

student experience

1A



My purpose as a designer is to inspire and challenge popular beliefs by creating unique and creative design of the highest quality. I strive to create spaces that are not just of the norm but spaces that feed the soul, engage the user, and awaken the amount of possibilities for the space. By doing this, I plan to introduce innovative ideas that will not only solve the clients problem but also inspire them.

INNOVATION

I strive to introduce new and innovative design ideas. I want to insure that each space designed will be inspirational and challenge others to rethink the idea of design.

FUNCTIONALITY

I feel it is my duty to pay close attention to the function of a space. By, listening to the needs of the client, examining the responsibility of the space, and paying close attention to detail, I hope to insure that I meet the project goals.

SIMPLICITY

I believe that design does not need to be extravagant; it can be simple but functional for its users. Incorporating simplicity into any design can insure each design is unique but practical.

ENVIRONMENT

I aim to create a space that is responsible to its environment. I as a designer am a problem solver and feel it is necessary to incorporate new innovative ideas that address the surrounding environment so that we can evolve into a more environmentally conscious society.

1B







	RESIDENTIAL	penthouse project
	COMMERCIAL	corporate retreat
	HEALTH CARE	leon county health care
	GRAPHICS	hand renderings
	GRAPHICS	computer renderings
	table of contents	

FIGURE 1A

Katie Logan's portfolio demonstrates the use of multiple pages with one or more pages per project. She opens her portfolio with her concept, which visually describes her as a designer; the portfolio design was based on three design principles by which she designs: simple, asymmetrical, and detail oriented.

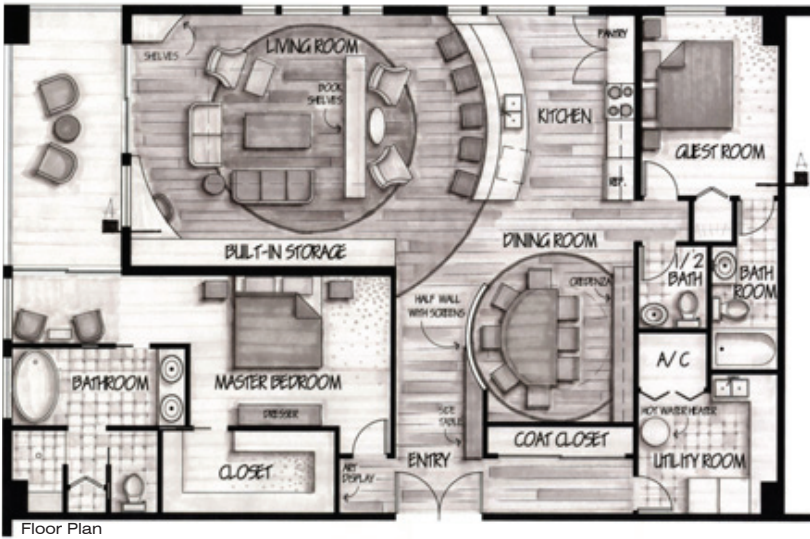
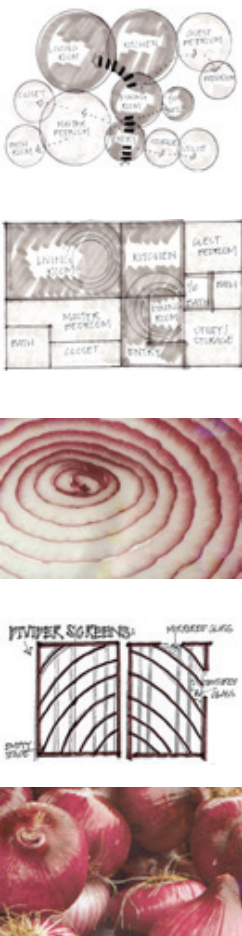
FIGURE 1B

Katie Logan's logo uses the letter "L" (first letter in her last name). It creates a border and a space to describe the design parameter of each project.

1C

RESIDENTIAL penthouse project

process work:

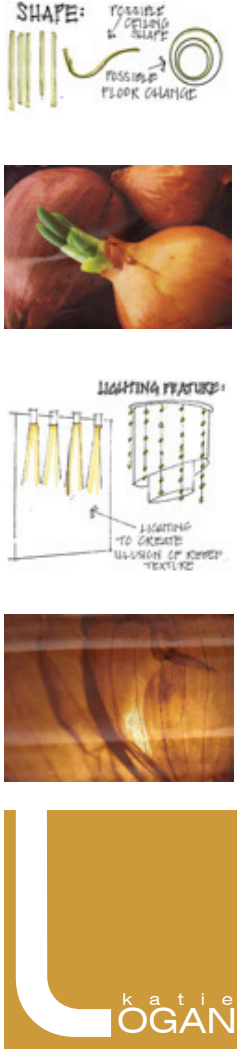


Living Room View:
The onions layers was incorporated into the ceiling by giving the illusion that the drop down ceiling is peeling back and away from the ceiling.

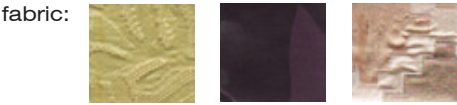


- Project Requirements:
- Penthouse level townhouse for a semi-retired couple
 - Emphasis on needs of aging client
 - Need for unique space planning within the given shell

1D



The profile of the onion was incorporated into the ceiling design over the kitchen counter. Bar stools and added armchairs were incorporated to allow for the clients to entertain guests while cooking.



Cross Section

penthouse project

FIGURES 1C & D

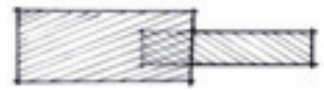
Logan's portfolio includes two pages of a residential project—a penthouse for a middle-aged couple. Because the couple loves to cook and their favorite ingredient is the onion, Katie Logan chose the onion for the concept and

used its shape, color, and texture within the space. The rings of the onion were incorporated into the flooring design; the idea of the peeling of layers and the profile of the onion were used in the ceiling features.

The concept for the penthouse project is to incorporate the client's love for cooking and their traditional and contemporary tastes by using the onion as inspiration. The onion has a combination of smooth organic lines, repetition and transparency of each layer, and gradation which was incorporated into the penthouse design. Through the use of these design elements and muted natural colors that decorate the onion the penthouse will evoke a feeling of harmony and simplicity.

deconstruction:

TRANSPARENT:



THE SKIN THE SNAKE SHEDS IS NATURALLY TRANSPARENT.



FLUID:



NOTHING IS RIGID IN THE SNAKE'S MOVEMENT, ITS ORGANIC AND FLOWING.



LAYERS:



THE SNAKE SHEDS ITS SKIN MANY TIMES A YEAR CAUSING THERE TO BE A BUILD-UP OF UNPEELING SKIN LAYERS.

DYNAMIC:



THE SNAKE IS VERY DYNAMIC FROM THE TEXTURE OF THE SKIN TO ITS MOVEMENTS.



Floor Plan

color
palette:



Cross Section



Cross Section



View of Conversation Area

Project Description:

- Design a corporate retreat for the Florida Nature Conservancy
- Creating a space that employees can escape to
- Incorporating geometric collision
- Manipulating and maximizing a three dimensional space.
- Square feet: 2,090

The space will incorporate the client's desire for a strong nature connection through the use of the Eastern Indigo Snake as inspiration for the design. This is a place where the employees can come to relax and renew themselves just as the snake sheds its skin for growth and renewal. Thus by using the Eastern Indigo Snake that is Native to Florida, the space will evoke a feeling of tranquility and harmony.

1E

FIGURE 1E

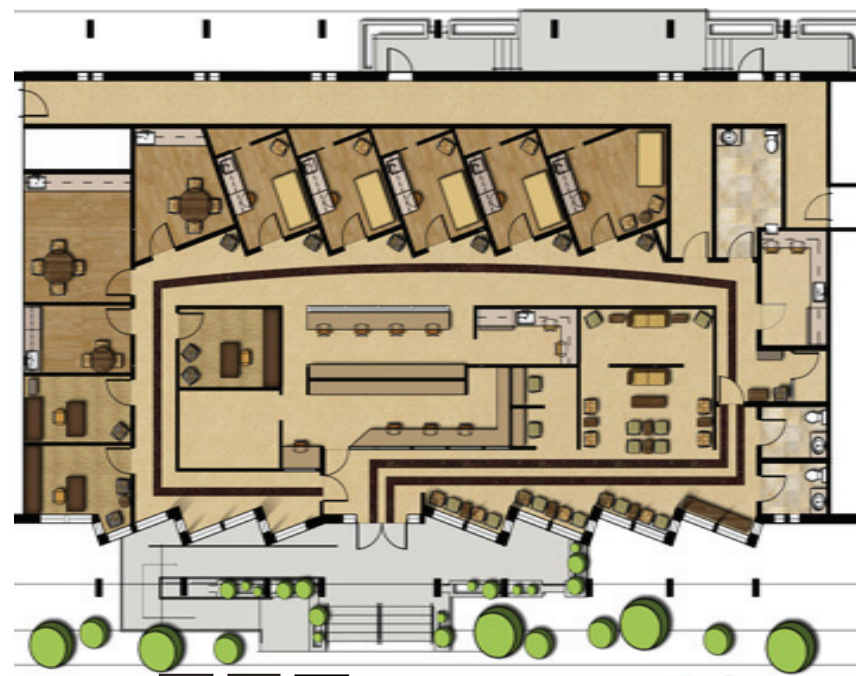
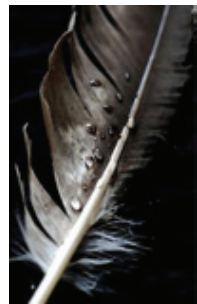
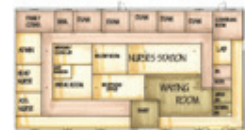
Logan's portfolio includes a corporate retreat, which would be located in the Nature Conservancy in Florida. It is a space for employees to relax. The concept for this project was the Eastern Indigo Snake, an endangered snake that is native to Florida. The reason behind the use of the snake is because the snake sheds its skin for growth and renewal. In the same way the purpose of the corporate retreat is to rejuvenate and renew the employees.

1F

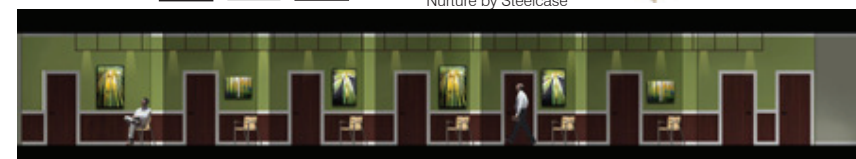
HEALTH CARE

leon county health clinic

process work:



Floor Plan

color
palette:Waiting room sofa,
Nurture by SteelcaseExam room storage,
Nurture by Steelcase

Cross Section of Exam Room Hallway

Project Description:

- Redesign the current structure of the Leon County Health Department
- Total square footage 5,000
- Must meet or exceed ADA requirements
- Must provide alternative access for break room so that employees do not interrupt business taking place
- Problem solving were made in a team of three

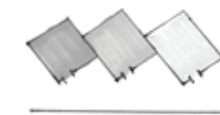
Group Members:

Michelle Weedon
Nikki Williams

1G



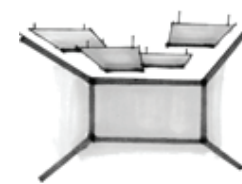
deconstruction of feathers line



possible exam room orientation



possible wall feature



possible ceiling feature

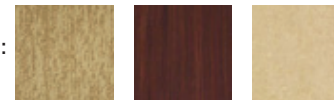
katie
OGAN

3-D Max View of Exam Room Hallway

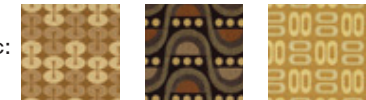


3-D Max View of Nurses Station

flooring:



fabric:

3-D Max View
of Reception
Desk:

By incorporating the quill shape into the reception counter wall, it adds emphasis to the check-in area

leon county health clinic

FIGURES 1F & G

Logan also included a group healthcare project in the portfolio that shows the results of a team effort and design for an actual client. This project was the redesign of a local health clinic that allowed students to work with an actual space and to meet with staff to determine changes needed

for the clinic. The concept for this project came from an eagle feather, which relates to the clinic's mission statement—to protect and improve the health of people of Florida. The eagle feather has been used as a healing and protection object for Native Americans for hundreds of years.

The concept for the design of the Leon County Health Clinic is an eagle feather. The clinic's mission statement, to promote, protect, and improve the health of all people in Florida, so we as a group chose the eagle feather because for hundreds of years the eagle feather has been used as a object that signifies healing and protection for Native Americans. The feather has a combination of strong diagonal lines and soft, subtle curves which are incorporated into the design.

1H



Interior Rendering
Not an original design



GRAPHICS

hand renderings

All hand renderings were created by using:

- Prisma Color Markers
- Prisma Color Colored Pencils

1I



3-D autoCAD Line Drawing
Not an original design



3-D autoCAD Line Drawing
Not an original design



3-D Max Rendering
Not an original design

GRAPHICS

computer renderings

FIGURES 1H & 1I

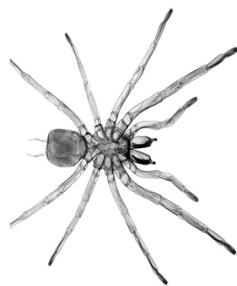
It is also important to include examples of hand-rendering ability and computer-generated renderings.

Software Programs Used:

- 2-D autoCAD
- 3-D autoCAD
- 3-D Max

2A

"i can see beauty
where others see
ugliness. that
either makes me an
artist or a person
of very poor
taste."



alexa
ARAE
RAE

FIGURE 2A

Alexa Rae Hosner's portfolio demonstrates the use of multiple pages with one or more pages per project. The cover pages display her philosophy: "I see beauty in what others may call ugly or insignificant. I notice the tiniest detail, in all works of art, ranging from tiny caterpillars to the magnificent Chrysler building." She strives to uncover and revive the commitment and perseverance of creating a masterpiece, to remind others to slow down and really see and appreciate the world around them. Therefore, this portfolio shows work that is purposeful and dedicated, reflected not only in the final outcome but throughout design development.

2B

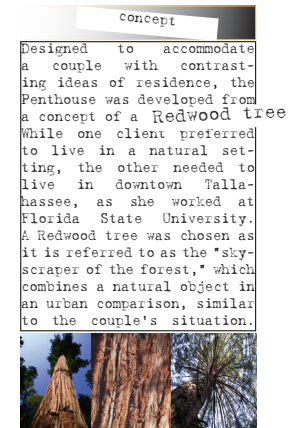
PENTHOUSE

sophomore project: summer 2009

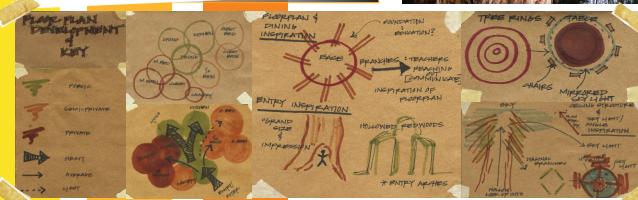
timeframe: 4 weeks / sq. ft: 1,800 / 14th story PH



pent-house perspective view from living room
into kitchen & dining platform



concept
Designed to accommodate a couple with contrasting ideas of residence, the Penthouse was developed from a concept of a Redwood tree. While one client preferred to live in a natural setting, the other needed to live in downtown Tallahassee, as she worked at Florida State University. A Redwood tree was chosen as it is referred to as the "skyscraper of the forest," which combines a natural object in an urban comparison, similar to the couple's situation.

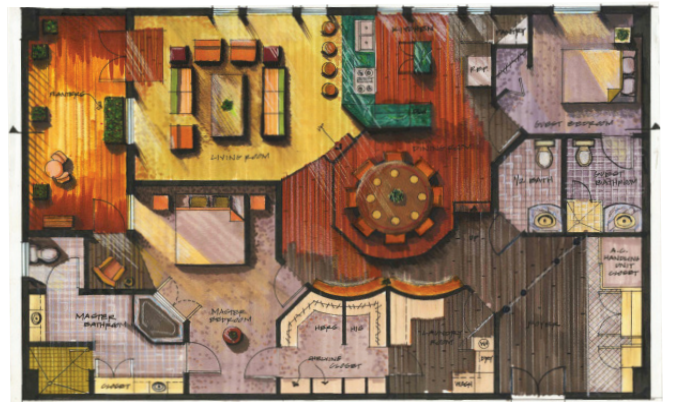


process work

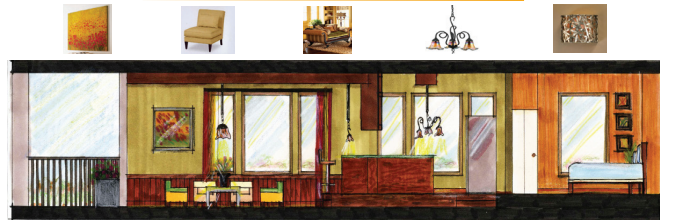
1

2C

alexa
ARAE
RAE



floorplan



east wall elevation

2

FIGURES 2B & C

A residential design project should be part of a design portfolio. In the Hosner portfolio, the residential design project, a penthouse was designed to accommodate a couple with contrasting ideas. Whereas one client preferred to live in a natural setting, the other needed to live in downtown Tallahassee. Hosner chose a Redwood

tree as the concept because it is referred to as the "skyscraper of the forest," and combines a natural object in an urban comparison, similar to the couple's situation. You should include various types of plans to demonstrate ability to understand plan to elevation to section. In this example, Hosner included color-rendered floor plans and an elevation.

2D

HEALTH CLINIC

sophomore group project: summer 2009
timeframe: 8 weeks / sq. ft: 5,100 / exsist. bldg

concept

Derived from the noticeable lack of optimism, positive energy, and emotional motivation, the dandelion was chosen as the concept for the Leon County Health Clinic Renovation. The dandelion will promote, encourage, and nurture a gentle environment, based on a full circle, connecting the actions of giving and receiving. The concept provides not only a physical connection, but an internal bond to its visitors and employees, allowing mental stress to seemingly blow away with the wind. Representing hope, wishes, and positive thought, the dandelion is the cure.



"children's corner"

exam rm. w/ vertical garden feature

process work

3

FIGURE 2D

A concept guides the designer through the design process, and future internship supervisors want to know how you think and can carry out the design. For this example, the Leon County Health Clinic Renovation, the concept is "the dandelion," which provides "not only a physical connection, but an internal bond to its visitors and employees, allowing mental stress to seemingly blow away with the wind. Representing hope, wishes, and positive thought, the dandelion is the cure."

This page introduces and gives the viewer a feel for the concept. The page shows process and the "inner work" of the project development such as research, conceptual description, and space planning. Two labeled process sketches, "children's corner," and "exam rm. w/ vertical garden feature," are given to help the viewer identify with the space development.

2E



floorplan

4

FIGURE 2E

This page illustrates a site analysis diagram and legend, and a rendered project floor plan.

2F

HEALTH CLINIC

continued



5

FIGURE 2F This page illustrates labeled, large-scale, major spaces, found on the floor plan such as the reception, file room, an office, nurse station, lab/restroom, exam room, and immunization room.

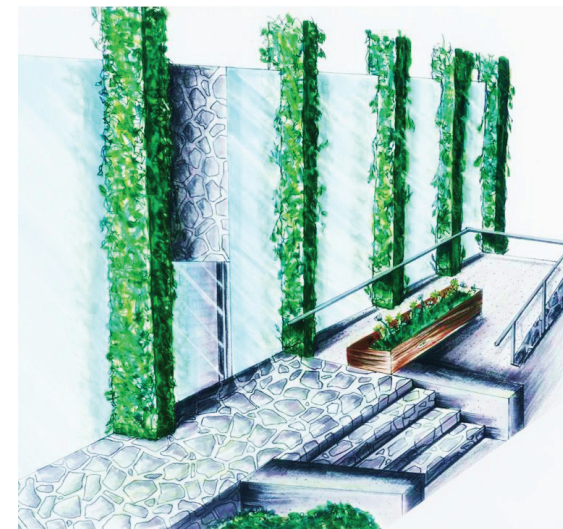
2G

alexa
RAE

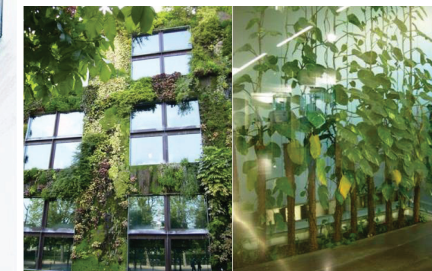
RESEARCH:
art display in medical clinics

"the lobby or entry area of any building is a powerful place, a space that should be used to convey the character of the organization housed there to set visitors' expectations and set the tone for their experiences in that building."

[from research paper]



Patrick Blanc discovered that by using nature's way to grow plants vertically without soil, a "vertical garden" could be planted outdoors, indoors, or in any climatic environment. The garden serves as a visual enhancement and acts as an air purification device.



vertical garden exterior use

6

FIGURE 2G

This page illustrates a new design technique and its use through a rendered perspective accompanied by Internet research. A personal research paper excerpt describes the best stimuli in medical clinics and justifies the use of such technique.

3

FIGURE 3

Michelle Ralston's "teaser" portfolio displays several commercial projects on one page. A teaser is a page or a couple of pages sent off to multiple firms so a

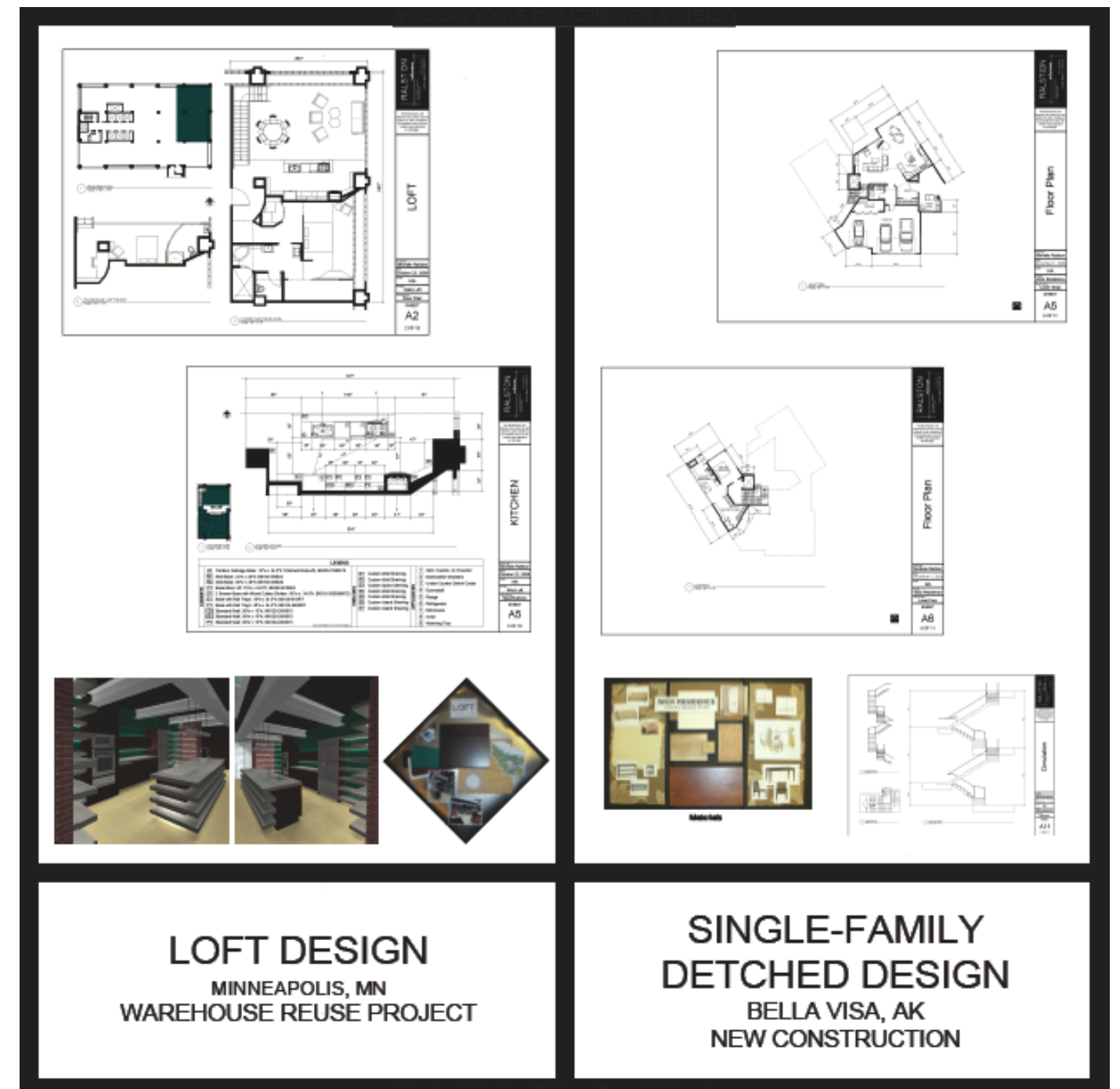
potential interviewer gets a "tease" of your design style and work before your interview with the actual full-length portfolio.



4

FIGURE 4

Michelle Ralston's "teaser" portfolio displays several aspects of two residential projects on one page.



FINAL rendering.

[3rd year, 2009]

Hybrid rendering of the Gourmet Grocer cafe. White-painted brick is found on the walls. The floors are a gloss finish sealed concrete; whereas the cafe floor is a white stained sealed concrete.



cafe perspective

5A

FIGURES 5A-C

These pages from Emily Broekmeier's portfolio would typically be used as a "teaser." The layout showcases this student's physical design work (renderings and projects).

GOURMETgrocer.

[3rd year, 2009]

LEFT: Concept model in which the wire represents the circulation through all areas of the store.

RIGHT: Hybrid drawings showing the different elements in the space.



concept model



alcohol display perspective



produce display perspective

5B

FIGURES 5A-C

These pages from Emily Broekmeier's portfolio would typically be used as a "teaser." The layout showcases this student's physical design work (renderings and projects).

HEALTHcare.

[4th year, 2009]

Final renderings of the Madison, Wisconsin Children's Hospital. The design is inspired by nature and intended to aid in the healing process. Different strategies involving light and transparency are used throughout the space.



charting station



nurse station



patient room

5C

FIGURES 5A-C
These pages from Emily Broekmeier's portfolio would typically be used as a "teaser." The layout showcases this student's physical design work (renderings and projects).

6A



amber . gustafson

Nebraska State Office Building Lincoln, NE

The current state office building in Lincoln has a small cafeteria hidden away in the basement. Most employees prefer to walk or drive to restaurants around the area rather than spend any time in the window-less room.

The state hopes to create a new cafe and employee cafeteria on the ground level of the south east side of the building. The concept behind Plate 301 was the simple elegance of a white circular plate.

Plate 301 is a clean, upscale approach to a traditional cafeteria that welcomes both state employees during the day and trendy Lincoln dwellers throughout the night.



6B



amber . gustafson

Rockbrook Village Walk Omaha, NE

Every first Thursday of the month, Rockbrook Village holds a family friendly event encouraging the Omaha community to walk around the village, participate in fun activities and shop the local stores.

As attendance had been dropping at these events, Rockbrook's marketing director asked me to think up some creative ideas to spark interest. They also put me in charge of designing the monthly advertisements for the electronic billboard and the Omaha World Herald ad.





FIGURES 6A-C

The main idea behind the design of Amber Gustafson's portfolio pages was to create something simple yet unique and unforgettable. These pages would be used

typically as a "teaser." The layout showcases not only this student's physical design work (renderings and projects) but also her experience with graphic design and marketing.



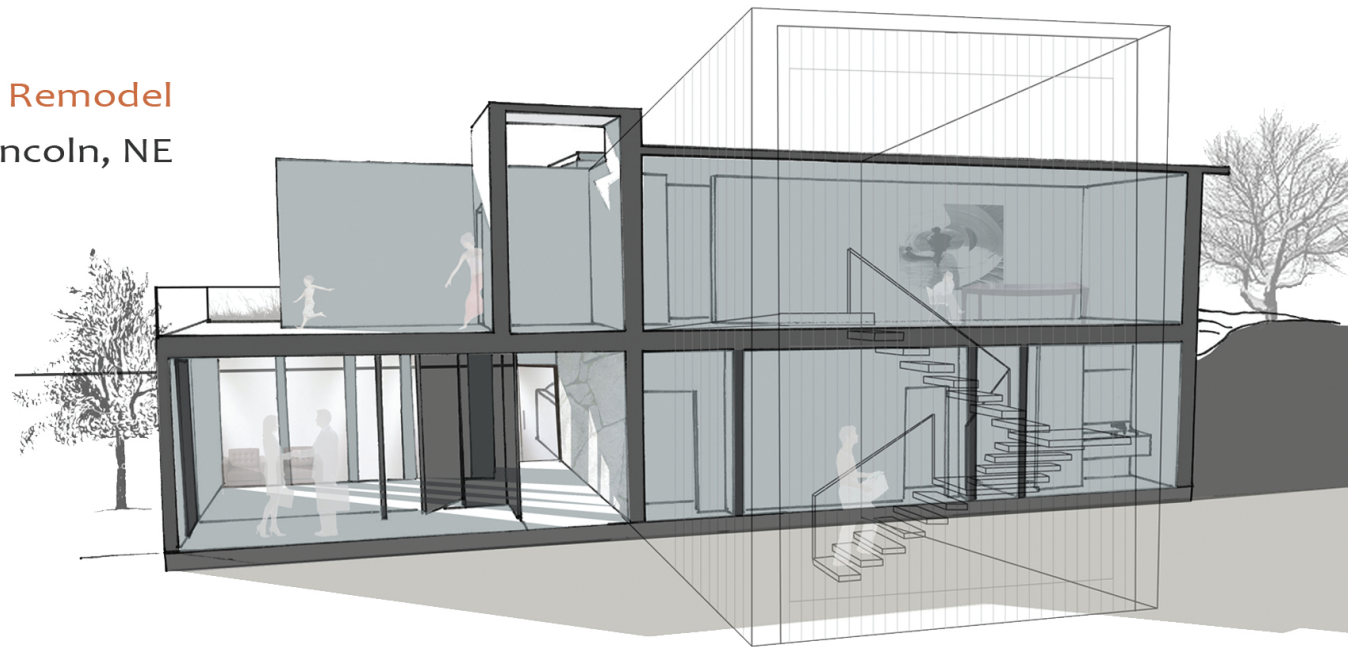
amber . gustafson

Residential Remodel Lincoln, NE

"The Burbs" was a project that focused on turning an existing cookie-cutter suburban home into a custom structure fit for today's changing families.

My re-design looked at the boundaries between typical American facets of life; specifically work, family and community.

The home features a roof top deck, private master suite with personal garden/patio, an art gallery wall and a glass facade staircase.



the
BURBS



6C

FIGURES 6A-C

The main idea behind the design of Amber Gustafson's portfolio pages was to create something simple yet unique and unforgettable. These pages would be used typically as a "teaser." The layout showcases not only this student's physical design work (renderings and projects) but also her experience with graphic design and marketing.

7A

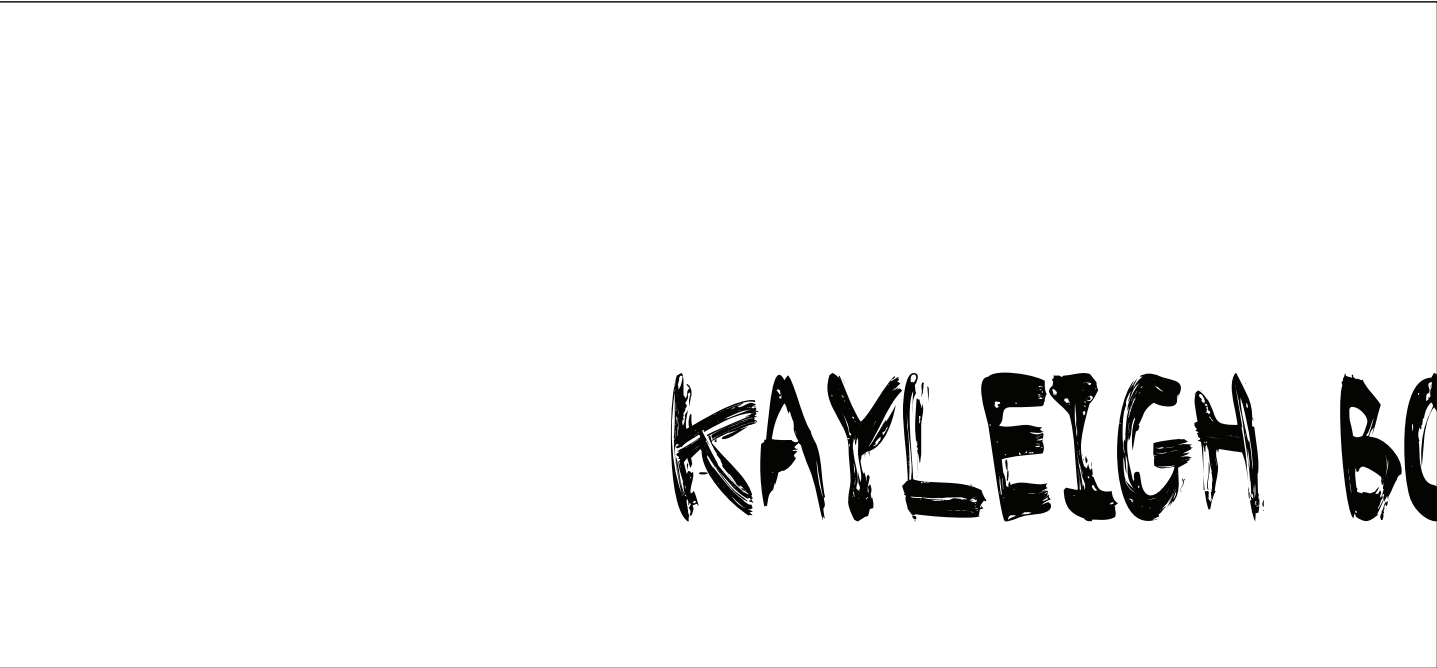


FIGURE 7A
Kayleigh Boucher's portfolio cover. Boucher completed an internship as part of her credits toward graduation. After graduation, she plans to find another internship and has created the portfolio to be used for the second internship. Her portfolio was created as a brochure to illustrate her journey as a student at South Dakota State University. Her work includes sketching, rendering, computer graphics, and photography. She chose a less-common page size and layout to create visual interest. She began with a common template for each

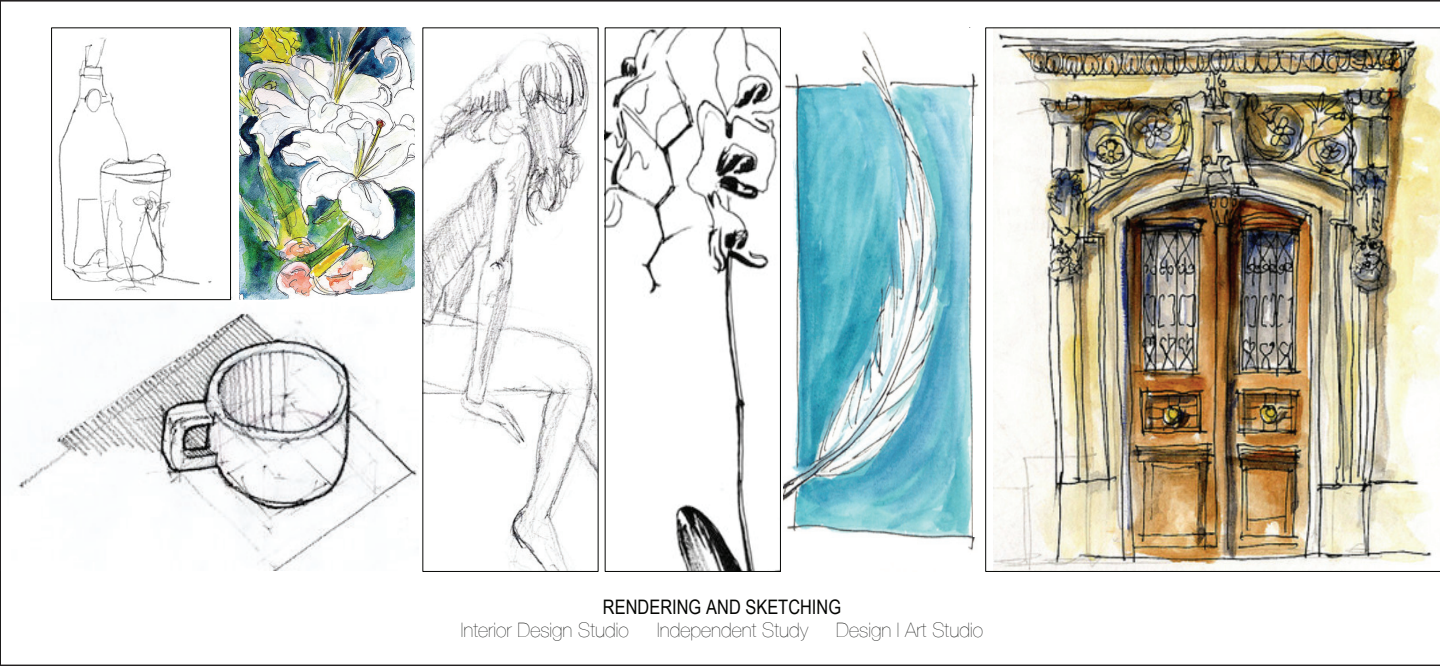
page: seven rectangles approximately 1 1/2-inches wide by 4-inches long. From there, each page grew into its own personality. Some squares were cut in half; other joined together. The space between each defined square is always the same width. The table of contents is a slight exception because there is no space between the rectangles; however, the repetition of the shapes allows this page to be cohesive with the others. (The student's senior thesis is not included in this portfolio.)

7B

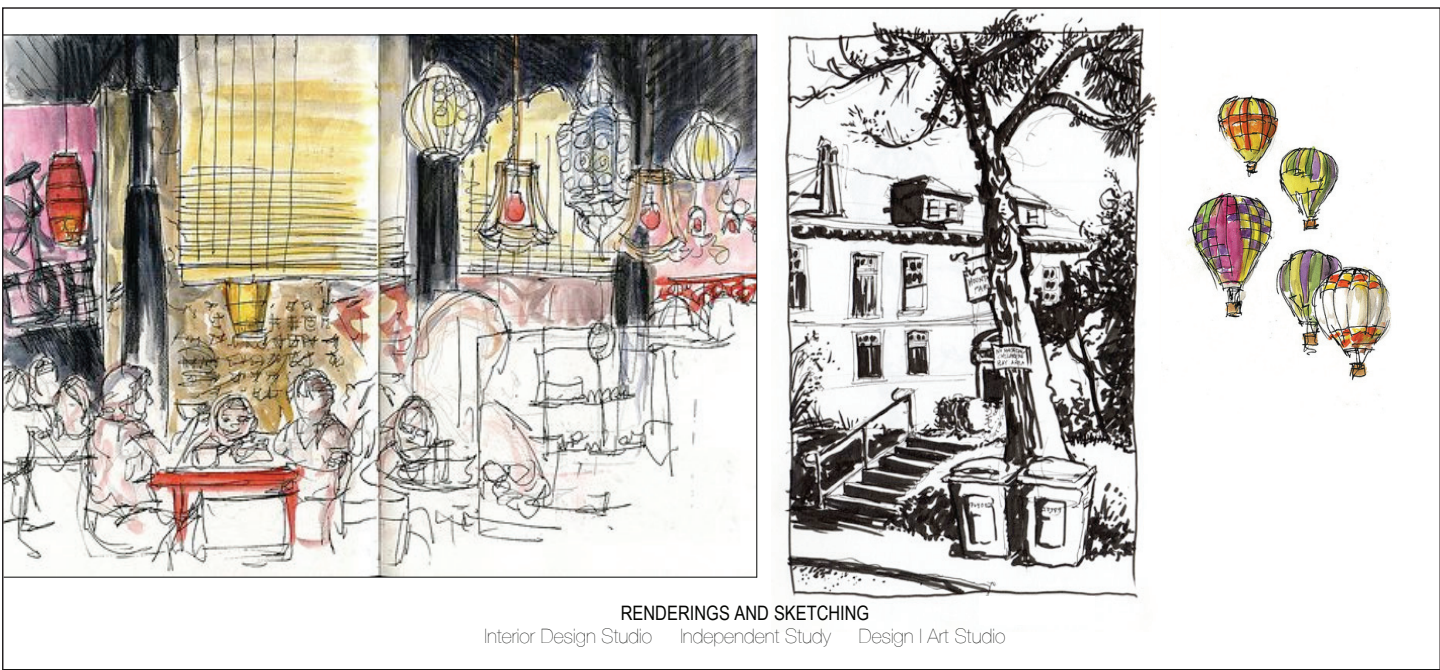


FIGURE 7B
The inside cover identifies what is inside. The word *portfolio* also continues to the back cover. When printed front and back, this page is the back of the cover.

7E



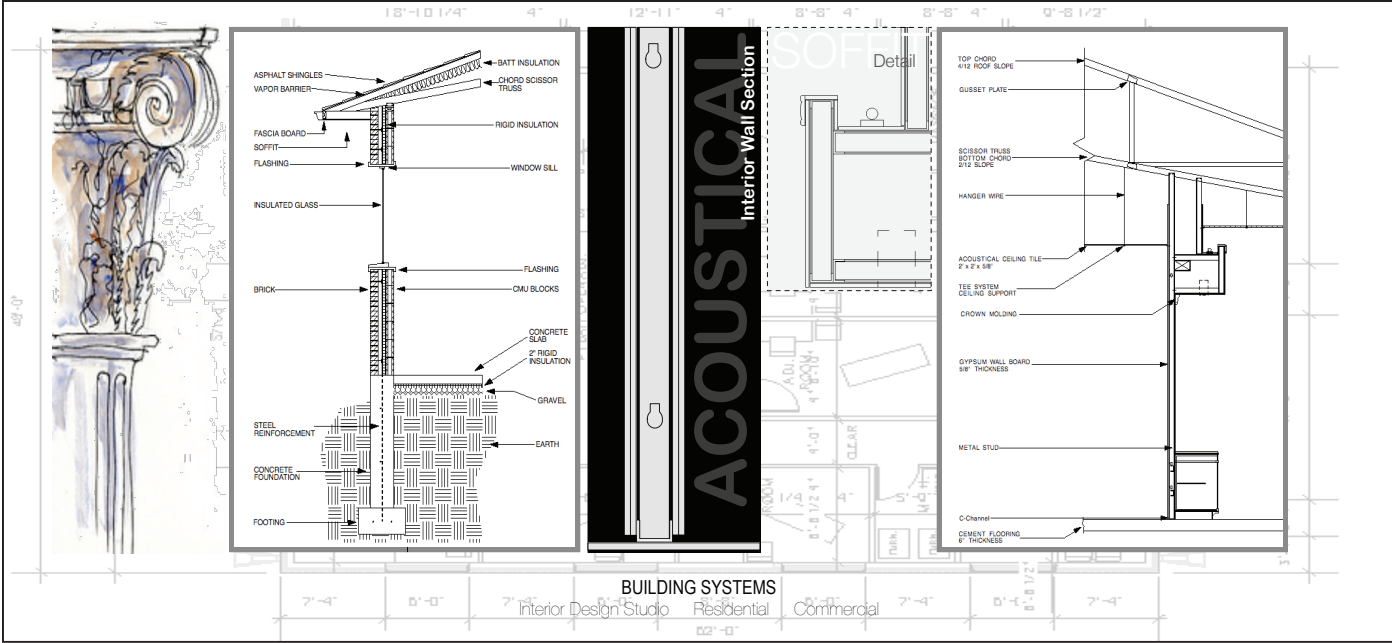
7F



FIGURES 7E & F

She emphasized different strengths of her portfolio by using negative space, black-and-white contrasts, borders and/or lack of borders and color theory. The cover is white with black letters, whereas Boucher's inside cover is black with white lettering. The sudden color contrast between the pages stimulates the eye and inadvertently intrigues the viewer. Her sketching page begins with black and white images, with colored images being slowly added. Then at the end of the sketching spread, another black and white image is added. She found that the combination between colored images and black and white images helps create a spread that is easy to view as well as putting emphasis on each image without taking away from its neighboring image.

7G



7H

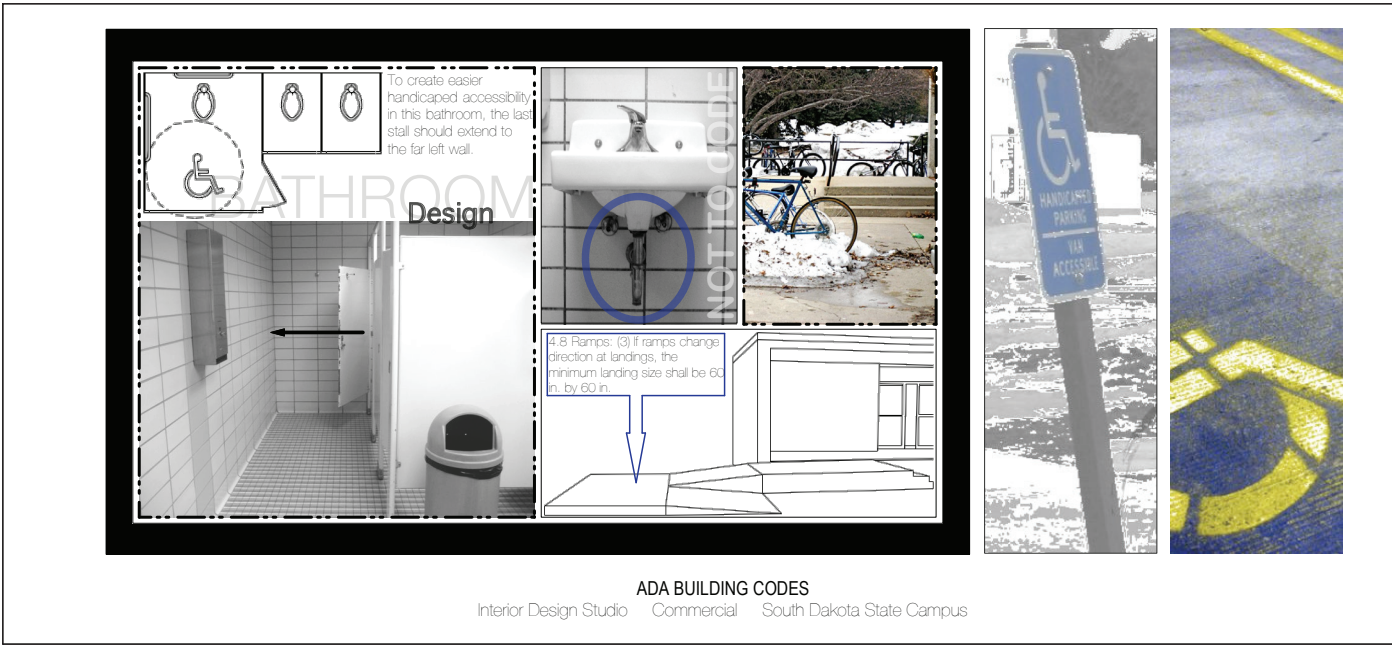
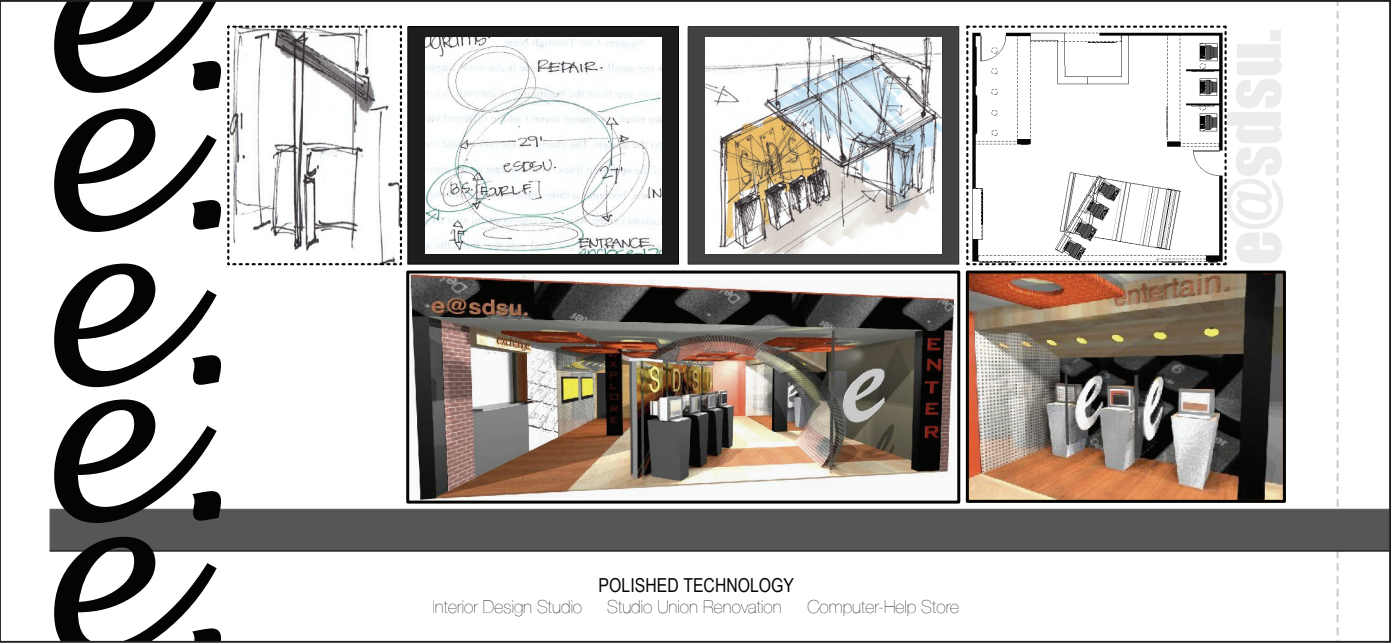


FIGURE 7G
Students must also demonstrate their ability to draw and notate details as is found here.

FIGURE 7H
Drawings, images, and labeled photographs show her knowledge of codes or code issues. These provide a conversation point with a prospective employer.

7I



7J

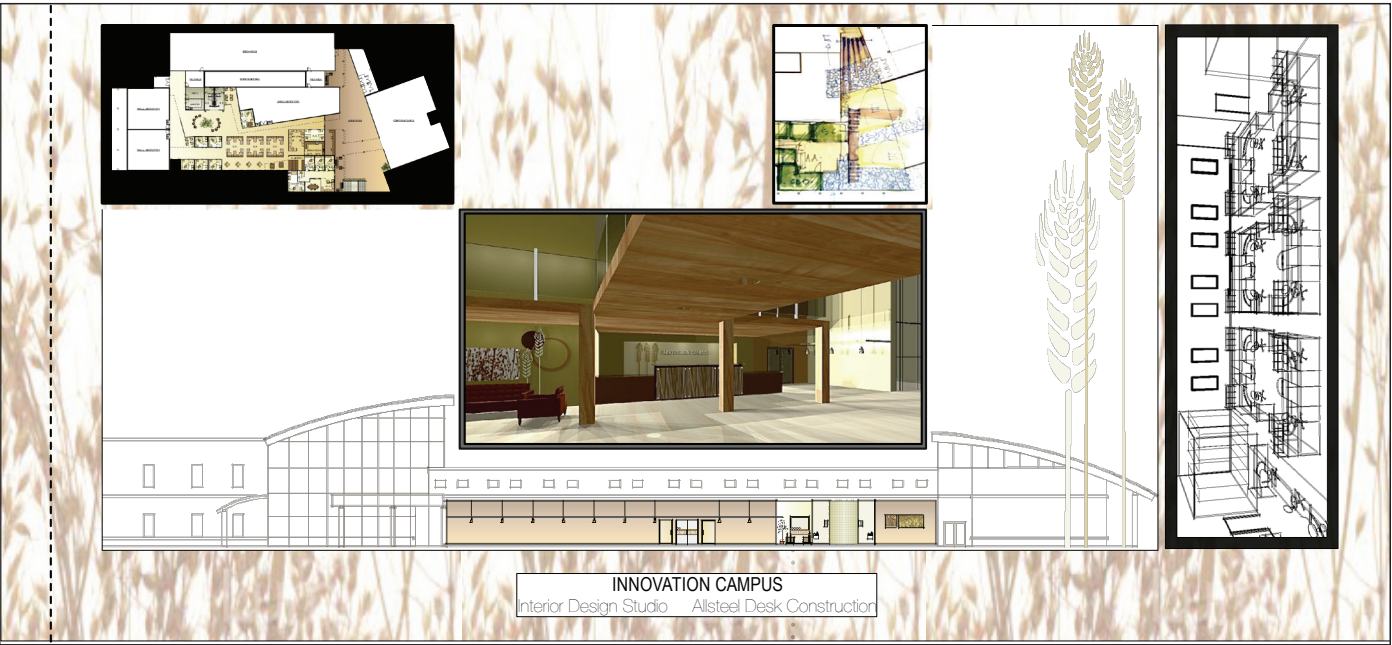


FIGURE 7I
This page shows process drawings as well as computer renderings.

FIGURE 7J
Innovation Campus illustrates a commercial design project.

7K



PHOTOGRAPHY

Interior Design Study Tours Denver, Co. Mount Rushmore, SD.

FIGURE 7K
The photography page uses color theory to create a visually interesting spread. Boucher wanted the page to not only be cohesive with the images, but also to identify her as a designer. She chose earth tones because she likes them, and the colors worked well with the images, which are all outdoor pictures. Images were all from her travel studies courses. This is one of her favorite pages because not only is it appealing and creative but the contents embody her personality and experiences as an interior designer.

7L



FIGURE 7L The last page is the continuation the first page and printed front to back with the back page.

7M

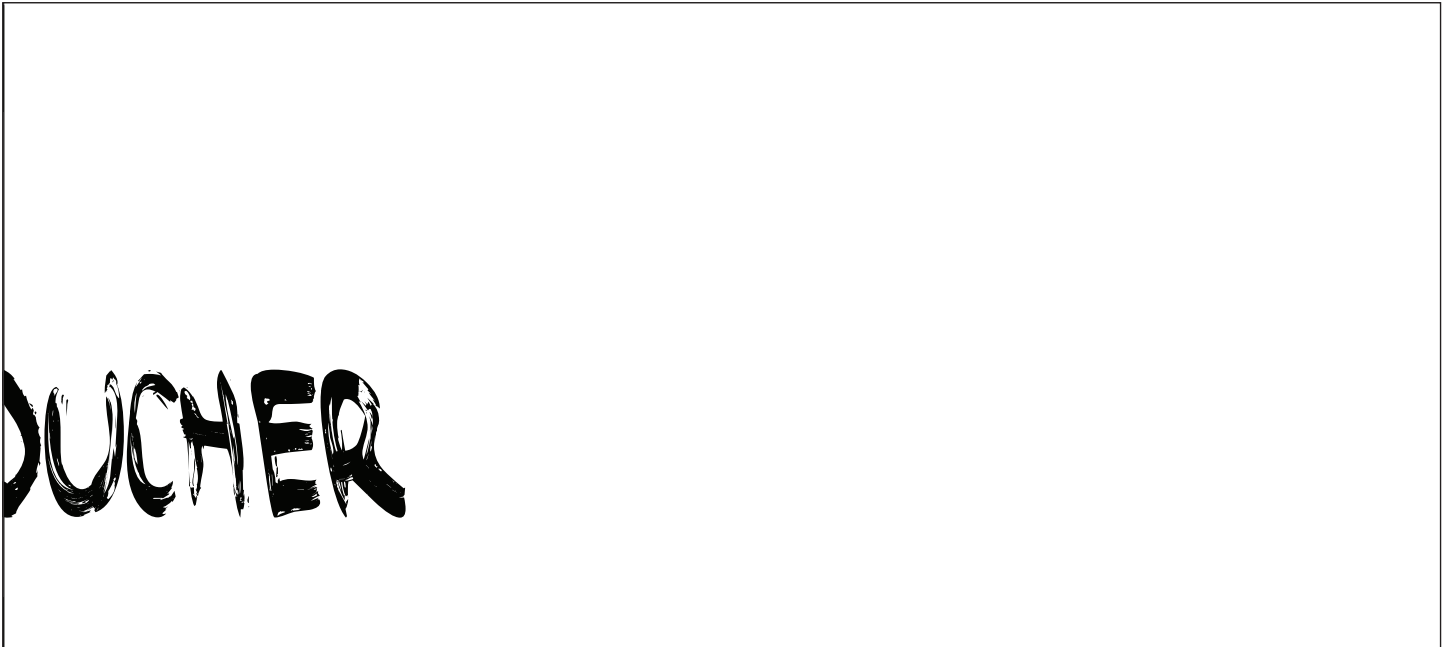



FIGURE 7M The back page is the continuation the front and identifies the owner. Kayleigh plans to use the portfolio to promote her abilities, knowledge and experiences. She hopes that potential employees will look at her portfolio and see what she can do and how those strengths will allow her to grow in their company.

8A



AMANDA WILLIAMSON

[address]
[phone number]
[name@email.com]

OBJECTIVE :

Obtain an internship position with a design firm in which I can utilize skills learned throughout my first three years of study, as well as gain experience and education in the field of interior design.

EDUCATION:

South Dakota State University, Brookings, SD. 2004-present
B.S, Major: Interior Design
Minor: Business
Current GPA 3.5

Sturgis Brown High School, Sturgis, SD. 2004
High school Diploma, GPA 3.8

EXPERIENCE:

Fall, 2006

South Dakota State University, Brookings, SD
Gallery Display Assistant

Organization, up-keep, and display of Interior Design student projects/presentations. Participation in preparation for accreditation of SDSU by the Council for Interior Design Accreditation.

Summer, 2004 to present

Black Hills Harley Davidson, Rapid City, SD
Visual Merchandiser/Sales Associate

Visual merchandising and space planning of a retail environment : including circulation patterns, fixture placement, and visual displays, in local store as well as surrounding locations. Assist customers with purchases. Completion and follow-through of Sales/Shipping paperwork. Assist with managerial duties as well as participation in advertising and marketing techniques.

Summer, 2000 to Fall, 2003

Haggar's Grocery, Black Hawk, SD
Sales Associate

Assist customers with purchases. Assist management with inventory.

COMPUTER SKILLS:

Auto CAD - Fall, 2006
Vectorworks 12-12.5 - Spring 2005 to present
Microsoft Office Word and Excel for documents and spreadsheets
Microsoft PowerPoint for Presentations

HONORS/ACTIVITIES:

Phi Ulpson Omicron: National Honor Society, SDSU Chapter; member 2006-2007
American Society of Interior Designers- Student Chapter; Junior Representative and Fundraising Chair Member 2004-2006

REFERENCES

Available on request.


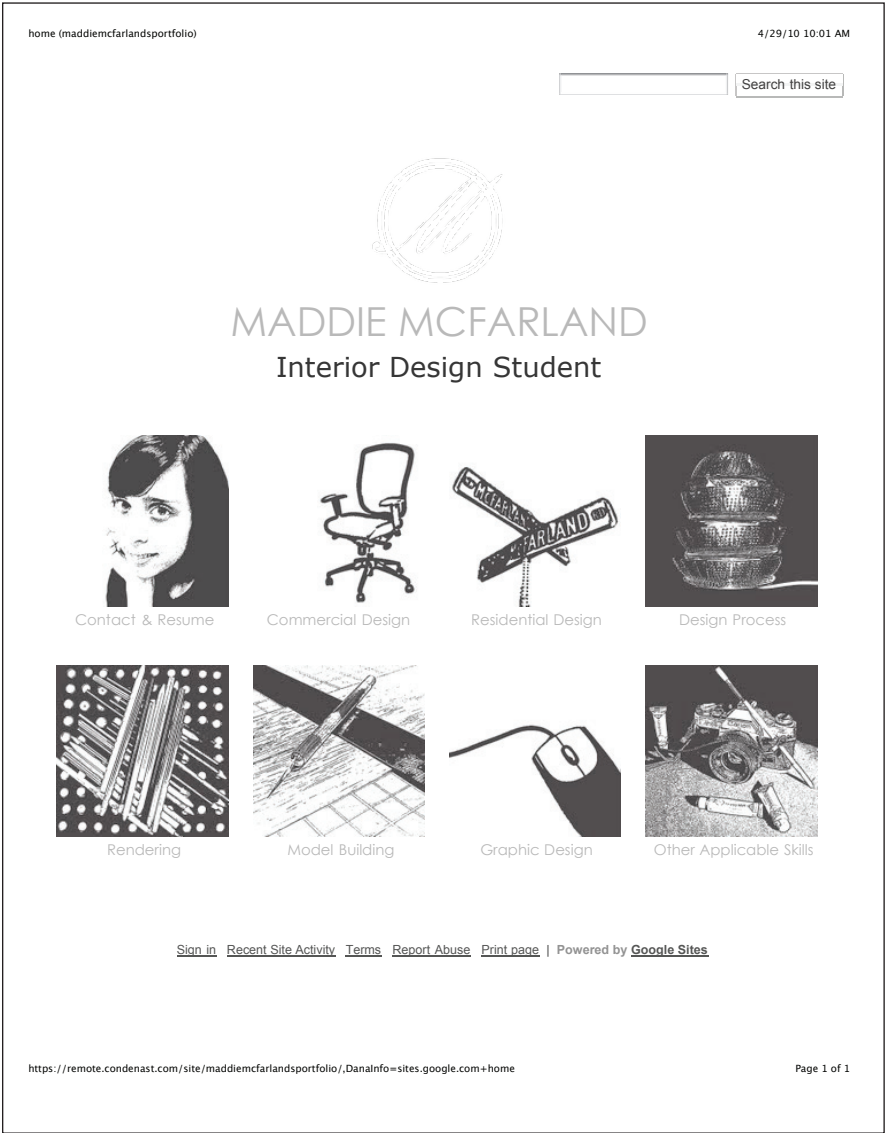


FIGURE 8A
The internship résumé (8 ½ × 11 inches) was expanded into a résumé/portfolio page (11 × 17 inches). The résumé/portfolio is printed front and back and folded into a 8 ½ × 11 inches.

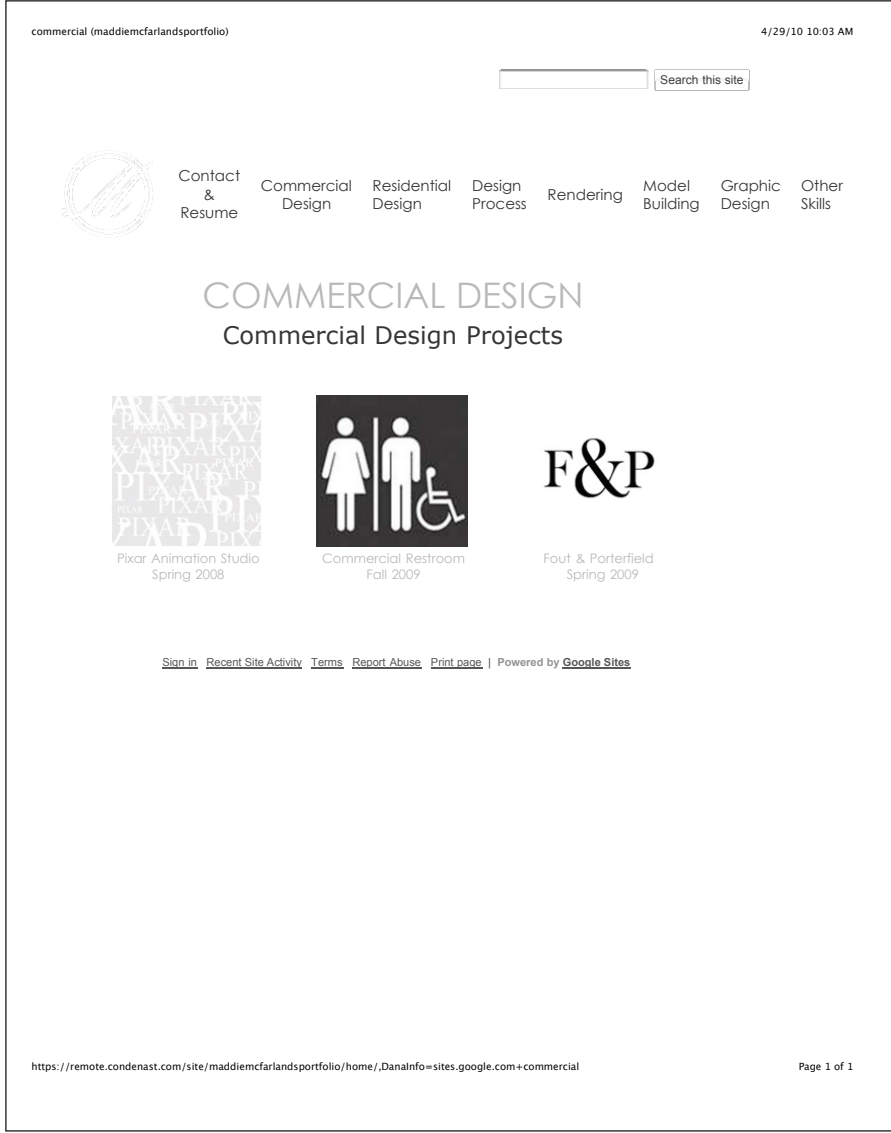
8B

FIGURE 8B
The image on the cover was used for both the résumé and portfolio and was taken on the travel study to New York. It is a good conversation piece for employers, and it gave this student an opportunity to tell her interviewers about what she learned on her trip.

9A



9B



9C

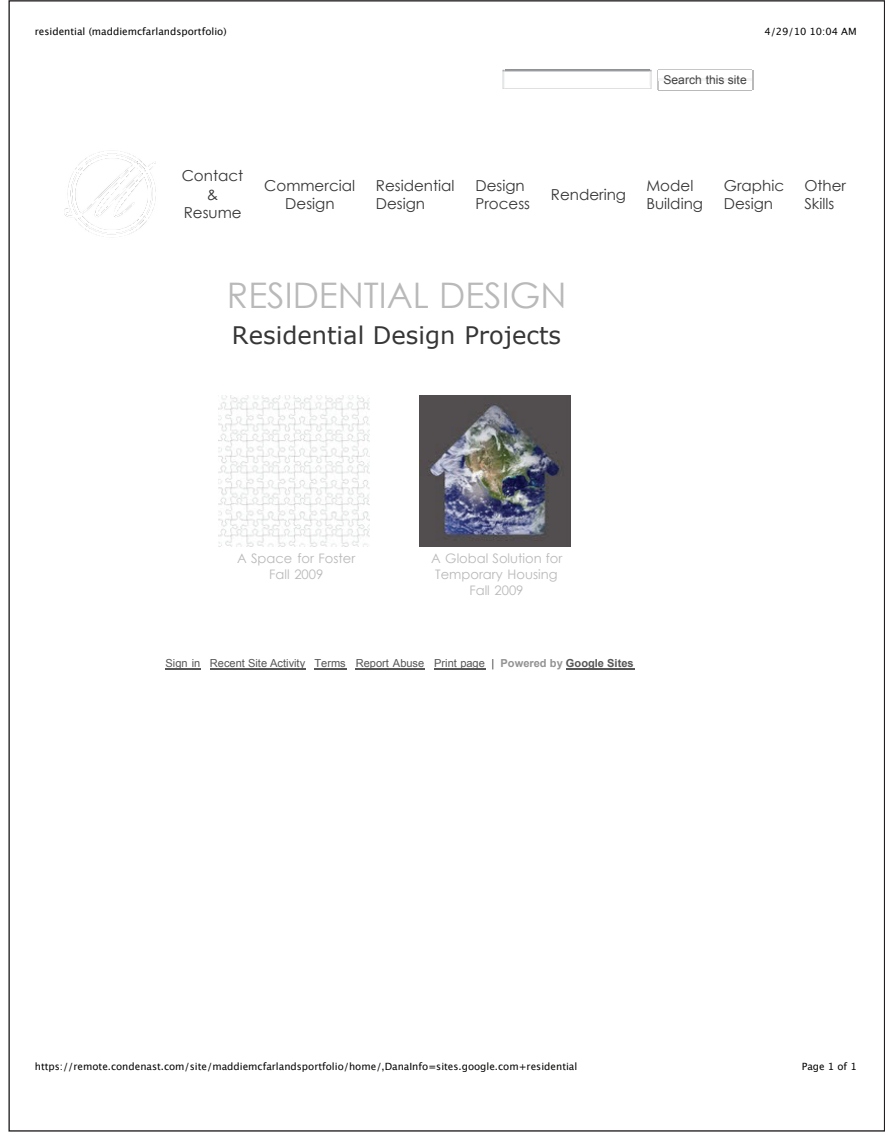
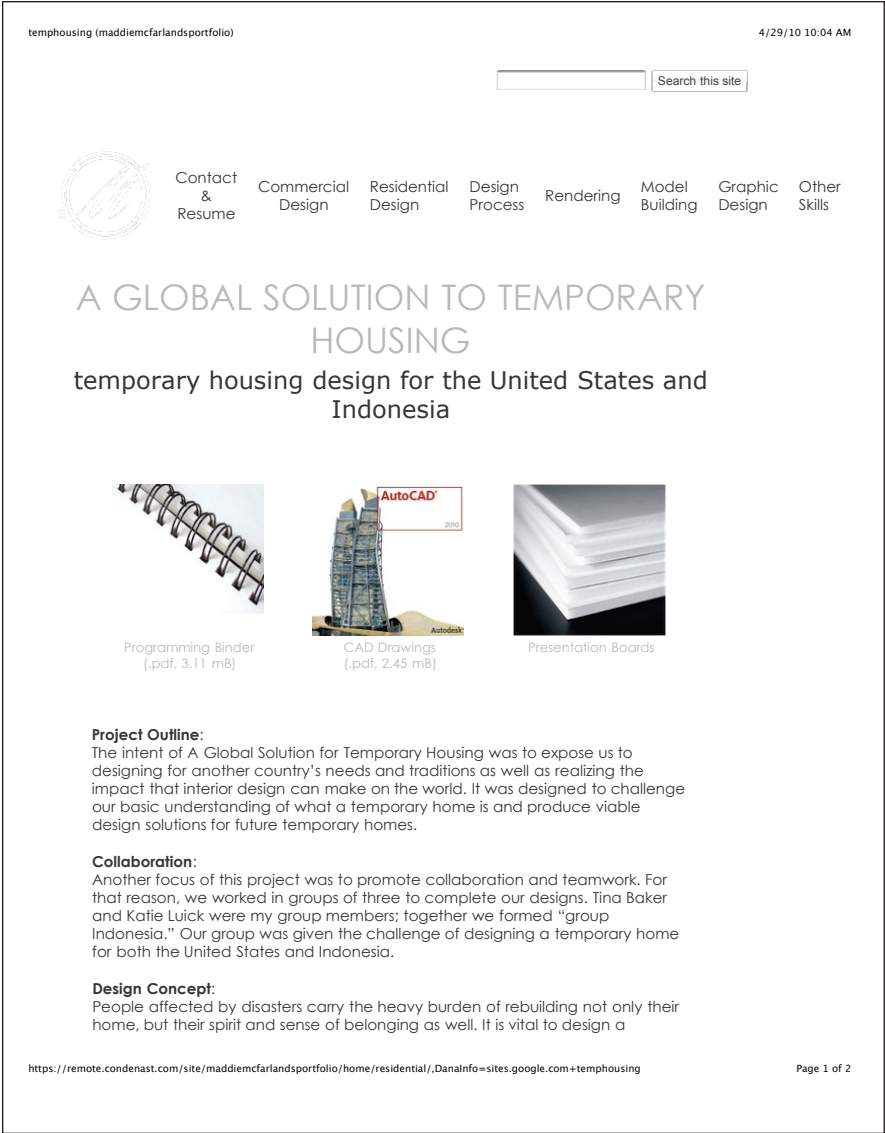


FIGURE 9A
Maddie McFarland's portfolio demonstrates a website portfolio. As with all websites, it opens onto a home page from which links are made to various layers of other pages, such as commercial design, residential design, design process, rendering, model buildings, graphic design, and other skills.

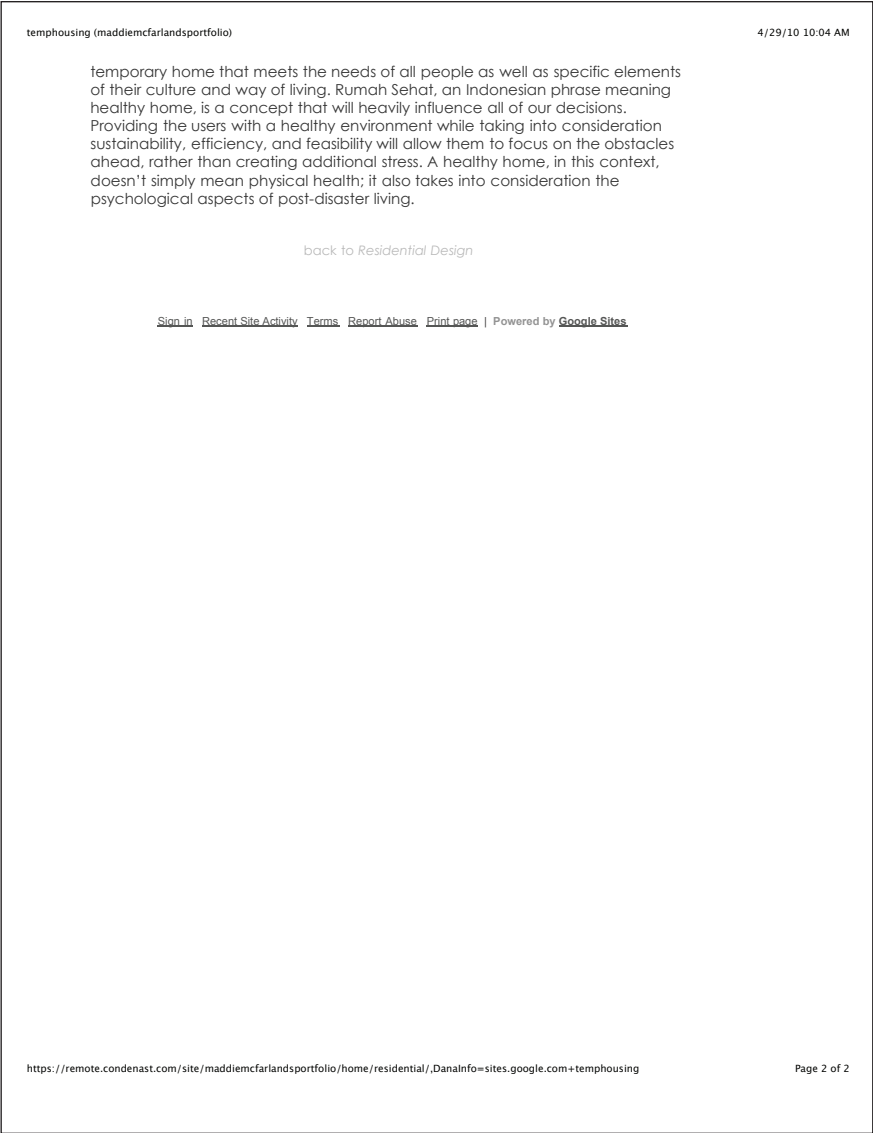
FIGURE 9B
The commercial design page links to other pages. In this case, it includes the student's various projects.

FIGURE 9C
The residential design page links to other pages. In this case, it includes the student's various projects. A Global Solution for Temporary Housing Fall 2009 links to the examples of Maddie McFarland's work as shown in Figures 9D and 9E.

9D



9E



9F

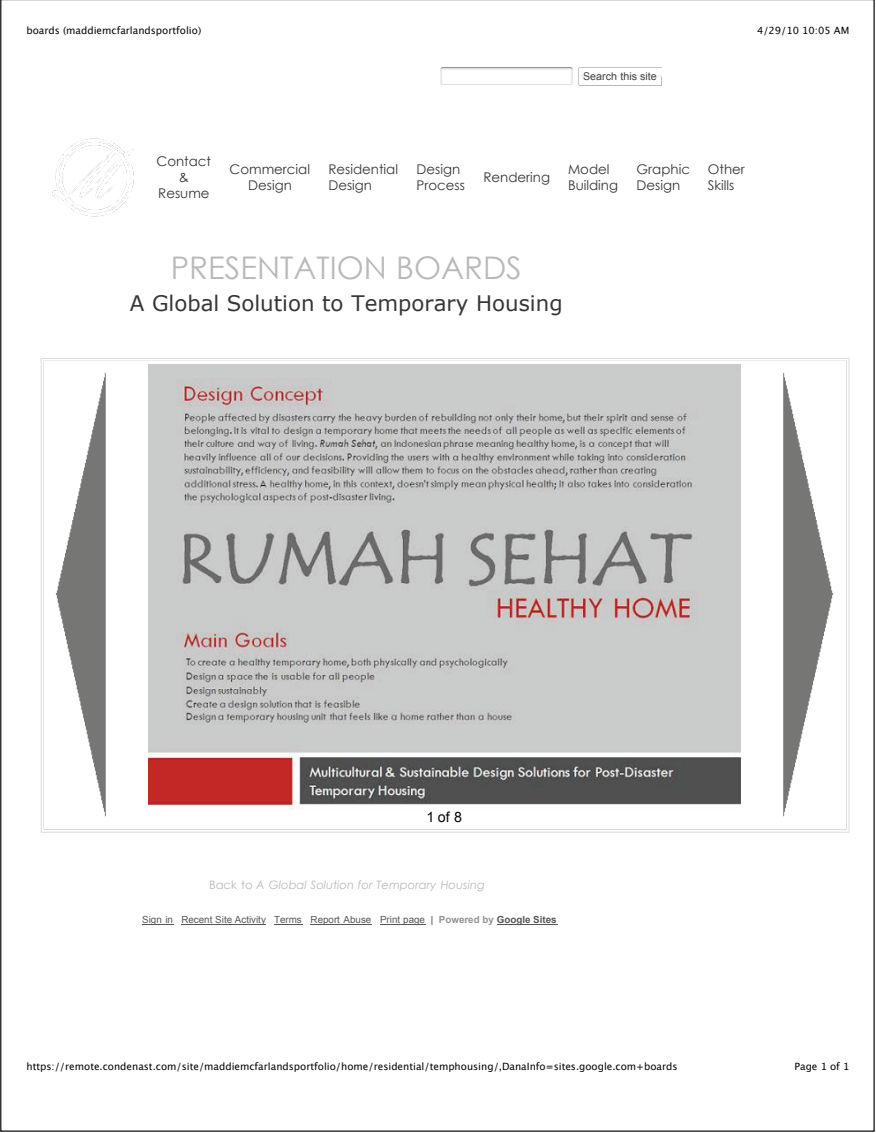


FIGURE 9D & 9E
A Global Solution for Temporary Housing contains links to the program binder, CAD drawings, and presentation boards. The binder and drawings are downloadable, whereas the presentation board links to another layer and examples of McFarland's presentation skills.

FIGURE 9F
The temporary housing project's presentation boards contain several pages. This is the first page, which explains the design concept and goals for the project.

9F

rendering (maddiemcfarlandsportfolio) 4/29/10 10:05 AM

Search this site

Contact & Resume

Commercial Design

Residential Design

Design Process

Rendering

Model Building


Graphic Design


Other Skills


RENDERING


examples of traditional and digital renderings


TRADITIONAL RENDERINGS















DIGITAL RENDERINGS


https://remote.condenast.com/site/maddiemcfarlandsportfolio/home/,Danalfo=sites.google.com+rendering


Page 1 of 2


9G


rendering (maddiemcfarlandsportfolio) 4/29/10 10:05 AM

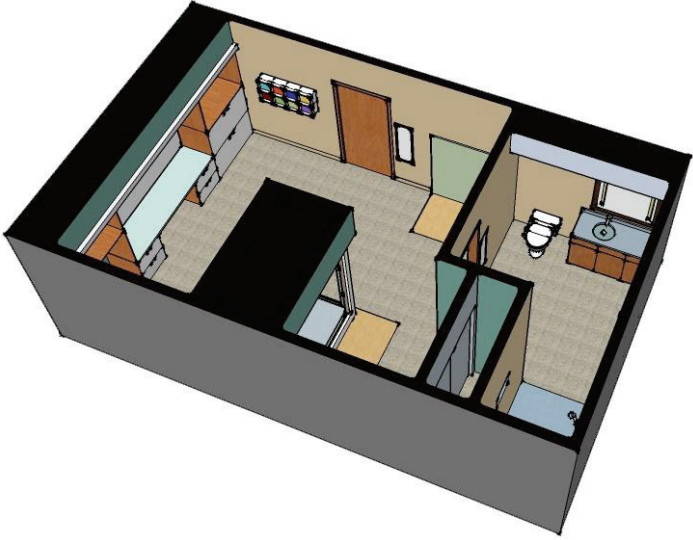


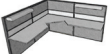


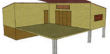






















Sign in Recent Site Activity Terms Report Abuse Print page | Powered by Google Sites

https://remote.condenast.com/site/maddiemcfarlandsportfolio/home/,Danalfo=sites.google.com+rendering

Page 2 of 2

FIGURE 9F & 9G
The renderings link provides both traditional and digital examples. The traditional examples are shown here.



A special thanks to the students who
generously agreed to share their portfolio and
résumé designs with you:

KATIE LOGAN, florida state university

ALEXA RAE HOSNER, florida state university

MICHELLE RALSTON, south dakota state university

EMILY BROEKMEIER, university of nebraska, lincoln

AMBER GUSTAFSON, university of nebraska, lincoln

KAYLEIGH BOUCHER, south dakota state university

AMANDA WILLIAMSON, south dakota state university

MADDIE MCFARLAND, north dakota state university

LARA HOLT, south dakota state university (*figure 4.1 in book*)

