

**PSU  
GRAPHIC  
DESIGN  
GUIDE  
2014/15**

# RESOURCES

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## **Green Room Printing**

This is one of our most convenient, and reliable print labs—not to mention super affordable. The room also has a pretty extensive library of resources and student work in it, as well as a lounge area where you can relax or meet friends. Located next to Annex room 170.

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## **Art + Design Supplies**

Columbia Art and Design

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## **Paper**

Kelly Paper  
Paper Plus  
Columbia Arts and Drafting  
Pro Photo Supply  
Scrap  
Utrecht  
Blick  
Paper Source  
Oblation Papers and Press  
Collage  
Printer Place (coated inkjet papers!)

## **Service Bureaus for Digital Printing**

Paper Jam Press  
White Stag  
Minuteman  
Brown Printing  
Rhino Digital  
Clean Copy  
Documart  
Oregon Blueprint  
PVS In-Store Graphics

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## **Book Binding Supplies + Binderies**

Grossenbacher Brothers Inc.  
Copyman  
Oblation



**Welcome to the 2014/15  
year in the PSU Graphic  
Design Department!**

**We've compiled some  
approaches and content  
that are extremely  
valuable for the  
developing designer. A  
healthy combination of  
all of these things, is  
what leads to a skilled,  
self-aware and generally  
awesome designer.**

**READ.** One of the best ways to become design literate, is to read about it and to look at it—A LOT. Blogs offer a great first stop for the budding designer with free, and very timely content. But it's important that you go beyond the internet to see design on paper and in real life as well. Whether it's looking at books, magazines, going to exhibitions or simply becoming more aware of how design is a part of your day-to-day endeavors.

**BLOGS:** Blogs are your first (and cheapest) place to start. They are updated frequently and offer an almost real-time engagement with what's happening in the GD world. What should be in your browser bar for quick reference? [psu.gd](http://psu.gd)! [fogd.tumblr.com](http://fogd.tumblr.com)! And don't forget your other personal faves, of course.

**GREEN ROOM LIBRARY:** You'd be surprised at the collection we have at our fingertips in the Green Room! Check it out when you need to do research, or just have a few minutes to kill.

**PSU LIBRARY:** Don't underestimate our campus library either. We've got a solid collection of design titles and magazines at our disposal.

**POWELL'S BOOKS:** They have a fantastic selection that you can browse, and not necessarily buy—you are on a student budget, after all.

**MONOGRAPH BOOKWERKS:** If you want a more curated experience that includes all of the arts in a gorgeous shop location, check out Monograph Bookwerks.

**READING FRENZY:** For the best of independent publishing, Reading Frenzy is the place to go. They were one of the first zine stores in the country!

**MAGAZINES:** These offer a more in-depth, some might say, more considered look at the design field than blogs do. Issues come out more infrequently than blog posts, but they are generally researched in greater detail, with an eye for criticism. Many magazines offer a student rate—take advantage of that while you can!

**ENGAGE.** Participation in the design community is a great way to learn and evolve. There are **50** many groups, activities and ways to interact with other people who are designing and making things.

**FRIENDS OF GRAPHIC DESIGN:** (FoGD) is a great place to start, since it's right in your backyard here at PSU. Join the group to get involved with events, workshops, field trips, and special projects. The students that participate in this group, are almost always among the top designers in the program. It's a combination of a desire to learn and interact, as well as exposure to other designers and skills, that don't happen in the classroom. You can participate at varying levels, so do what's right for your schedule.

**AIGA:** American Institute of Graphic Designers is the oldest and largest professional membership organization for our industry. Being a member entitles you to discounted lectures/events, job board listings, and other benefits.

**MUSEUMS:** Portland is lucky to be home to the Portland Art Museum and the Museum of Contemporary Craft, both great places to get inspired.

**WE MAKE:** Hosts of sketchXchange, WeMake offers hands-on workshops and design-related activities.

**PORTLAND DESIGN WEEK:** This weeklong collection of events celebrates design as our city's most promising cultural and economic resource. Their purpose is to explore process, craft, and practice across disciplines through our city's vibrant design programming. (October)

**GALLERIES:** Portland is full of art galleries to explore. Checking out what artists and designers are doing in gallery spaces can really help broaden your own tastes and approaches. As the lines become blurred between art and design, the opportunities become infinite! Portland Art Museum, Museum of Contemporary Craft, Yale Union (YU), PICA, Disjecta, Land Gallery, Compound Gallery, and more!

**MAKE.** School can certainly be overwhelming and take up lots of time. But the best way to push yourself and improve beyond what is simply required of you, is for you to do projects on your own, outside of the classroom. Projects like this will let you explore unimpeded, not to mention offer a chance to collaborate with friends and clients.

**IPRC (Independent Publishing Resource Center):** Learn how to use a letterpress, make a zine, a comic, screenprint, and more in this member-supported workspace. Classes can be taken without a membership.

**Em Space Book Arts Center:** This letterpress and book arts facilities-specific workspace is available to those who become members.

**ADX:** Build to your heart's content in this wood shop with access to other industrial machines. This is a membership-run space.

**SHARE.** We're in a period, socially speaking, in which we document everything we do. It's a great way for you to watch your progress, start learning to talk about and present your work, and get engaged with the making world outside of your bedroom. How do you do this? Start a blog! Share on flickr, Instagram, and Twitter!

**Twitter:** Follow lots of professional (and student) designers! This is the best way to get a feel for the tone and activities of the community. It's also a great way to keep abreast of new job opportunities.

**Instagram:** A fun way to be creative on a daily basis. Show the world as you see it and use the chance to show the projects you're working on as well!

**Tumblr:** It takes less time to set up a blog than it does to brush your teeth! Think about using tumblr as another way to share your work and promote things of interest. Bonus: FoGD is on Tumblr, making it very easy to share posts.

**INTERN.** Once you've got some classes under your belt, make sure you get at least one internship before you leave school. This will be the time when you start to step out of your comfort zone and get 'real' with your skills. The job opportunities board on [psu.gd/opportunities](http://psu.gd/opportunities) is often loaded with possibilities. It can be hard to pair this with other jobs, family, and school, but never underestimate the importance and experience it offers. Don't wait until your final couple of terms to start!

**KNOW.** It's important to consider what kind of work you like making and that you make best, as you progress through the program. Be aware of the designers that make work that you admire and who influence you. Be able to talk about them, and their work. Basically—learn, research, and appreciate those who are leading the way for you, so you know where you are coming from, and where you are headed, so-to-speak.

**TALK.** If you want to discuss any of these things, please feel free to call the art office and make an appointment with either the College of the Arts advisors, or one of the Graphic Design Faculty Advisors: 503.725.3515

**SIGN UP.** To keep up with all the activities, and news, make sure you join the PSUGD mailing list as soon as possible. Get details about the Portfolio Review, Speakers, Workshops, Fieldtrips and more.

**ENJOY.** This seems silly, but it's important. This is SUCH a fun world to be a part of. It's one in which you get to think, make, interact, and drive visual culture forward. I know we couldn't imagine being in any other industry, and I'm guessing it won't be long before you can't either.

# PSUGD ACTIVITIES.

Here are a some of things that happen on the regular within The School of Art + Design, and PSUGD.

**Be Honest** is the annual celebration and sharing of PSUGD student work hosted by FoGD. As students at PSU, we're lucky to live and learn in a city that supports and encourages our craft. Be Honest is a night in which we invite the Portland design community to check out what we are thinking and making, and to thank them with food, drink and lively conversation. (Spring Term)

**Show and Tell** is a nearly weekly lecture series that invites working professionals to blow our minds with wisdom, both in person, and through the magic of the world wide web! Our lectures happen every Thursday in the Art Building (2000 SW 5th AVE) Room 320. The public is welcome and the lectures are free! (Every Thursday)

**Good Editions** is the online shop for the Portland State graphic design program, whose intention is to create a portal that showcases the incredible work that we are making. Whether the work comes from students, faculty, alumni, or friends of the program, all the money raised goes to support the Portland State Graphic Design Program and will be used to fund everything from supplies for workshops, to bringing in guest speakers.

**Friendtorship** brings together Portland State University art and design students and high school students from Centennial Park School to collaborate on creative projects, build strong relationships, and have fun.

**The A+D Open House** celebrates our vibrant programs and amazing students. Our three departments, Art History, Art Practices, and Graphic Design, will present an evening of specially curated exhibitions, events, and open studios at the Art Building. (Fall Term)

**Graphic Designers in London**, a faculty-led, 2-week long, travel abroad trip which ran for the first time in 2014. It aims to run again in 2015, so stay tuned! (Summer)

**BE  
HONEST**

*Show  
& Tell*

**GOOD**

**FRIENDTORSHIP**

*open  
house*

**LONDON**

# PSUGD MANIFESTO.

We make. We think. We believe learning is the same thing as doing.

We are students, but our classroom is as big as the whole city or maybe even the whole internet.

We can make a mean moodboard. (Or a nice one, but you know what we mean.)

We take risks, and we experiment. We know how to push it. Yes, this sometimes means making design with weird food, or gathering all of our classmates into an impromptu photoshoot. Sometimes it requires a drive to the beach or an all-nighter. But we are in search of the best design solutions, so it's worth it.

Our toolboxes are as varied as our student body: we wield Micron pens, homemade stencils, wireless mouses (mice?), cascading style sheets, and extreme amounts of black matte board.

We are a graphic design army, and our weapons are pencils, perseverance, excellent file management, and those metal rulers with the cork bottom. Our enemy? Boredom.

We go to class and we do all the homework, but it doesn't stop there. Factor in workshops, field trips, lunchtime lectures, portfolio reviews, and late-night G-Chat conversations with fellow classmates—and you've got a more realistic view of what it's like to be a PSU.GD'er.

Our teachers include the people whose names are on the syllabus, but also our internship bosses, guests to our lunchtime lectures, and the alumni who come back to check out our portfolios. We're like members of a big, weird, super-creative, hard-working family.

# ADVISING

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## College of the Arts Advising

These advisors help you with the big picture, looking at all of your complete class selections, and helping to make sure you're on track for graduation.

**Marie Fiorillo**, marie5@pdx.edu

503.725.3352

**Jessica Wright**, j.wright@pdx.edu

503.725.2211

**Abel de la Cruz**, abel.arts@pdx.edu

503.725.2250

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## Graphic Design Advising

To discuss graphic design topics specifically, make an appointment with one of the professors listed below. Bring questions/thoughts about: requirements, internships, self-initiated projects, and anything else you'd like to discuss. Email

**art@pdx.edu** or phone **503.725.3515**

to make an appointment with Kate Bingaman-Burt, Lis Charman, Thom Hines, Meredith James, Briar Levit, or Ian Whitmore.

# PORTFOLIO

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Everything you need to know about the **Sophomore Portfolio Review** is here:

[psu.gd/sophomore-portfolio-review](https://psu.gd/sophomore-portfolio-review)

# INTERN/WORK

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Check frequently for listings at:

[psu.gd/opportunities](https://psu.gd/opportunities)

# A+D

SCHOOL OF ART AND DESIGN



College of the Arts

PORTLAND STATE UNIVERSITY

