**ARA 396: Professional Practices for Artists and Designers – Fall 2018**

**FINAL ASSIGNMENT  
RUBRIC**

**Due Date: Nov 29, 2018** – by midnight.

**ASSIGNMENT**

Over the course of the semester, you have been developing a solid stock of materials ready to be formatted and re-formatted for your particular needs as opportunities arise. Your final products will be a professional development plan for your art or design practice, a comprehensive resume, and a spreadsheet of immediately pursuable opportunities.

**CHECKLIST**

Your Printed Portfolio should contain the *Final Versions* (revised as necessary) of your:

**Maximum Points**

***Out-Facing***

* **Cover Sheet with your \*Website URL\*** *– from WS4 Letterhead + Project 1 URL*

A simple Cover Sheet to identify that this is your professional packet (this should be on your letterhead and feature also your **website address**, for follow-up). \_\_/ **10pts.**

* **Feature Artwork or Project (Portfolio Lite)** *– from WS3: Feature Image*

A visual or narrative example of ONE project or potential project that would be representative of your professional skills and talents. A concrete example that tells the story of your capabilities and pursuits. \_\_/ **10pts.**

* **Business Card** *— from WS4*

A digital or printed version of the front (and back) of your business card. \_\_/ **10pts.**

* **Statement/Philosophy Sheet** *— from WS2 Art/Design Statement*

This simple one-pager should be on your letterhead and be the revised/final/polished   
version of your artist/design statement. Optional: you can have your short-form bio at

the top and your more philosophical/narrative statement directly below. \_\_/ **10pts.**

* **Cover Letter** *— from WS5*

A general example of how you would approach a prospective professional opportunity; a narrative showcasing who you are, what your skills are, what you want, and how that

fits the opportunity at hand. \_\_/ **10pts.**

* **Resume/CV** *— from WS5*

What opportunities are you pursuing? Does it make sense to feature a resume? A CV?

A combination of both? Include a polished CV or resume, as pertinent. \_\_/ **10pts.**

* **Freelance Contract (for a commission, sale, or service transaction)** *— from WS7*

Does this contract fit your typical scope of work as an artist or designer? Could this

govern a side project outside of your regular employment? Does it outline WHAT you

will be providing (goods, services, etc.), with consideration to compensation, timeline,

and basic expectations? \_\_/ **10pts.**

* **Invoice (bonus/optional +10pts.)** *— New*  **(+10pts.)**

***Internal***

* **Brand Style Guide** *— from WS3 (revised)*

A one-pager defining your go-to fonts, color palette, audience, style, tone. \_\_/ **10pts.**

* **Client Snapshot Sheet (bonus/optional +10pts.)** *— New*

IMAGINE: What personalities/individuals might be representative of your top   
(3) audiences? What do they look like, what are their names, where do they live,   
what other life-logistics define them perfectly, succinctly? **(+10pts.)**

* **PR Strategy** *— from WS8, 9, 10*

What are your prime targets for outreach? Social media? Press? Networking?

What is your primary messaging? \_\_/ **10pts.**

* **Freelance Business / “Studio” Budget —** *from WS6*

Do you have a good sense of what you need to earn for a sustainable life and   
practice within your industry post-graduation? \_\_/ **10pts.**

* **Opportunities Tracking Sheet** *— from Project 2*

Is this present and complete? \_\_/ **10pts.**

* **Client List** *— from Project 3*

Is this present and complete?  \_\_/ **10pts.**

Are all items present (total from above): \_\_\_ / 120pts.

Was there a complete printed packet or comprehensive digital .pdf turned in on time? **\_\_\_ / 20pts.**

Is there evidence of revisions that reflect assignment feedback, as applicable: **\_\_\_ / 20pts.**

Are all items cohesive? Do they make sense together and seem related to one artist

or designer and their style (brand adherent)?  **\_\_\_ / 20pts.**

Is the packet free of spelling and grammatical errors? **\_\_\_ / 20pts.**

**→ Total: \_\_\_/ 200pts.**

* **+ Professional Goal Strategy Plan** *— from Final Portfolio Addendum Assignment\**
* 200pts.: See the “ara\_396\_goals.docx” file on the class website ASSIGNMENTS page.

**→ Total: \_\_\_/ 200pts.**

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