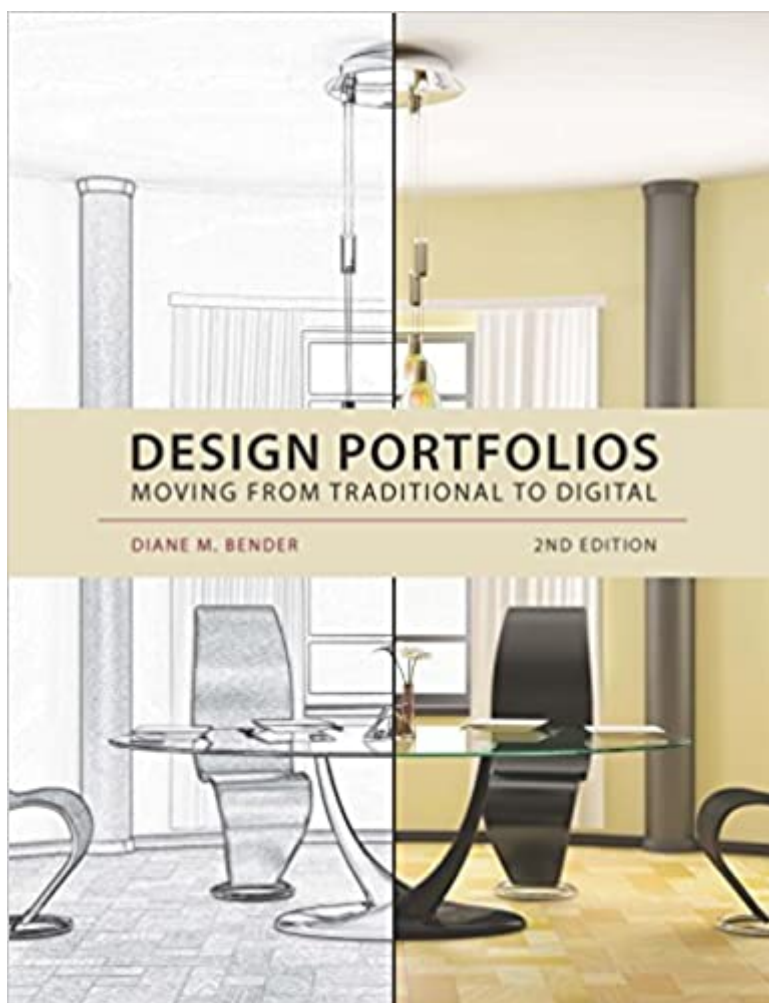


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# Design Portfolios: Moving From Traditional To Digital



## Synopsis

Today's students of architecture, interior design, and landscape design need to master the art of marketing themselves via both traditional handheld and digital portfolios. *Design Portfolios: Moving from Traditional to Digital, 2nd Edition*, enables students to create portfolios that serve as both evolving collections of creative solutions to design problems and evidence of their abilities to visually relay messages. Addressing issues of creation, maintenance, and presentation, the book guides students through every step of the interview and presentation process—from making first contact to composing a thank you letter and securing a job.

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## Customer Reviews

Today's students of architecture, interior design and landscape design need to master the art of marketing themselves via both traditional handheld and digital portfolios. "*Design Portfolios: Moving from traditional to Digital*," 2nd Edition enables students to create portfolios that serve as both evolving collections of creative solutions to design problems and evidence of their abilities to visually relay messages. Addressing issues of creation, maintenance, and presentation, the book guides students through every step of the interview and presentation process—from making first contact to composing a thank you letter and securing a job.

Diane M. Bender, PhD, ASID, IDEC, is an Associate Professor and Program Coordinator in the Interior Design Department at Arizona State University. Her teaching and research combines her

education and practical experience from multiple design disciplines to bring a unique perspective to her writing. Bender's research focuses on the use of technology in design practice and education, with findings published in the Journal of Interior Design and Journal of Educators Online, among others. Current projects include the integration of online and studio education, the addition of Building Information Modeling into the design process, and the effective assessment of the digital design portfolio.

This is an excellent reference for those who wish to create both analogue and digital portfolios. It is clearly, logically sequenced and well written. There is a wealth of information for designers. I highly recommend this book.

Great book. There is a lot of information to use, beautiful examples, and well written. I definitely recommend you to purchase this book if you're working on your portfolio.

This book is very cool! It has lots of ideas, dos, and don'ts that are really helpful. I love it!

Good book

needed for school /good

I am a professional Interior Designer who also teaches a Portfolio Development course at Seattle Pacific University for the Interior Design Program. Diane Bender's DESIGN portfolios - Moving From Traditional to Digital is an absolute lifesaver! Comprehensive yet easy to navigate, it did all the teaching for this class. I just guided the students on how to maximize its information to make their personal brand in the portfolio genre achieve the highest success in capturing a professional's attention. Each school year end we hold a Senior Design Exhibition and invite interior design industry professionals to attend and evaluate what they see. Spring Quarter 2009 was my first time requiring Ms. Bender's text, and the results were phenomenal. One of my students commented that before this class she felt completely incapable of demonstrating her skills, but after it, having in hand a uniquely branded version of Diane's "Complete Interview Package", she was fully confident she could interview anywhere and successfully develop network connections and career opportunities, thanks to the guidance from me and this book. "Probably the best class I've ever taken," she reports. Just as importantly, the reviewing professionals were incredibly impressed! May this book

never go out of print!Keith Miller, ASIDAAdjunct InstructorInterior Design ProgramFamily & Consumer Sciences DepartmentCollege of Arts & SciencesSeattle Pacific University

I found this book to be a great resource for anyone creating a portfolio of design work, if they are students it answers virtually any question on this subject. I would expect any designer would develop their own style of presentation, not copy from a book, and the examples, full color photos on almost every page, are great resources for ideas. Graduating design students and some of the more experienced designers would be really interested in the digital info, especially if they aren't computer gurus. It's a valuable book, just wish it wasn't so expensive.

As a graphic design student about to graduate, i was looking for a book that shows me how to design some kind of eyecatching portfolio online or on a cd, with plenty of bright examples for inspiration. If this is what your after dont buy it.This book waffles on an awful lot on stuff such setting up images to the correct resolutions, what to take to an interview etc, which i suppose is great if u need a reference checklist book. It is mainly targeting architect students and gives some good examples on how to photograph you 3D designs to include in your portfolio. This book doesnt include great design layouts to wow your potential employer, which was what i was looking for, but overall a nice thing to have on your shelf

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