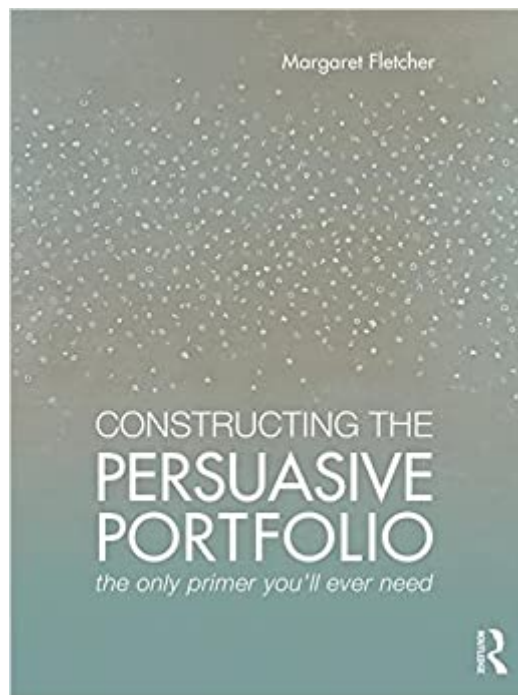




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Constructing The Persuasive Portfolio: The Only Primer Youâ€™™ll Ever Need



Synopsis

Constructing the Persuasive Portfolio helps you learn the art of designing a compelling and effective architectural portfolio. Margaret Fletcher categorizes the architectural portfolio design process into a step-by-step method that you can manage and understand. The full-color book includes 400 portfolio examples from 55 designers, along with more than 50 diagrams, and a set of 48 design actions that are marked throughout. You will learn how to:-Identify your readership-Collect, document, and catalog your work-Organize your portfolio-Visually structure your portfolio-Design your layout-Manage both printed and digital portfolio formats As your ultimate persuasive tool, your portfolio is the single most important design exercise of your academic and professional career. Constructing the Persuasive Portfolio shows you everything you need to know to create your portfolio and is the only portfolio design book you will ever need!

Book Information

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Customer Reviews

"Margaret Fletcher's Constructing the Persuasive Portfolio is a truly impressive and comprehensive guide and checklist. This book takes you through the full process of creating portfolios - from the early planning, strategies, initiation and concept development to content, design and production. The fulsome detail and demonstrable examples make this an indispensable tool." Nigel Smith, Creative Director, KerrSmith Design "First impressions count, especially when the designer isn't there to do the talking! A persuasive portfolio can win a competition, gain admission to a school, or garner support for a project. Margaret Fletcher provides a valuable,

thoughtful, and well-designed framework for anyone who needs to present ideas visually in Constructing the Persuasive Portfolio. This book is a must-have for the bookshelves of designers and non-designers alike!" Brooke Hodge, Director of Architecture and Design, Palm Springs Art Museum, Palm Springs, California "Designers in the visual arts and architecture have the opportunity to present their work as unique individuals. A myriad of graphic design and presentation skills must be practiced and applied in order to prepare portfolios that successfully portray the attributes of each project's design intent. Margaret Fletcher's Constructing the Persuasive Portfolio offers a comprehensive and easily accessible view into the creation of both print and digital versions of portfolio design. Students and professionals in many disciplines will benefit from its diagrammatic explanations and visually inspiring examples." Barbara Ambach, Associate Professor CT College of Architecture and Planning, University of Colorado Denver "In Constructing The Persuasive Portfolio Margaret Fletcher describes her extraordinary step-by-step process for designers to re-represent their ideas, experiences and ability to solve problems and inspire the imagination of others." Mack Scogin, Architect

Margaret Fletcher is an assistant professor of architecture in the College of Architecture, Design and Construction at Auburn University in Auburn, Alabama, USA.

margaret fletcher's new book is a carefully thought out and organized primer on how to best prepare a design portfolio; despite the fact that its mainly directed towards an architectural audience, this book would serve any designer or artist interested in marketing themselves.fletcher's book goes through all of the different steps that one should consider and address when putting a portfolio together including issues of intended audience, choice of material to present, layouts, etc. in addition, fletcher provides basic but essential graphic design strategies that address not only the visual organization of the material but also the typography, the organizational (or narrative) structure, the relationship between the images, text, and other images, labels, etc. one will be surprised to even find book binding strategies and suggestions. the book includes a myriad of examples and case studies with analysis about what makes them effective.it is clear that fletcher has spent a lot of time thinking about these issues and working in environments where they are explored and implemented. for anyone applying for graduate school, jobs or internships, involved with marketing, this book is a definite MUST BUY.

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Constructing the Persuasive Portfolio: The Only Primer You'll Ever Need The Crochet Answer

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