

PSU  
GRAPHIC  
DESIGN  
GUIDE  
2019/20



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## **PSUGD MANIFESTO**

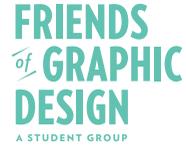
- 1** We make. We think. We believe learning is the same thing as doing.
- 2** We are students, but our classroom is as big as the whole city or maybe even the whole internet.
- 3** We can make a mean moodboard. (Or a nice one, but you know what we mean.)
- 4** We take risks and we experiment. We know how to push it. Yes, this sometimes means designing with weird food, or gathering all of our classmates into an impromptu photo shoot. 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.
- 5** 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.
- 6** 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.
- 7** 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 PSUGD'er.
- 8** 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.

## JOIN @ PSU

There's always an event, activity, or project coming up in the Portland State Graphic Design program!

**FRIENDS OF GRAPHIC DESIGN** (FoGD) Join the group to get involved with events, workshops, field trips, and special projects. The students who participate in this group, are often among the top designers in the program. You can participate at varying levels, so do what's right for your schedule.

**FB: Friends of Graphic Design | IG: @fogd**



**A+D PROJECTS** is the in-house design studio for the School of Art+Design. With the faculty and organizations of the School as our clients, we emulate a design agency for students and the relationship between clients and designers. We also produce the quarterly zine *Annex* and host Good Market. Come see us in AB330.

**adprojects.design | IG: ad.projects**



**BE HONEST** is the annual celebration and sharing of PSUGD student work hosted by FoGD. It's 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) **psu.gd/be-honest**



**COMMA** is a new initiative organized by PSUGD students & faculty, seeking to amplify representation and connection for BIPOC (Black, Indigenous, and People of Color) in the Portland creative community. **IG: psugd\_comma**



**FRIENDTORSHIP** brings together PSU Art and Design students and high school students from Centennial Park School to collaborate on creative projects, build relationships, and have fun. **friendtorship.org**



**LIV'D** is a semi-annual publication, dedicated to the intersection of art, design, culture, and how these influence lived experience. Edited by Meredith James, the publication includes contributions from professional artists, designers, and the wise. *Liv'd* is an elevated hybrid of thought, theory, and visual language, balancing the academic with the personal and experimental. **livd.in**



**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 streaming internet video! The public is welcome and the lectures are free! (Nearly every Thursday at Noon, Art Building, 320) **psu.gd**



**SIMILARLY DIFFERENT** is a 3-week long, trip to London, England, with a focus on design. Time is spent doing workshops at London College of Communication, as well as visiting museums, and a variety of design studios. **similarlydifferent.com**



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

DESIGN PORTLAND



**DESIGN PORTLAND** offers events celebrating design as our city's most promising cultural and economic resource. Every April, it runs the extensive, and incredible Design Week Portland.

**COUNTER CULTURE** is an organization dedicated to the assembly and expansion of the typographic community in Portland, Oregon, through workshops, talks, and group critiques.

**AIGA** (American Institute of Graphic Arts) 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 + GALLERIES** Portland is lucky to be home to the Portland Art Museum—a great place to get inspired. There are also plenty of 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! Check out Fisk, Yale Union (YU), PICA, Disjecta, Land Gallery, Compound Gallery, and more!

## MAKE AROUND TOWN

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 unencumbered, not to mention offer a chance to collaborate with friends and clients.

**INDEPENDENT PUBLISHING RESOURCE CENTER (IPRC)** Learn how to use a letterpress, make a zine, a comic, screen print, and more in this member-supported workspace.



**EM SPACE BOOK ARTS CENTER** is a collective letterpress and book art studio. They offer space and equipment to their members, and foster collaborative art endeavors including community partnerships, ideas exchange, exhibitions, and education.



**OUTLET** is a Risograph printing studio and independent publishing haven. In addition to the zine library, Outlet offers workshops and various events to the creative community.



## 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 Instagram and Twitter!

**TWITTER** allows you to 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** can be 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! Also make sure to follow your favorites—check out who they follow for even more inspiration.



**WEBSITES** can be made in a snap these days with the various platforms available like Squarespace, Virb, Wix, Adobe Portfolio (free with CS subscription!), and more. Once you have a body of work (even a small one, like 5 projects), we suggest you set up a portfolio website so when you are out in the world and your work comes up, or you are ready to apply for internships, you've already got a homebase to share your work in a professional manner.



## 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.

### BOOKMARK

eyeondesign.aiga.org  
eyemagazine.com  
underconsideration.com  
creativereview.co.uk  
itsnicethat.com  
designobserver.com

### READ

*Eye*  
*Print (folded)*  
*Creative Review*  
*The Great Discontent*  
*Uppercase*  
*Printed Pages*  
*Communication Arts*

**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? [www.psu.gd](http://www.psu.gd)! And don't forget your other personal faves, of course. See list at right for blogs to start with.

**PSU LIBRARY** has lot of design books to be devoured, not to mention books on other disciplines that informat our own. It's fun to get lost in the stacks and stumble upon books on the shelf below the one you came for. Don't underestimate the library!

**MAGAZINES** offer a more in-depth, some might say, more considered look at the design field than blogs do. Issues come out less frequently than blog posts, but they are generally researched in greater detail, with an eye to criticism. Many magazines offer a student rate—take advantage of that while you can! Rich's Cigar's has the best magazine selection in Portland. See list at right for magazines to start with. Also be aware that new indie titles are popping up all the time.

**CREATIVE SUITE (student lounge/studio)** is a place to do production, photograph your work in the light booth, read, have meetings, and generally spend time between classes. You'd be surprised at the book collection we have there as well!

**POWELL'S BOOKS** has a great selection of design books that you can browse, and not necessarily buy—you are on a student budget, after all.

**MONOGRAPH BOOKWERKS** is great if you want a more curated experience that includes all of the arts in a gorgeous shop.

**BINGO USED BOOKS** has SO many cheap used books. Go in ready to browse, not looking for anything specific.

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## ACCESS TO TOOLS

There are many useful tools on campus available to students. Try something new!

**RAD LAB** This lab is full of desktop Macs, a color laser printer, and a large inkjet printer. Prices are very affordable, so make sure you plan ahead when printing for deadlines. The Rad Lab is located in the Annex, 170.

**CAMPUS PRINT LABS** There are labs across campus, many of which are open to all. Go to [pdx.edu/oit/psu-printing-overview](http://pdx.edu/oit/psu-printing-overview) for details.

**RISOGRAPH** The Risograph printer, is based on the stencil print method, much like screen printing. It is all carried out in one machine that looks similar to a photocopier. The Riso is located in the Annex Rad Lab, 170. [psu.gd/riso](http://psu.gd/riso) | IG: [psugd\\_riso](#)

**LASER ROUTER + 3D PRINTER** These machines are available in the Architecture Lab and available to design students. Visit [pdx.edu/architecture/printers-and-equipment](http://pdx.edu/architecture/printers-and-equipment) for details.



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MUST  
DO!

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## ADVISING

If you want to discuss any of these things, please feel free to make an appointment with either the College of the Arts advisors, or one of the Graphic Design faculty. Details are on the back cover of this guide.

A  
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DO!

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## NEWSLETTER

To keep up with all the activities and news, make sure you sign up with the **PSUGD mailing list** as soon as possible. Get details about the Sophomore Portfolio Review, speakers, workshops, field trips, and more.

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## INTERNSHIPS

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 few terms to start!

**INTERNSHIP PRO TIP**  
*Go to [DesignPortland.org](http://DesignPortland.org) to learn about various local studios (their open houses map is great for this). Then follow the ones that sound interesting on IG and Twitter. This is a great way to learn about the work a studio does as well as their culture.*  
[designportland.org/festival/2019/open-houses](http://designportland.org/festival/2019/open-houses)

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# SOCIAL MEDIA

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## FIND INFORMATION, JOIN THE COMMUNITY

**Web:** [www.psu.gd](http://www.psu.gd)

**Facebook:** Friends of Graphic Design

**Twitter:** @psugd (tag tweets: #psugd)

**Instagram:** @psugd (tag photos: #psugd)

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# RESOURCES

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## RAD LAB + RISO ROOM PRINTING

This is one of our most convenient, and reliable print labs—not to mention super affordable. Includes a laser printer, inkjet, and the Risograph. Annex, room 170.

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## ART + DESIGN SUPPLY STORES

Columbia Art and Design

Blick

Artist and Craftsmen

I've Been Framed

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## PAPER SUPPLY STORES

Kelly Paper

Pro Photo Supply

Scrap

Paper Source

Oblation Papers and Press

Collage

Printer Place (coated inkjet papers)

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## SERVICE BUREAUS FOR DIGITAL PRINTING

REDe Print

White Stag Building

Minuteman

Brown Printing

Clean Copy

Documart

Oregon Blueprint

PVS In-Store Graphics

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## BOOK BINDING SUPPLIES + BINDERIES

Grossenbacher Brothers Inc.

Copyman

Oblation

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# NEWS

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## NEWSLETTER

Sign up for the weekly newsletter at [www.psu.gd](http://www.psu.gd).

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# 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. Book appointments at the links below.

**Anna Law**, [anna-law.youcanbook.me](http://anna-law.youcanbook.me)

**Marie Fiorillo**, [marie-fiorillo.youcanbook.me](http://marie-fiorillo.youcanbook.me)

**Ian McCallum**, [ian-mccallum.youcanbook.me](http://ian-mccallum.youcanbook.me)

**Kristine Evans**, [kristine-evans.youcanbook.me](http://kristine-evans.youcanbook.me)

**Staci Kiker**, [skiker-pdx.youcanbook.me](http://skiker-pdx.youcanbook.me)

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## GRAPHIC DESIGN ADVISING

To discuss graphic design topics specifically, make an appointment with one of the full-time professors. Bring questions about: requirements, portfolios, internships, self-initiated projects, and anything else you'd like to discuss. Go to [pdx.edu/art-design/book-an-advising-appointment](http://pdx.edu/art-design/book-an-advising-appointment) to make an appointment with Kate Bingaman-Burt, Lis Charman, Cielle Charron, Meredith James, Stephen Lee, Briar Levit, or Sean Schumacher.

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# SOPHOMORE PORTFOLIO

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## EVERYTHING YOU NEED TO KNOW FOR THE SPR

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

(updated yearly in Winter term)

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# INTERNSHIPS/JOBS

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## CHECK FREQUENTLY FOR LISTINGS AT

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

