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## Portfolio Creation Study- A Case Study of a Student's Work

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**Abstract** This paper conducts a research study on the teaching outcomes using an exemplary portfolio of an exceptionally performing student as a case study. The aim is to utilize this research as instructional material for future related courses, providing students with reference examples to facilitate the creation of even better and more outstanding works. Furthermore, in this study of teaching outcomes, it is observed that high-achieving students, some of whom have not yet graduated, have already garnered recognition from industry employers, making their achievements in securing jobs in design-related professions commendable.

**Keywords** Portfolio, Graphic Design, Creative Design, Visual Design.

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### 1. Introduction

Collecting each individual work, organizing and categorizing them, and providing textual explanations, among other elements, is what is referred to in the design field as a portfolio. A portfolio of professional standards can showcase an individual's design abilities and creative thinking in their work. It is an essential component for many students upon graduation. Whether pursuing further education or entering the workforce, presenting a portfolio is necessary as a means to introduce one's capabilities and opportunities for advancement.

The Portfolio Course is an elective for fourth-year students in the Visual Communication Design program. Students can choose whether to take this course based on their individual needs. In the ninth week of the semester, students taking the Portfolio Course are required to submit the overall structure and classification of their portfolio, followed by an oral presentation, discussion, and revisions. Then, in the eighteenth week of the semester, students are expected to present their complete portfolio, compiled into a booklet, along with an oral presentation.

### 2. Literature Review

A well-structured portfolio can effectively showcase an individual's design expertise and capabilities. However, it is essential to appropriately emphasize key elements and pay careful attention to layout design. This ensures that viewers can discern the message the author genuinely intends to convey. This is particularly crucial for recent graduates when seeking employment and striving to secure interview opportunities. Naturally, a high-quality portfolio should also include indispensable elements such as clear explanations, illustrations, the presentation of supporting data, cover design, back cover, table of contents, and proper labeling of the contents. Furthermore, for students aiming to pursue further education, a well-crafted portfolio can significantly enhance their chances of achieving outstanding results in admissions interviews, thus securing the opportunity to enroll in their desired institutions. Therefore, there are numerous sources available, including books and online platforms, providing valuable reference materials to assist students in the process of creating their portfolios [1-9].



### 3. Design Thinking and Creativity

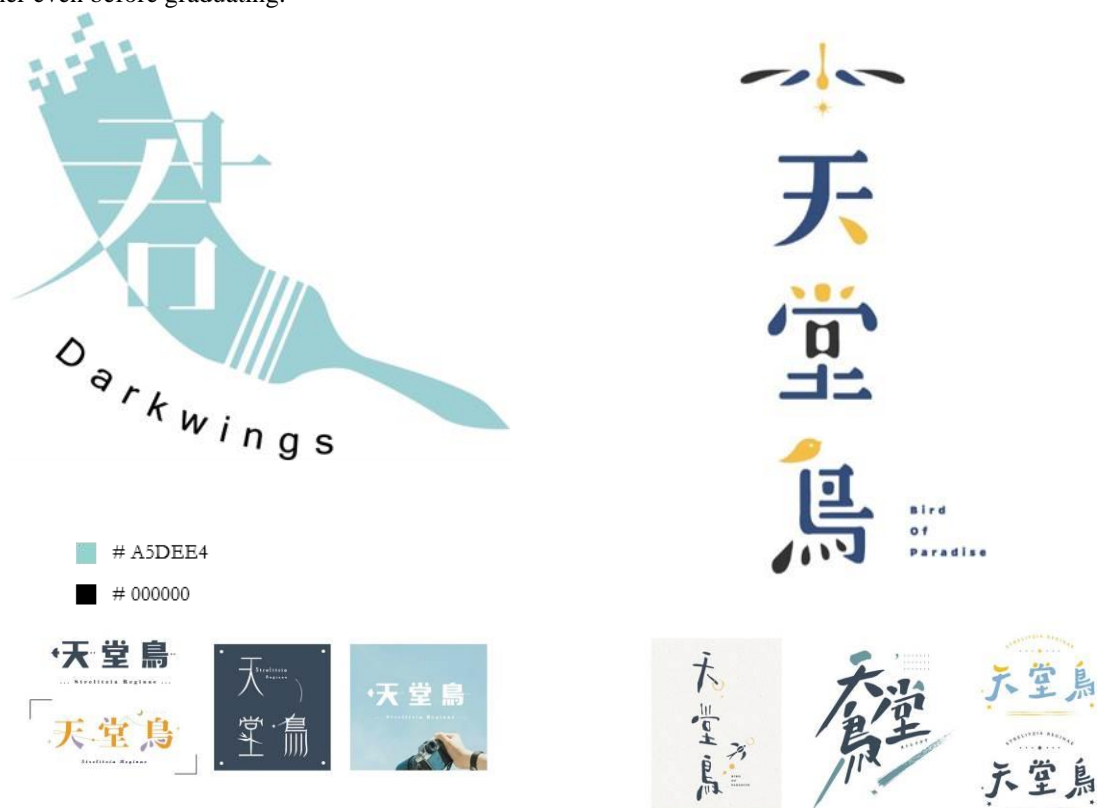
Students pursuing professional courses in design-related fields are encouraged to build a portfolio of their work at various stages of their education. This allows for continuous refinement and improvement of their creations, even revisiting and revising unsatisfactory pieces, ultimately resulting in a more refined and professional body of work that demonstrates an enhancement of their design capabilities. Furthermore, this paper not only provides a nomenclature for the exceptional portfolio of the student in question but also conveys its unique characteristics and content through the use of written descriptions. Additionally, the student's aptitude in design is evident in their series of works.

Furthermore, providing appropriate textual descriptions, records of awards, experiences in design both within and outside the school, certifications, and other relevant documentation can further enhance their professional competence. A portfolio serves as a showcase of a student's individual creative work, and in most cases, educators do not impose extensive requirements on its content. However, a typical portfolio should include essential elements such as a title, cover, back cover, table of contents, personal introduction, and page numbering.

### 4. Design Achievements and Presentations

The teacher and industry practitioner jointly formulated: (1) visual elements (30%); (2) creative expression (30%); (3) color scheme (30%); (4) design concept (10%) evaluation criteria, to provide a reference for the industry in their development of innovative products (figure 1).

The student has demonstrated their design skills through a series of simulated product designs, and this presentation holds significant value for both admissions interviews for further education and job interviews for recent graduates entering the workforce. From their portfolio, it is evident that the student holds themselves to a high standard in design, maintains a consistent design style, incorporates eco-friendly color schemes, and overall, captures the contemporary essence of design with innovative and creative technological aesthetics. It is no surprise that they have received recognition from industry professionals and secured their first position as a designer even before graduating.

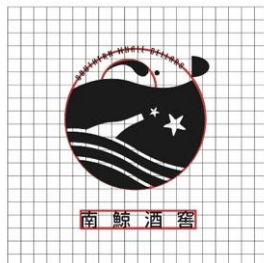
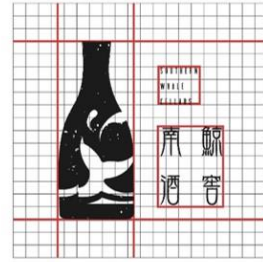


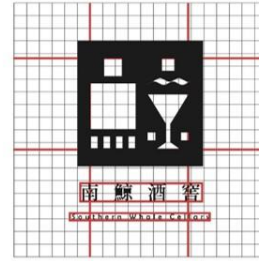
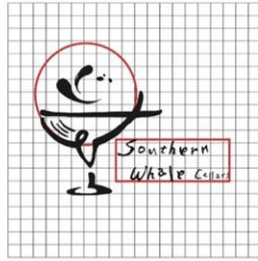


【天堂鳥】

花環本名刺雀，又稱天堂鳥或極樂鳥花，為刺雀屬科繡線屬植物，是原產南非洲的一種鮮艷植物，它們學名是為紀念英王喬治三世王妃夏洛特皇后而取的。







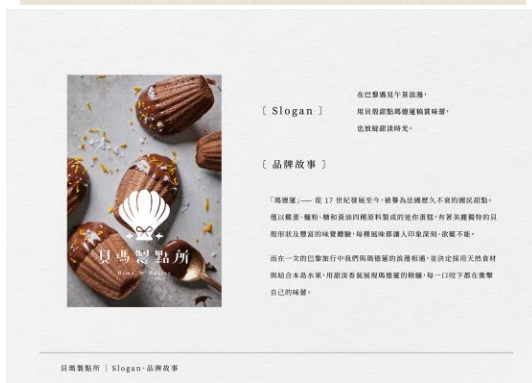
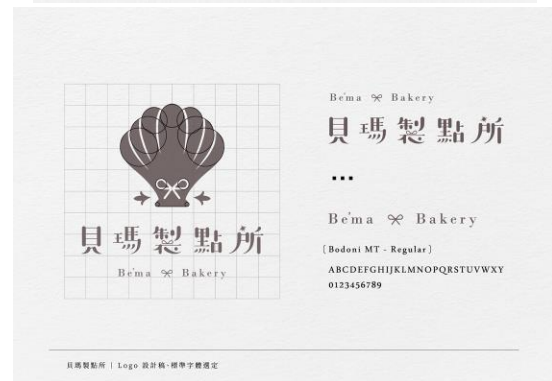
# 南鯨酒窖

Southern Whale Cellars

## 南鯨酒窖 · Southern Whale Cellars

順著時鐘的步伐，巡禮海洋的奧秘，我們找到巔峰的美酒溫度，精選來自法國各地酒莊的葡萄酒，同時帶著土地的精神與洋流的深藍，盡顯美酒風味。





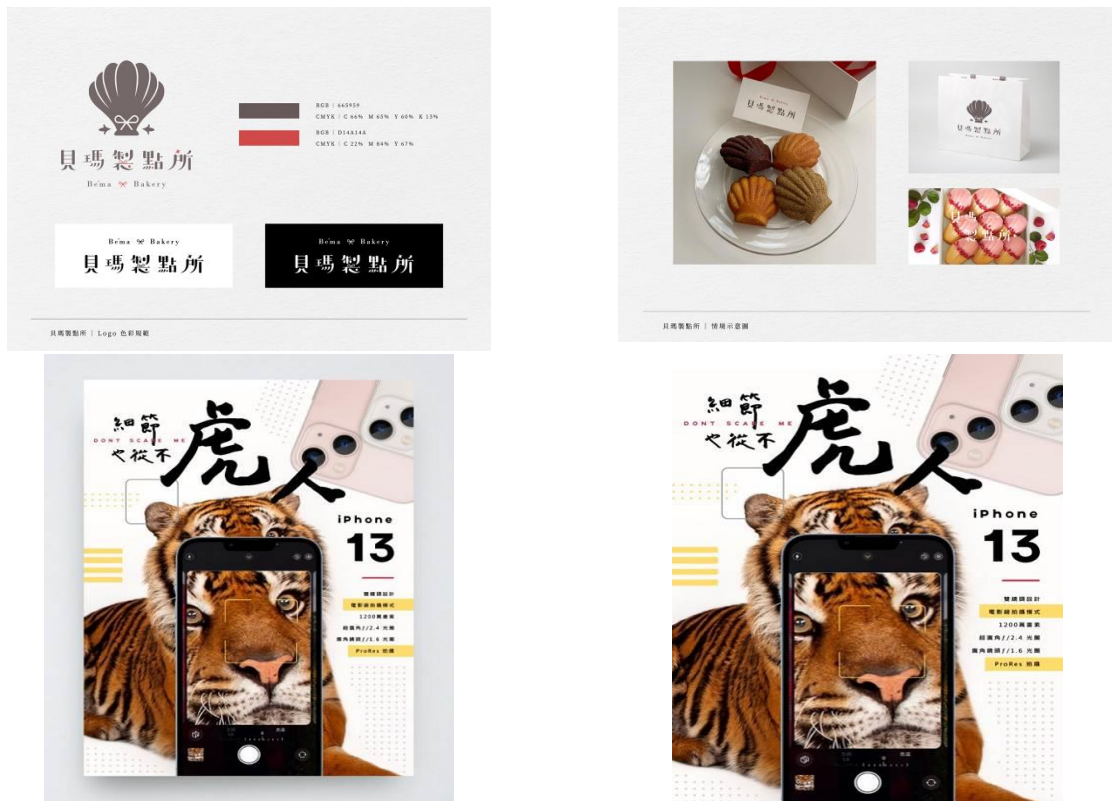


Figure 1: Design results

## 5. Conclusion and Recommendations

A portfolio is not only created for oneself but is also a tool to shape one's future. A strong portfolio brings us closer to our dreams and elevates our sense of self-worth. However, many students tend to approach their portfolios with a lackluster attitude, producing them hastily, without organization or categorization, presenting a jumbled collection of work. This approach fails to showcase a coherent series of works or demonstrate the desired level of design expertise, which is truly regrettable.

In an era of rapid technological advancement, there is an abundance of software and templates available to assist individuals in creating their portfolios. However, the essential challenge lies in how one can develop a portfolio that truly reflects their unique design expertise after referencing others' outstanding portfolios. While the work of others can serve as valuable references, it is crucial to avoid plagiarism and carefully navigate the boundaries. Therefore, the creation of a personal portfolio is a pivotal course of study that warrants extensive discussion and refinement among teachers and students, enabling students to produce more competitive portfolios.

## Acknowledgments

Gratitude for the presentation of the student's portfolio achievements and to all the teachers who have instructed the student.

## References

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