



InDesign Portfolio Development

BY MATTHEW COLYER

Project Details

For this individual project a printed and online portfolio book are required for this assignment. The professional portfolio printed and digital version include the final outcomes for projects that I have undertaken as well as development of sketches and ideas. The work that I have mainly included for this assignment is projects that I have undertaken whilst at University throughout my 3 years. This assignment can be shown to potential employers that are interested in the work that I produce. It was important that this assignment represented me and included evidence of self-branding that is shown in both my portfolio and book. The importance of creating a brand identity needs to be shown in all my work to potential employers. It was my responsibility to choose the printer provided for this project as well as the content and structure of the book. I decided to include a contents page of the projects that were cover in the book.

Content Planning

Contents Page

Design Tasks

Mobile Media Project

Interactive Media Project

Social Media Campaign

St Vincent Project

RSA Project

CEDI Marketing Material

Paper Project

For this individual project I first broken down the projects that I wanted to include in my online and printed portfolio. I wanted to include projects that I completed over my 3 years of university to show a wide range of projects. The Design tasks are branding related ideas that I created for my website.

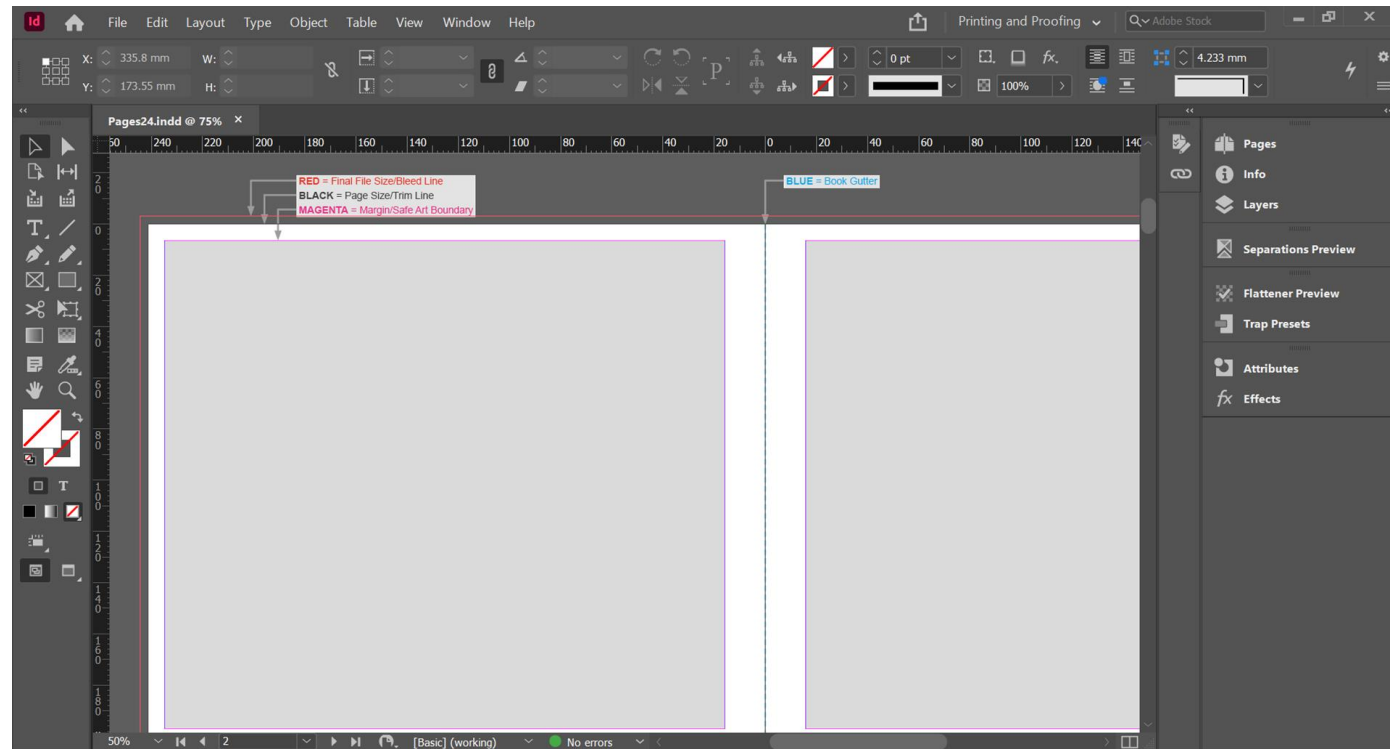
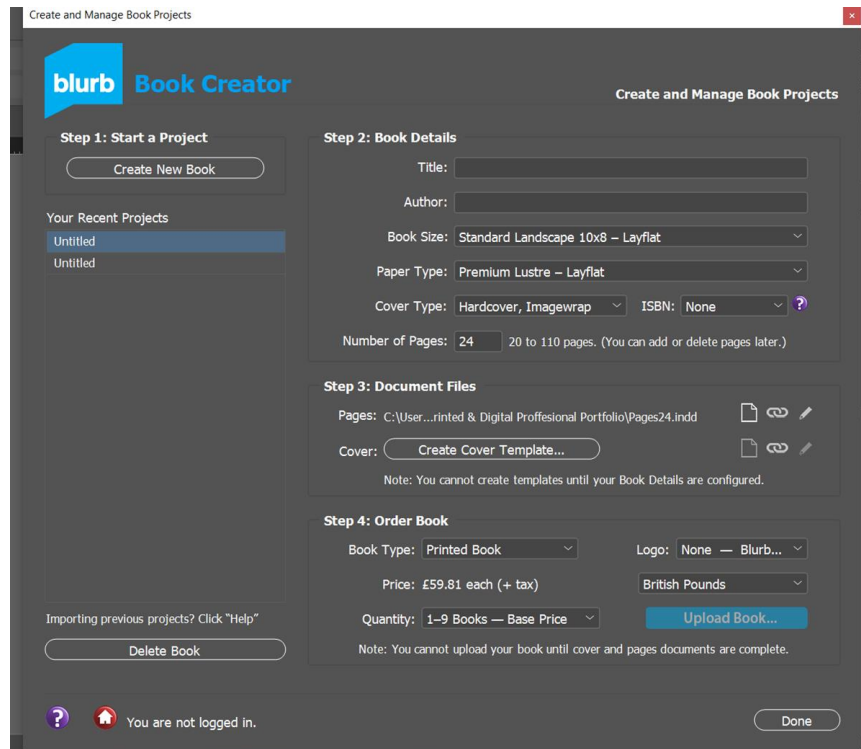
Layout Plan

For the layout of the document I broken down what would be included on each page for both the online and printed portfolio. Each project would be allocated two pages in the document.

Front	Contents Page	Contents Page	Design Tasks	Design Tasks	Mobile Media Project	Mobile Media Project	Interactive Media Project
Interactive Media Project	Social Media Campaign	Social Media Campaign	St Vincent Project	St Vincent Project	RSA Project	RSA Project	CEDI Marketing Material
CEDI Marketing Material	Paper Project	Paper Project	Outside Cover	Contact Info	Back		

Print Provided

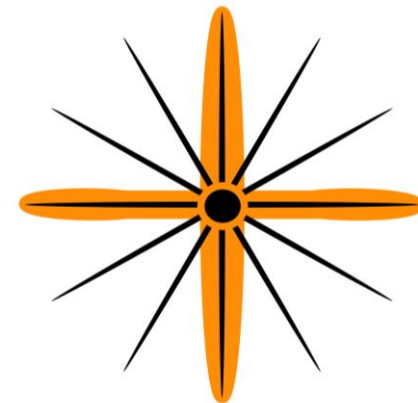
For the print provided I decided to choose Blurb. From the feedback received from other and the print provided that other years had chosen I decided to choose Blurb. I first needed to install a plugin system for the InDesign document. This allowed me to see the cost for the pages as well as where the images and text are allowed to be positioned. It included the margin and bleed for each page shown bellow.



Design Tasks

Images to use over 2 pages

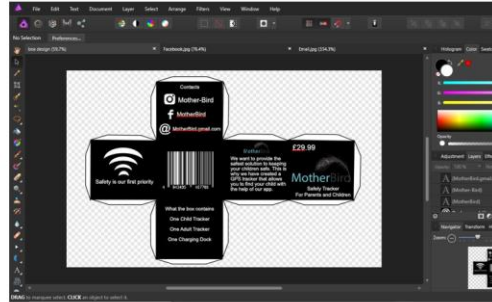
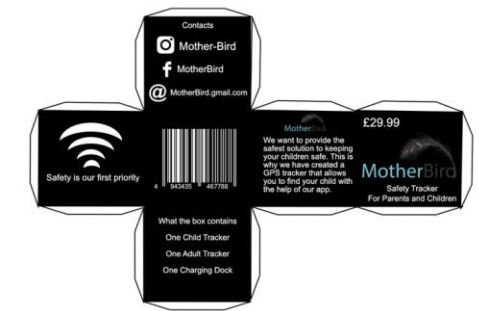
- Description: A collect of design tasks from my first year of university and individual design tasks that I created for my online portfolio. These design tasks we allocated to improve my design process and knowledge of design thinking. These design tasks were introduced as a first year project at university to shown a wide range of different design skills as well as third year independent designs.



Mobile Media Project

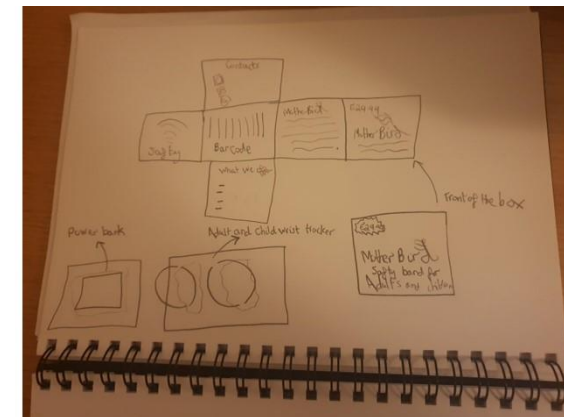
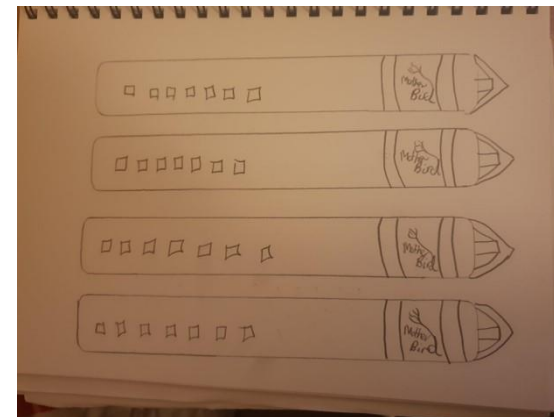
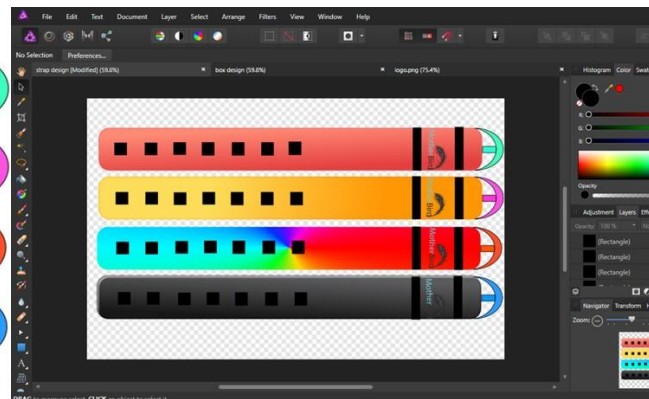
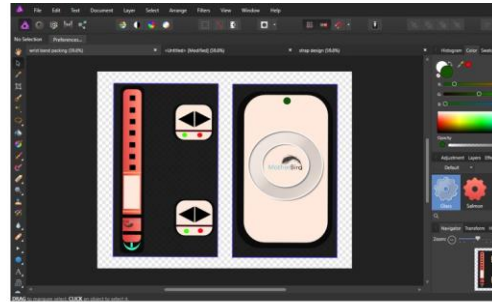
Images to use over 2 pages

- Description: A first year uni group project that involved around child safety and creating a tracking device to help protect them. A range of different devices were created for this project but I decided to focus on a bracelet device and a charging dock for this project.



LOGO IDEAS

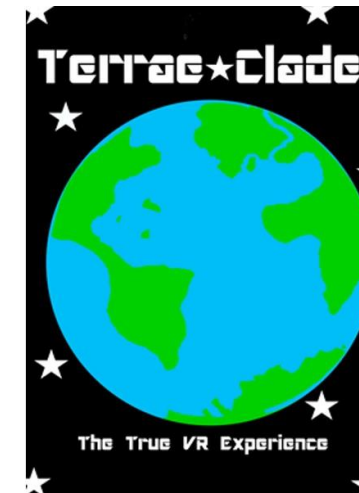
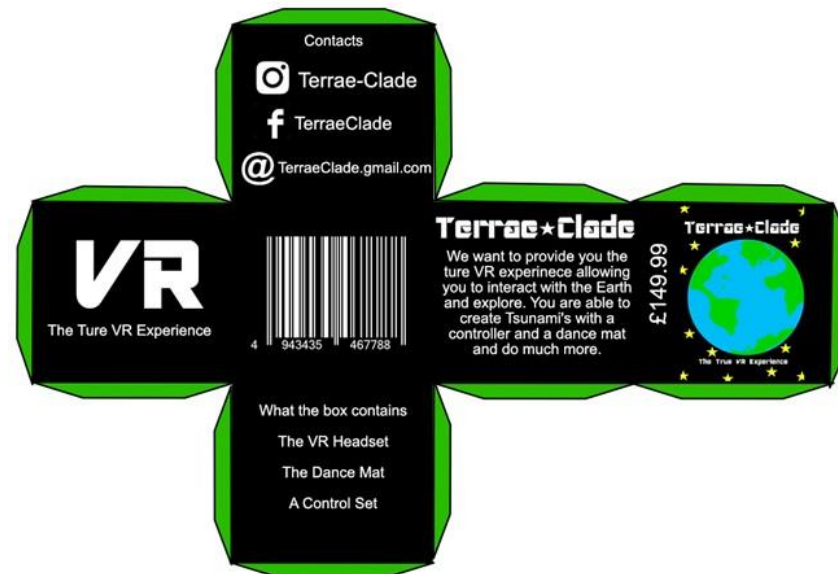
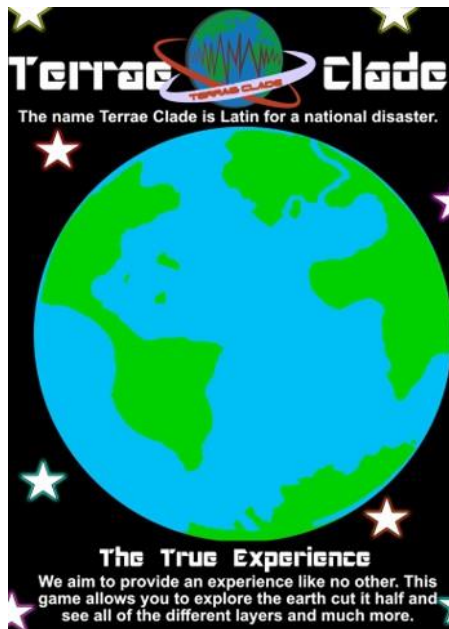
Mother Bird



Interactive Media Project

Images to use over 2 pages

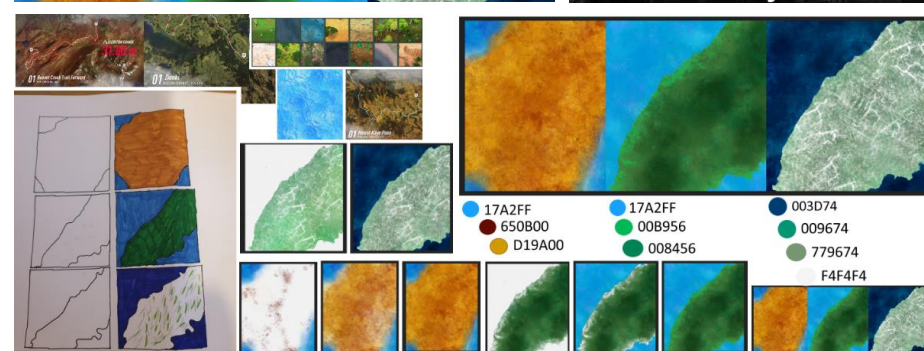
- Description: Another first year university project that involved around creating a VR game to teach young students about the earth. The VR headset would allow the user to interact with a remote and cut the earth in half seeing off the different layers inside the earth.



Social Media Campaign

Images to use over 2 pages

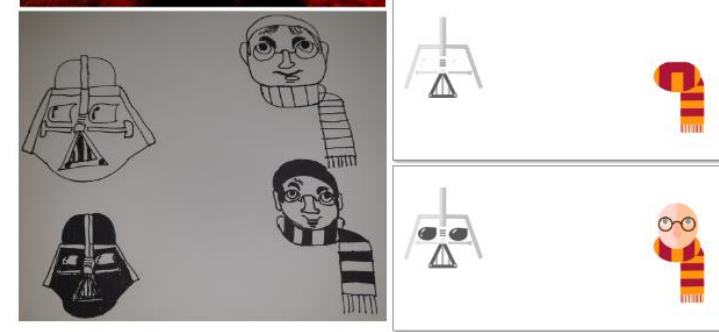
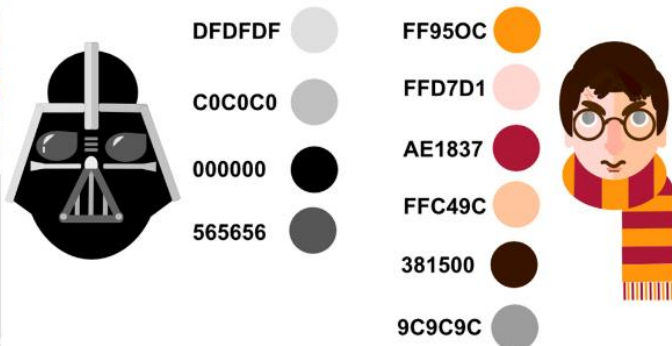
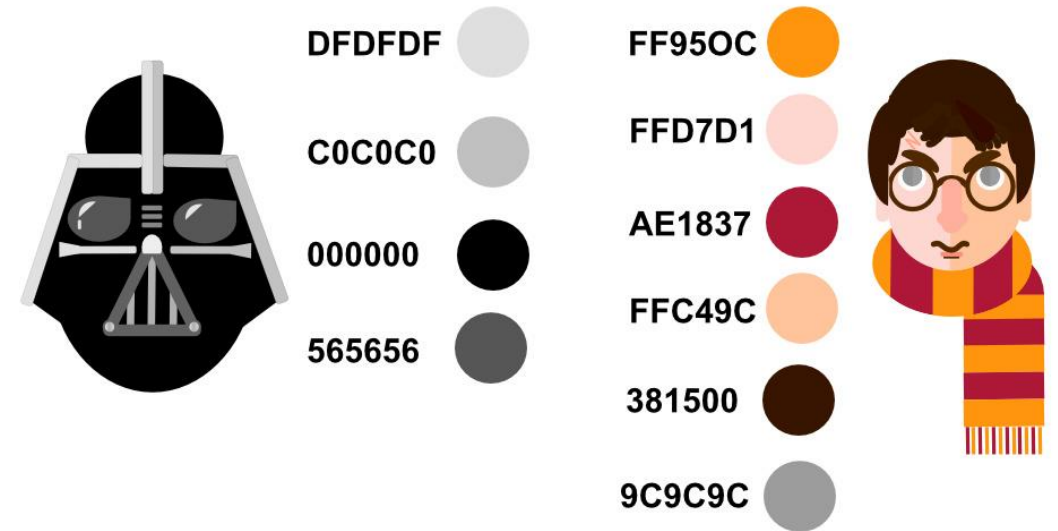
- Description: A social media campaign which was focused on creating content and designs that you wanted to promote on your social media page. The two main content ideas I focused on were map designs and character designs and applying them to social media with interactions and hashtags.



Week	Day	Image	Design/Content	Hashtag
1	Monday		Design of a social media post for the first week.	#SocialMedia
1	Tuesday		Design of a social media post for the first week.	#SocialMedia
1	Wednesday		Design of a social media post for the first week.	#SocialMedia
1	Thursday		Design of a social media post for the first week.	#SocialMedia
1	Friday		Design of a social media post for the first week.	#SocialMedia
1	Saturday		Design of a social media post for the first week.	#SocialMedia
1	Sunday		Design of a social media post for the first week.	#SocialMedia

Week	Day	Image	Design/Content	Hashtag
2	Monday		Design of a social media post for the second week.	#SocialMedia
2	Tuesday		Design of a social media post for the second week.	#SocialMedia
2	Wednesday		Design of a social media post for the second week.	#SocialMedia
2	Thursday		Design of a social media post for the second week.	#SocialMedia
2	Friday		Design of a social media post for the second week.	#SocialMedia
2	Saturday		Design of a social media post for the second week.	#SocialMedia
2	Sunday		Design of a social media post for the second week.	#SocialMedia

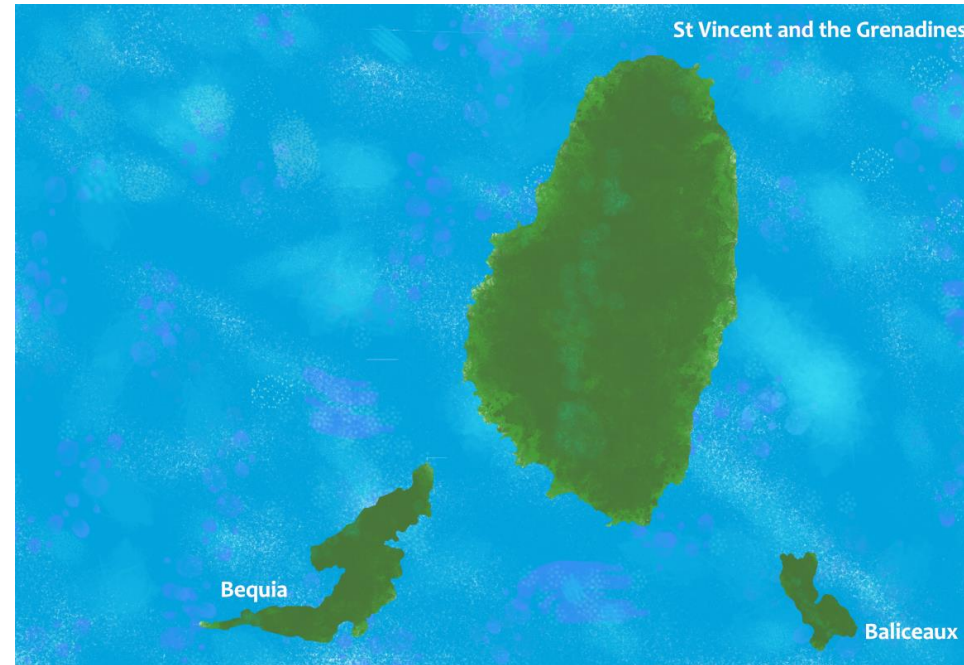
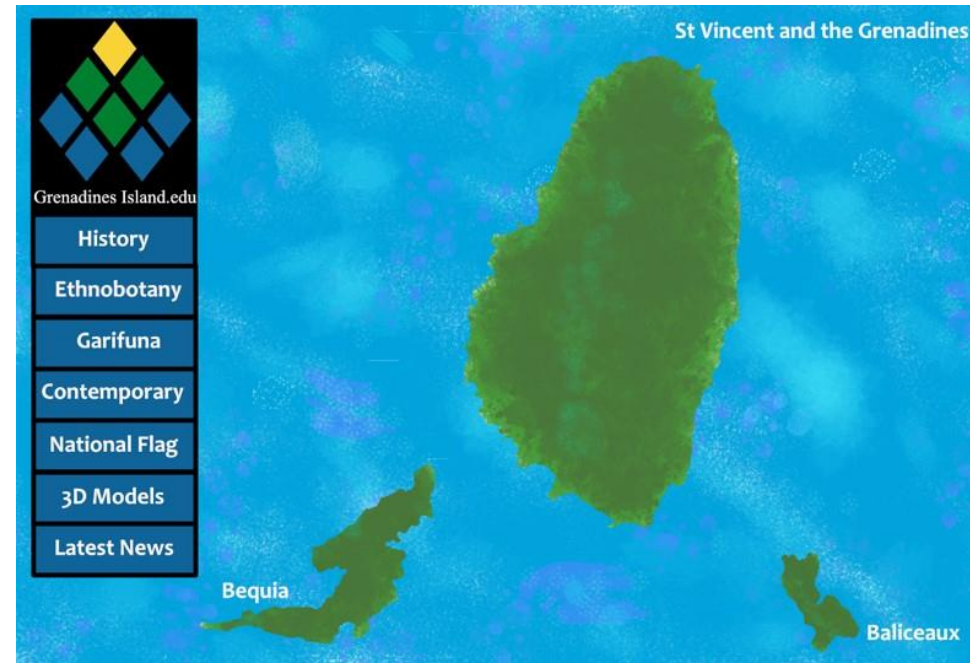
Week	Day	Image	Design/Content	Hashtag
3	Monday		Design of a social media post for the third week.	#SocialMedia
3	Tuesday		Design of a social media post for the third week.	#SocialMedia
3	Wednesday		Design of a social media post for the third week.	#SocialMedia
3	Thursday		Design of a social media post for the third week.	#SocialMedia
3	Friday		Design of a social media post for the third week.	#SocialMedia
3	Saturday		Design of a social media post for the third week.	#SocialMedia
3	Sunday		Design of a social media post for the third week.	#SocialMedia



St Vincent Project

Images to use over 2 pages

- Description: This was a second year university group project on three island with the largest island being called St Vincent and the Grenadines. These three islands are located near Madagascar and the project needed to have a brand identity to teach both people about the history of the three islands.



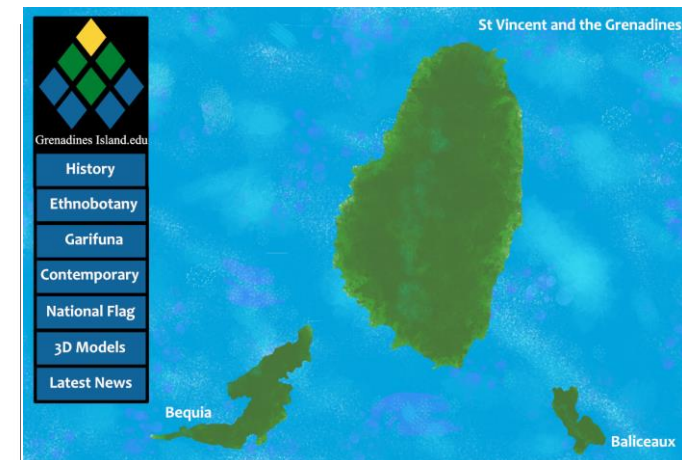
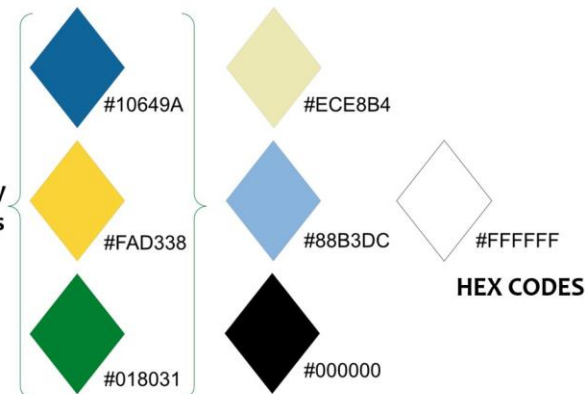
Grenadines Island.edu



Grenadines Island.edu



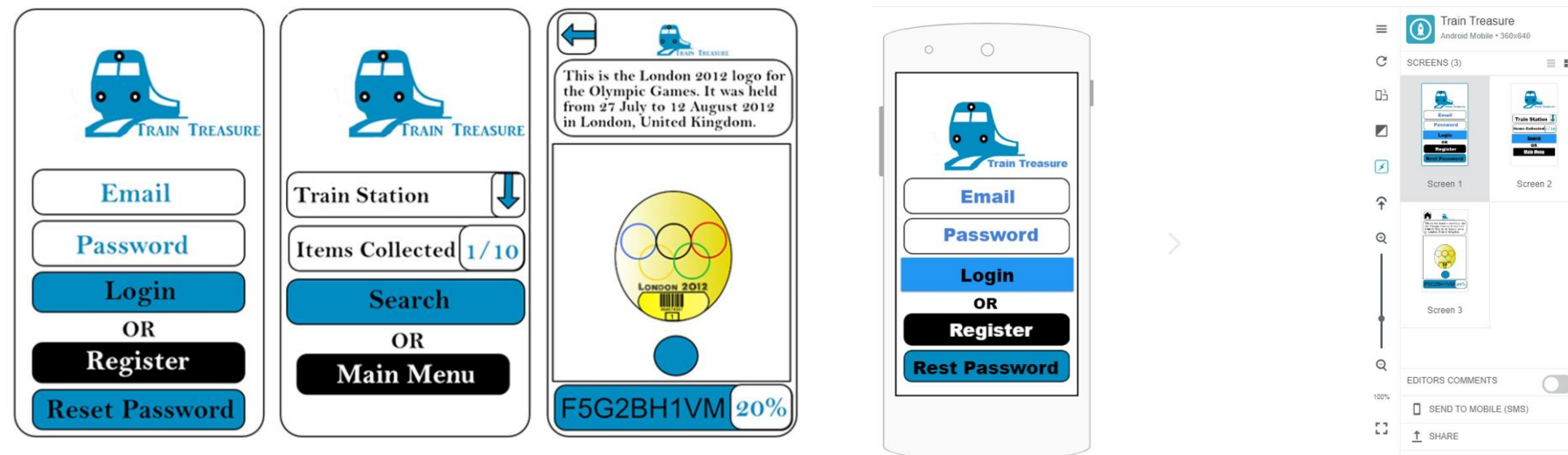
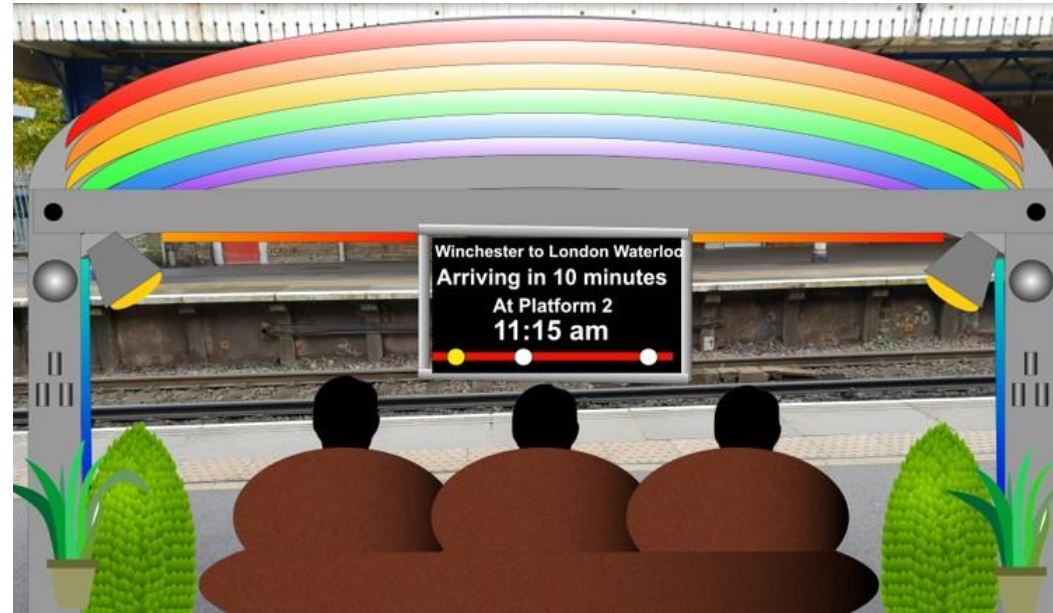
Primary Colours



RSA Project

Images to use over 2 pages

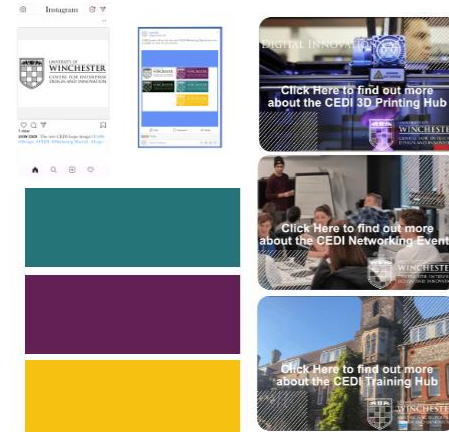
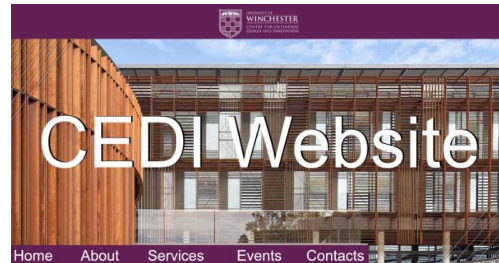
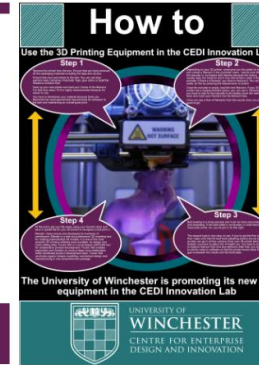
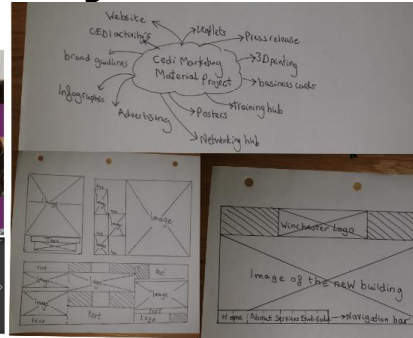
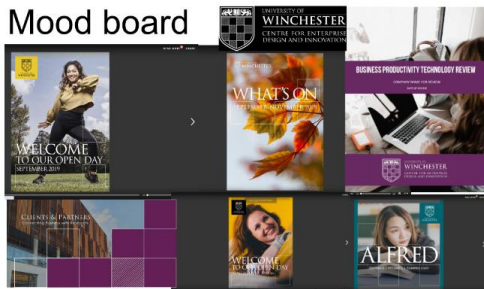
- Description: This was a second year university project for the RSA which focused on trying to provide more joy to people at train stations. My idea for this project was to create a more friendly atmosphere at train stations with an update pod. I also designed a treasure hunt like app for discounts at train stations.



CEDI Marketing Material Project

- Description: This was a third year project and was focused on creating advertising and marketing material for CEDI. The brand had already been created for this project as CEDI is part of the university of Winchester. So it was my task to create marketing material for this project.

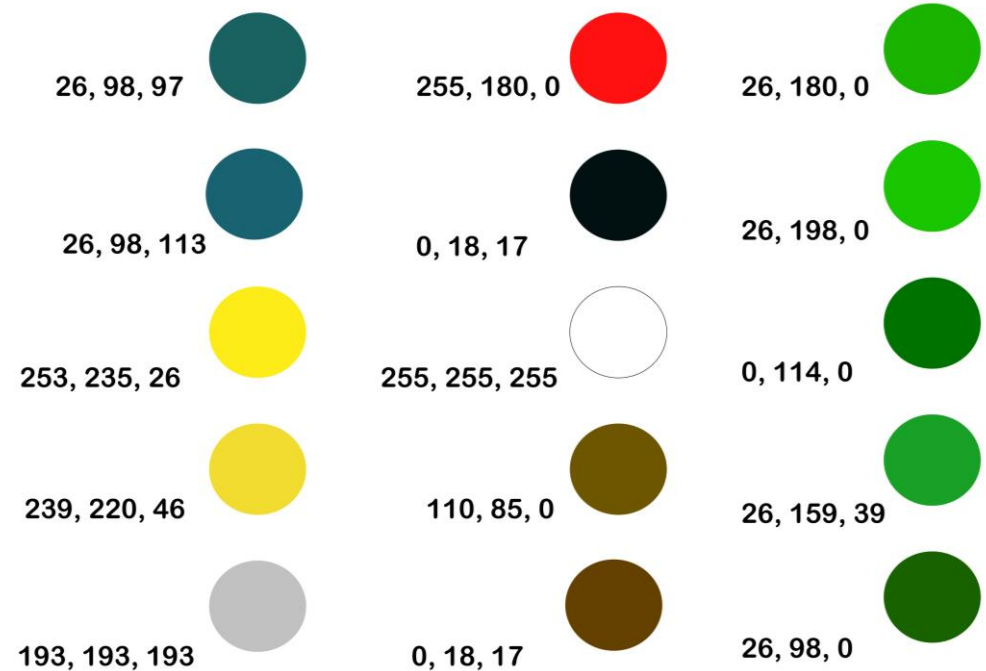
Mood board



Photography Inspiration

Images to use over 2 pages

- Description: The paper project is an individual project that I made up in order to improve my app development skills and the end of my third year.



Reference List

Adobe InDesign, (2016) Adobe Creative Cloud, Adobe InDesign
<https://www.adobe.com/uk/products/indesign.html>
[Accessed 24th January 2021]

Blurb, (2005) Professional – Quality Photo Books
<https://www.blurb.co.uk>
[Accessed 4th February 2021]

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<http://matthewcolyer.winchesterdigital.co.uk>
[Accessed 4th May 2021]