

PRESENTATION

It is essential to your success as a graphic designer that you become comfortable talking to groups of people. A significant portion of what graphic designers do is communicate with clients and co-workers about your ideas and the projects you work on. It is not always comfortable and not everyone likes public speaking. The best way to get over this is to just keep taking every opportunity in school to practice these skills. As such, you will be making a presentation to the class to practice your skills. This will be a good opportunity to hone your skills in front of a friendly audience.

Likewise, it is important as a future graphic designer to start researching the industry you want to work in. It's not just about what specialty you might want to do. It's also about what company you might want to work for. Some companies have really laid back atmospheres where the music is loud and the dress code is casual. Other companies have extremely formal dress codes and you could hear a pin drop in the office. You also have to figure out whether you would like to work in-house as part of a larger company or if you would rather work for an independent design studio. The work environment can be as important as what you do to your future success.

INSTRUCTIONS

1. Research a design company/agency who does the type of work you think you would like to do in the future. The company does not have to be located locally, but if you do plan to stay in this general area you may want to focus on local companies.
2. Begin creating a five minute presentation on the company. Find the company's website. This can provide you a wealth of information. You may also want to contact someone at the company and explain about your school project. Many working designers are willing to provide insight when asked. However, do not use the fact that the company will not get back to you as an excuse for why this isn't done or you're missing information. You know what the requirement is—make sure you can meet it with or without the company responding to you. For the bigger name companies, you may find helpful resources in the design magazines (How, Print, Communication Arts, etc.) as they often profile companies and give awards. The AIGA may be another helpful resource to find information. You will need to tell myself and the rest of class the following (this is mandatory info):
 - What type of work does the company do? (i.e. advertising, corporate design, etc.)
 - What is the history of the company? Who founded it? How did it get started?
 - What is the company's mission statement or philosophy?
 - Who owns/runs the company?
 - How many people does the company approximately employ?
 - What type of office environment would be found at the company?
 - What type of jobs/position are found at the company?
 - What type of skill set does the company look for when hiring new employees? (i.e. what do have to know to get hired)
 - Has the company won any awards for their work? If so, how many and which ones?
 - Who are some of the company's clients?
 - Show examples of their work (most companies post online portfolios)
 - What do think would make this a good company to work for.
3. Finalize your presentation. Assemble the visual portion of your presentation. There is no set requirement for how you must present the information, just that you must present some examples of the company's work.

SUBMISSION GUIDELINES

Presentation will be presented to the class. You should create your presentation in PowerPoint or use the Google Docs presentation option. I recommend against using Prezi. Be sure to practice your presentation ahead of time. Make sure you are loud enough when presenting that I can hear you in the back of the room. If you are unable to, there is a microphone you can use on the cart.

While I have no specific requirements for presentation, do keep in mind that I expect a quality, professional looking presentation.

DUE DATES

You must sign-up for the company you plan to present. **Sign-up will occur February 9.** Please come to class with your company. Each student **MUST** present a different company. Companies can be signed up for on a first come first served basis starting on February 9.

Presentations will occur March

2 after the mid term assessments are distributed. Please aim to keep your presentation to not much more than the required five minutes. There will be no make up if you miss the presentation unless there is a valid emergency that you can provide documentation for.

You should be ready to present at the start of class. I strongly encourage you to load and test your presentations before class begins to ensure that they work. You may also want to practice your presentation before presenting to become more comfortable with the material.

QUESTIONS

Katie Krcmarik
P: 248-321-3434 (cell)
kkrcmarik@hotmail.com

Office Hours:

Varies, but I will be available on campus Mon, Tues, Wed, and Thurs.