Master of Architecture Portfolio Workshop
“Nothing is original. Steal from anywhere that resonates with inspiration or fuels your imagination. Devour old films, new films, music, books, paintings, photographs, poems, dreams, random conversations, architecture, bridges, street signs, trees, clouds, bodies of water, light and shadows. Select only things to steal from that speak directly to your soul. If you do this, your work (and theft) will be authentic. Authenticity is invaluable; originality is non-existent. And don’t bother concealing your thievery—celebrate it if you feel like it. In any case, always remember what Jean-Luc Godard said: “It’s not where you take things from—it’s where you take them to.”

— Jim Jarmusch
portfolio as process
selective objectivity
demonstrate your thinking
avoid gimmicks or distractions
focus on the work...
clarity and order
reproduction
reproduction
reproduction
reproduction
reproduction
portfolio as process

• graduate programs
• scholarships
• competitions
• professional employment
• project commissions
• awards

(make it a habit!)
Step 1. gather
Step 2. design
Step 3. mock-up
Step 4. edit
Step 5. repeat 1-5
selective objectivity

what is the single most revealing and difficult aspect of compiling a portfolio?

ed(it)ing

ed•it  ['edit]
verb (ed•it•ed, ed•it•ing) [trans.] (often be edited)
prepare (written material) for publication by correcting, condensing, or otherwise modifying it:

- Volume I was edited by J. Johnson.

- choose material for (a movie or a radio or television program) and arrange it to form a coherent whole:

  - the footage wasn’t good enough to be edited into broadcast form

- be editor of (a newspaper or magazine)

- (edit something out) remove unnecessary or inappropriate words, sounds, or scenes from a text, movie, or radio or television program.

noun
a change or correction made as a result of editing.

ORIGIN late 18th cent. (as a verb): partly a back-formation from editor, reinforced by French éditer ‘to edit’ (from édition ‘edition’).
thinking

• evidence of creative thinking
• evidence of critical thinking
• demonstration of fundamental processes of visualization
  – through questions and explorations of space
  – through questions and explorations of form
  – investigations into order, texture, surface, composition
• evidence of constructing and assembling of an idea

...work you show does not all have to be as finished as a ‘perfect product’
work...not gimmicks or distractions

• let your work speak for itself
• use font selection to add a typographic ‘voice’ that reinforces your work
• do not clutter with:
  — running commentaries
  — unnecessary marks or graphics
  — an “overly-designed” portfolio

...clear and clean does not mean overly polished and lifeless
clarity and order

- avoid visual chaos
- establish an underlying format
  - think of it as an infrastructure that is visible *and* invisible
- do not overemphasize the format with graphic line-work
- do not allow the grid or supporting information restrict your work
- minimize text
  - title or name of work
  - circumstance under which it was executed
  - brief / overview / abstract / response
  - descriptive captions
Sample layouts for a vertical format with headings, text, and visuals.

Sample layouts for a horizontal format with headings, text, and visuals.
photos taken with single light source

Two light sources: one direct (sun) and one indirect. The second light source adds indirect light.
Multiple perspectives guide the reader and allow you to describe your project through your lens.
reproduction (output)

- quality over quantity
- balancing cost versus quality (and time!)
- color and/or blank and white
- laser versus ink-jet
- bleeds and trims (hand-cut or machine-cut)
- on-line services (lulu.com, blurb photo books, iPhoto books, etc.)
format

- orientation: landscape or portrait (pick one)
- size (8.5 x 11)
- binding (wire, tape, plastic, post, spiral, hand sewn, others?)
- paper (options for color laser are more limited than options for ink jet)

**tip! make quick mockups, blank paper dummies and do binding tests early!**
Eight traditional methods of binding: wire coil, sewn, double coil, side-stitched (stapled), comb, hinged folder, three-ring, adhesive (perfect) bound.

Seven methods of page folding: bifold, trifold (inward), trifold (zigzag), parallel, accordion, gate fold, cross fold; and six traditional bookbinding methods.
coil binding (above) remains flat for a double page spread — increase margins for binding

perfect (above) or post binding (below) don’t lie flat — and allow for a quick read
New Free CSA Images on French

Browse French Paper by Color

Mr. French
POSTERS & PROMOS
Available for purchase now. New, old and hard-to-find posters & promos from deep inside the French warehouse. Get them while supplies last!

Pop Ink™
Gifts
Shop for gift wrap, memo books, note cards, soap, decor-a-boards, and more from Pop Ink and the French Paper Company.

Buy Envelopes
Offering many sizes in the same great colors as our text weight papers. Mix/Match your own stationery sets.
not portfolios

(but lessons to be learned)
It Don't Exist
An Archeology
J. Wilson
Dates Unknown
Half Pint Jan
Bottle cap on weathered brick
5 x 28 in
Mexicantown
detroit
eastern market

established in its current location in 1891, detroit's eastern market is the largest historic public market in the united states accommodating 1,500,000 visitors annually. the following is a photographic study of found typography within the market.
the story.

The common story of the hot dog is that the hot dog was introduced to America by American soldiers returning from World War I. The hot dog was quickly adopted by American cuisine and became a popular fast food item. The hot dog is a sausage that is grilled and served in a bun. There are many variations of hot dogs, including chili dogs, bratwursts, and foot-long hot dogs. Hot dogs are often served with condiments such as ketchup, mustard, and relish.

The history of the hot dog is not as straightforward as many people believe. The hot dog was not originally a German invention, as many people think. The hot dog is believed to have originated in the United States, and it was not until the 19th century that the hot dog became popular in Germany. The hot dog is now a staple of American cuisine and is enjoyed by people all over the world.
the meat:

When the founder, Viktor Kosch, who learned his trade in Europe, handed over his business to his son, Donald, he gave him these words of wisdom: “If you’re going to make fine sausages and hams, then you’ve got to make it that way every time.” For more than 54 years the Dearborn Sausage Company has produced fine sausage and ham products consistently. They say in and day out, whether it bears the Dearborn brand label, or that of one of their valued co-packers. The family and management of the Dearborn Sausage Company are committed to the legacy of the company, fine sausages and hams every time. Embracing this philosophy, the current generation has transformed the 21st century company, developing a state-of-the-art facility that includes brick paver floors, tile walls, and stainless steel ceilings.

For more than five decades, Dearborn Sausage Company management has invested continually to expand and update its facilities. Few family-established businesses have demonstrated a vision to grasp the changing dynamics of an intensely competitive marketplace.

Many of the meat processing retail companies have broader public identity, but Dearborn Sausage Company has built an outstanding reputation for delivering quality products to industry insiders — national brand private label accounts, distributors, packing houses, hotels, golf clubs, markets and restaurants.

Located in Dearborn, Michigan, the 85,000 square foot facility combines the experience and dedication of its employees, making the Dearborn Sausage Company uniquely equipped to handle small specialty items as well as large volume production, whether for a custom product or our own Dearborn brand products.
in politics:

mccain, coney's and campaigning

(august 15, 2008)

presumed republican presidential nominee john mccain stopped off to press the flesh at the kerby's coney island on telegraph road near maple in bloomfield township this week.

there, he chatted with people having breakfast in this largely republican area. brent coburn, a spokesman for barack obama's campaign told the detroit democrat: "there is the first thing news," buying breakfast in bloomfield hills is the first thing news," buying breakfast in bloomfield hills is the first thing news."

john mccain has done right for the michigan economy:

so, there.

one month earlier, mccain stopped off at a senate coney island in livonia and told diners, "it's time for meaningful sanctions against iran," either by the united nations or by individual states acting together. alex lunberg of the observer newspapers got the scoop.

that also was a breakfast stop.
Step 5. repeat 1-5

taubmancollege.umich.edu/gradportfolio