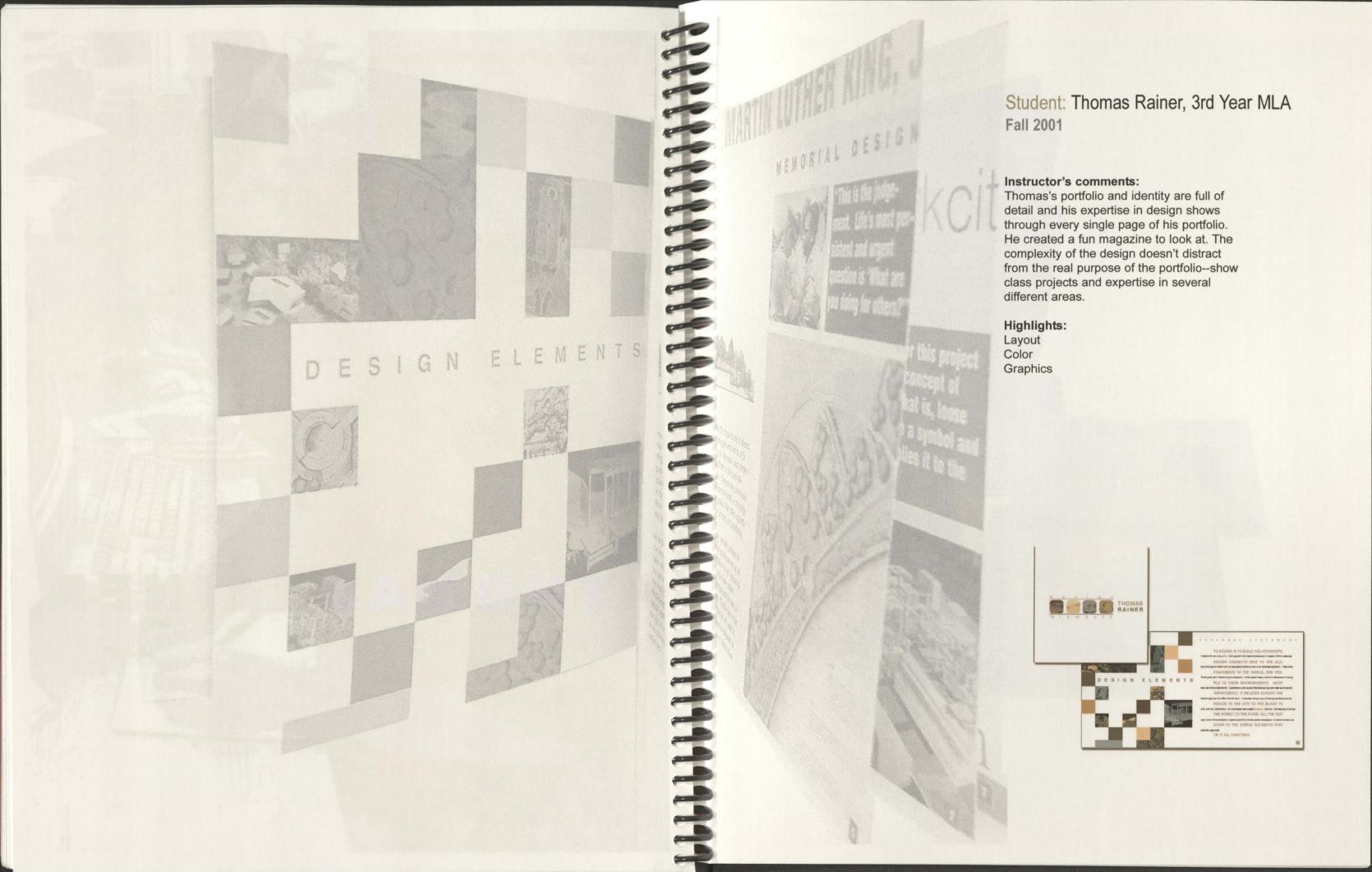
You are probably the youngest professor in the department and yet I think you are one of the best. I think a landscape architecture student would be crazy not to take your class and I hope it continues to be offered. The class is also helpful for understanding computer graphics and design programs in general.

I have never met anyone who has such an expert understanding of everything related to computer graphics and design, plus the patience and ability to successfully teach these skills to others. Thanks for being such an awesome teacher!

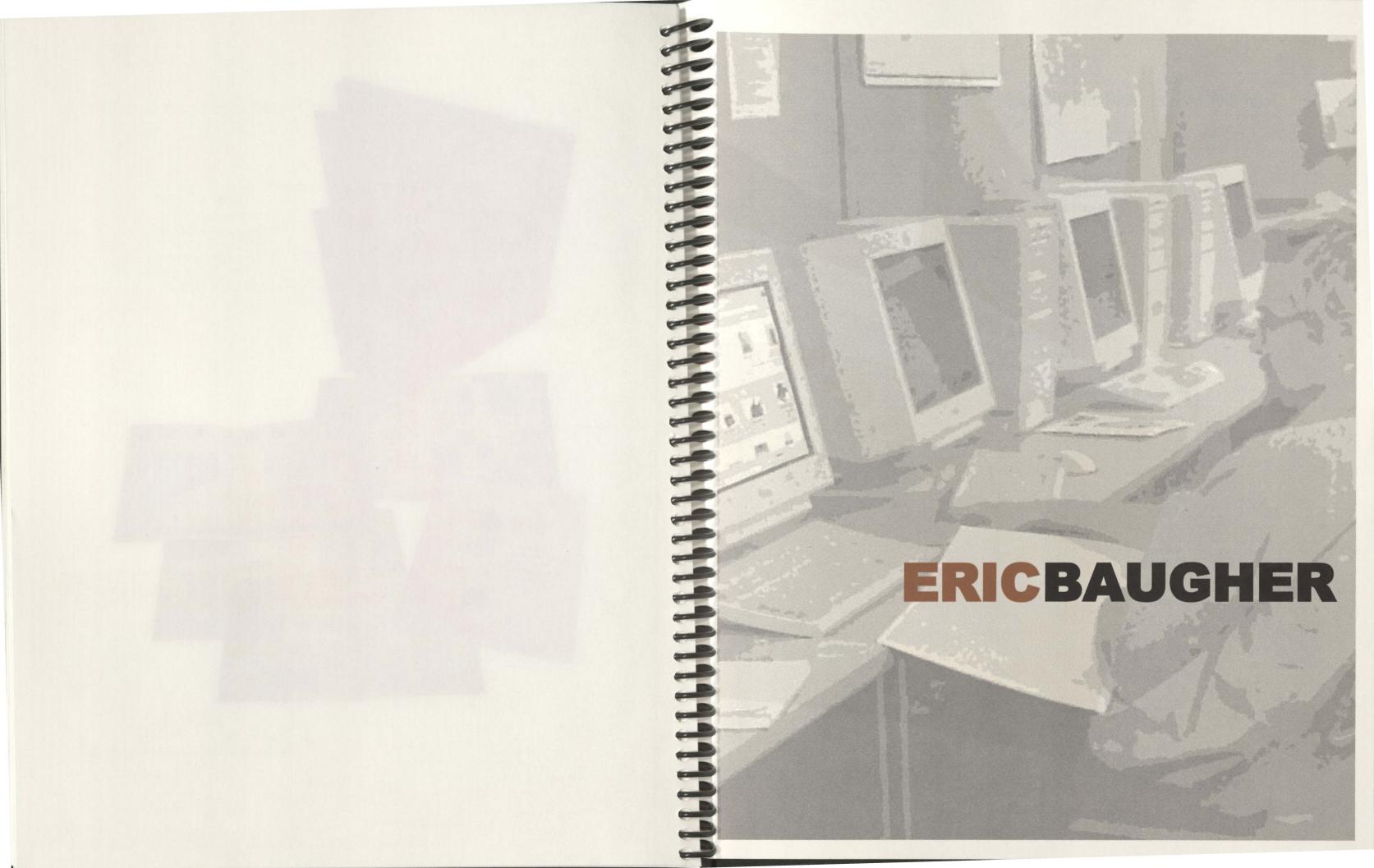














Student: Eric Baugher, 2nd Year MLA Fall 2001

Instructor's comments:

Eric's identity is about Circles. See how he created a very interesting identity and portfolio using the circle theme.

Highlights:

Circle theme Layout Format

About Eric:

Undergraduate Degree: Biology

What made you apply for the MLA program at UGA?

A desire to do something more creative than science.

What are your interests?

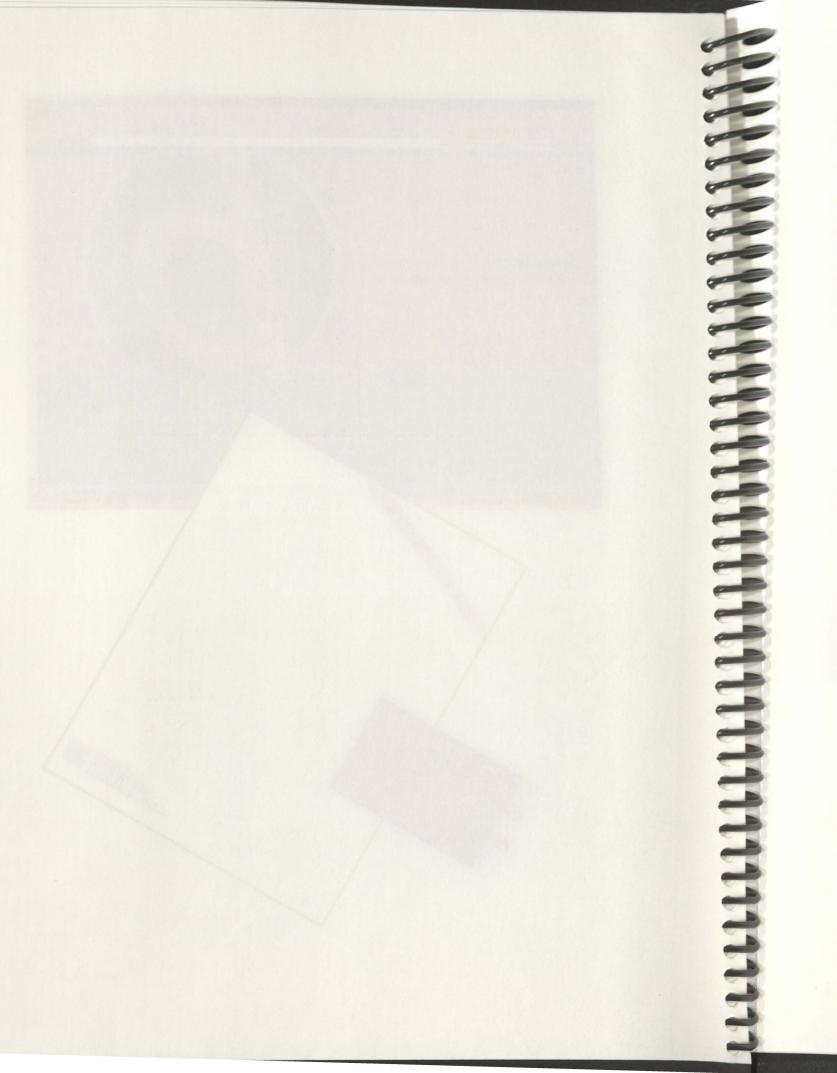
Movies, photography, books, eco-stuff

Before taking the portfolio class, did you have any experience in graphic design?
No

Did you know QuarkXPress? Do you feel comfortable using Quark as a layout tool?
No. I do now.

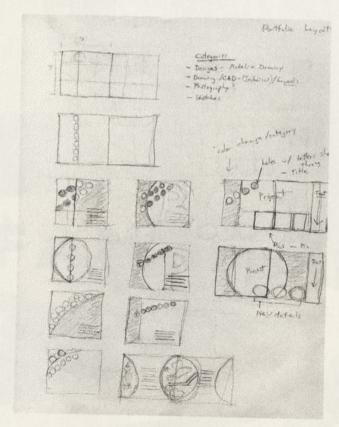
Do you think that sketching your ideas helps your thinking process?
Yes.

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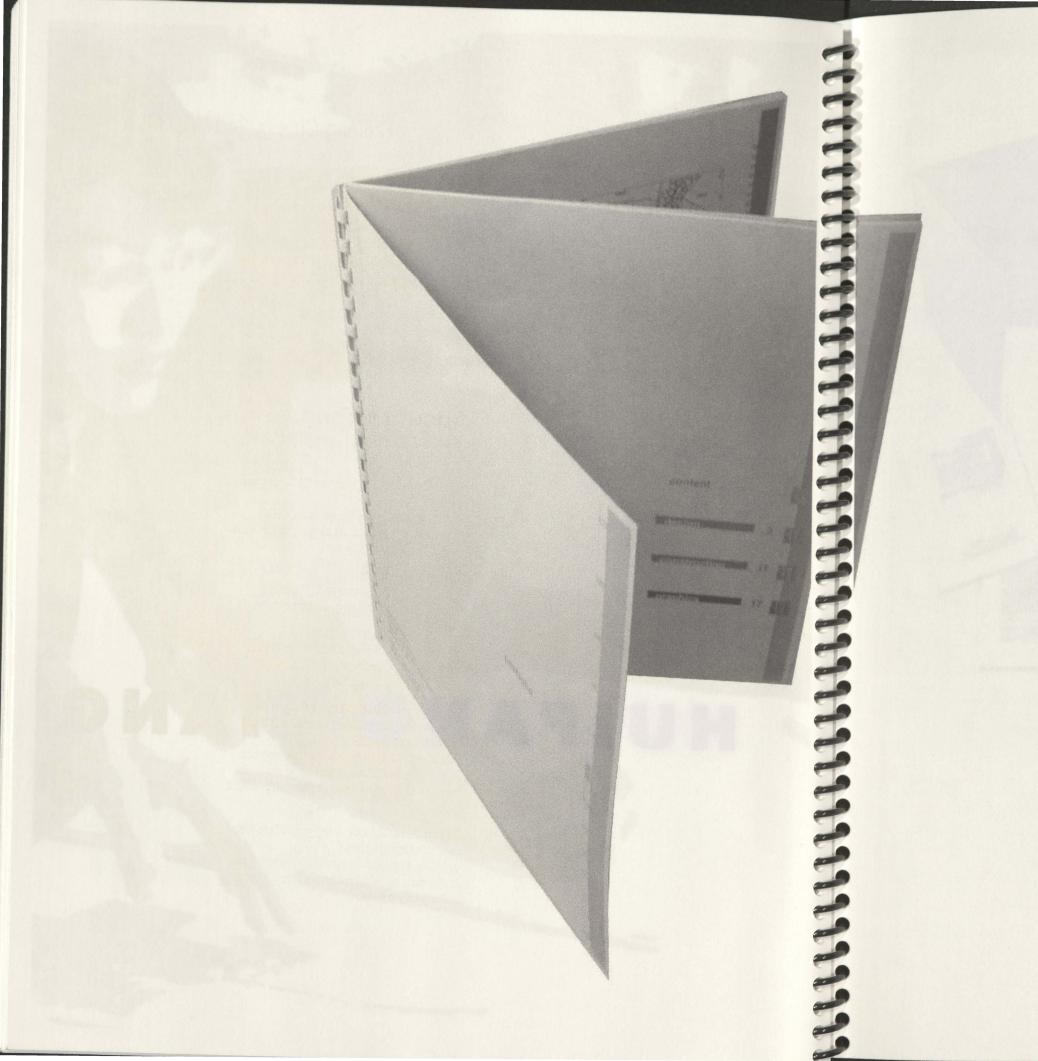








TELEFERENTIALISTER STATES STAT HUIFANGCHANG



Student: Huifang Chang, 2nd Year MLA Fall 2001

Instructor's comment:

White space. Huifang mastered the way layout takes advantage of white space. Be inspired by her beautiful work and layout.

Highlights:

Clean Use of white space Organization

About Huifang:

Undergraduate Degree: Psychology

What made you apply for the MLA program at UGA?

One of my teachers in Taiwan is an SED alumni. He encouraged me to apply to the MLA program here.

What are your interests?

Reading (Chinese, of course ^__^), music, movie, drawing, gardening, walking around, swimming....

Before taking the portfolio class, did you have any experience in graphic design?
A little bit of poster and card design.

Did you know QuarkXPress? Do you feel comfortable using Quark as a layout tool?

Before I took this class, I only used

QuarkXpress two or three times and was not very familiar with it at all. After using it a lot for the class assignments and assistantship, I like it a lot.

Do you think that sketching your ideas helps your thinking process?

Definitely. I also think sketching others' graphic design from the reserved books also helps me to design my own work.

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Did you use your portfolio after the class was over?

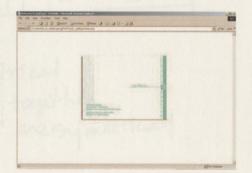
Yes, it's the best way to present my work and what I had learned in school, so I use it as frequently as needed.

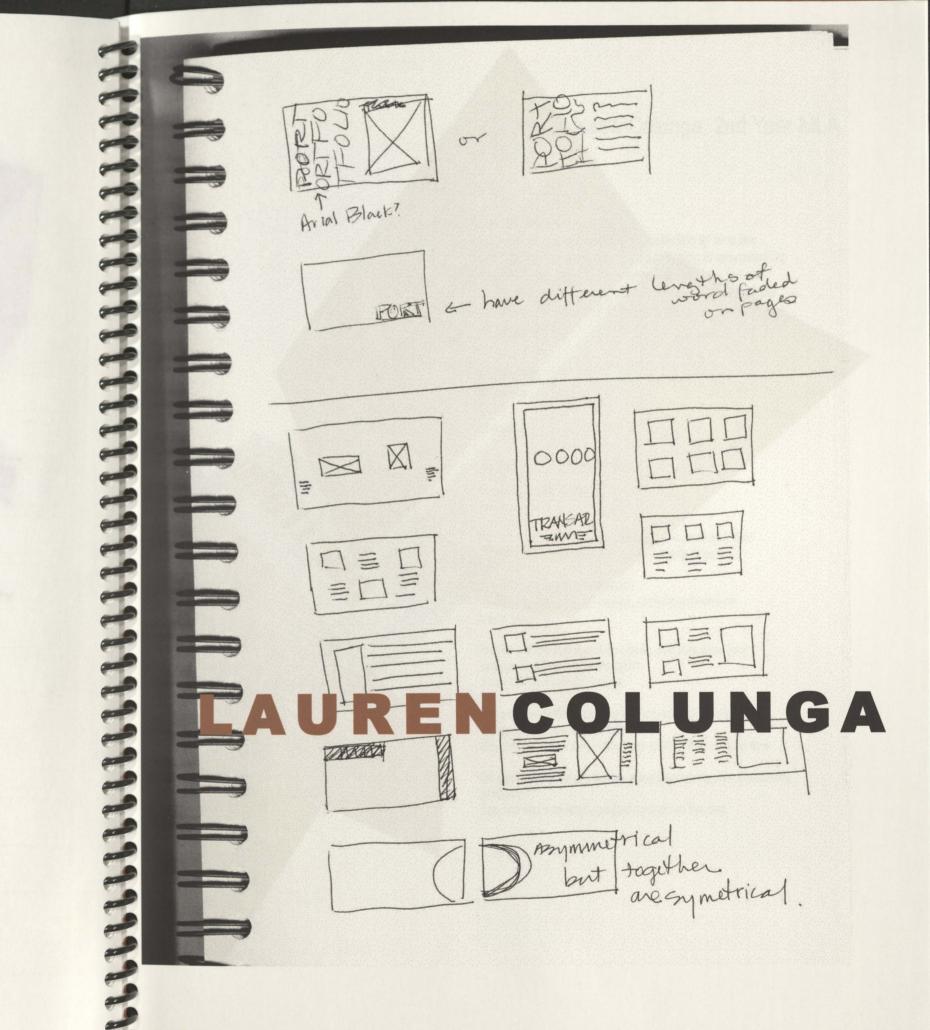
Did it help you find a job or internship?

Without any doubt, it did help me to get several internship offer and job interviews. Being an international student without a relationship network in this country, it's pretty much all I have to show people for an internship or job application.

Did you show it to anybody? How was their reaction to the product?

Well, except my family and friends, I showed to those firms I was interested in their job opening. They seemed to be impressed even not only to my work, to how professional and well-prepared my portfolio is. And it's always a good way to warm up the interview. It gives people specific materials to start asking for my ability and skills.







Student: Lauren Colunga, 2nd Year MLA Fall 2001

Instructor's comments:

Lauren experimented different materials to bind her portfolio. Her work shows that packaging is essencial. At first she used metal. It is a very nice portfolio but she realized it would be very hard to mail it and to fabricate them. Lauren's second trial was a folder plotted in house on cardboard.

Highlights:

Materials Color

Layout

About Lauren:

Undergraduate Degree: Botany, B.A.

What made you apply for the MLA program at UGA?

Diversity of classes, reputation, friendly people.

What are your interests?

Urban design, graphic design, human/environment interactions

Before taking the portfolio class, did you have any experience in graphic design?

Just with Georgia Landscape.

Did you know QuarkXPress? Do you feel comfortable using quark as a layout tool?

Yes, but I learned a lot. I feel very comfortable using it now.

Do you think that sketching your ideas helps your thinking process?

Yes, but more so at the beginning than at the end.



