



MICHAEL  
GRAVES  
COLLEGE

STRATEGIES FOR PORTFOLIO

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# STAND OUT PRESENTATIONS

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**YOUR **PORTFOLIO** IS A STORY  
ABOUT YOU AND YOUR WORK—  
AN EXPRESSION OF GROWTH  
THROUGH ALL THE OBSTACLES,  
SURPRISES, SUCCESSES, AND FAILURES.**

**THIS IS YOUR EPIC.**

**ILLUMINATE THE ARC OF YOUR CAREER  
AND WHY YOU MATTER.**

—SIMON PAN

STAND OUT

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# PORTFOLIO PRESENTATION STRATEGIES

**1. FOCUS ON THE WORK, NOT ON  
HOW IT IS PRESENTED.**

**QUALITY IDEAS &  
APPROPRIATE CONTENT**

FOCUS ON THE WORK

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# SELECT YOUR PROJECTS

## Four integrated stories

- Type of work you want to do
- Industries that inspire
- Demonstrates your passions
- Promotes your skills

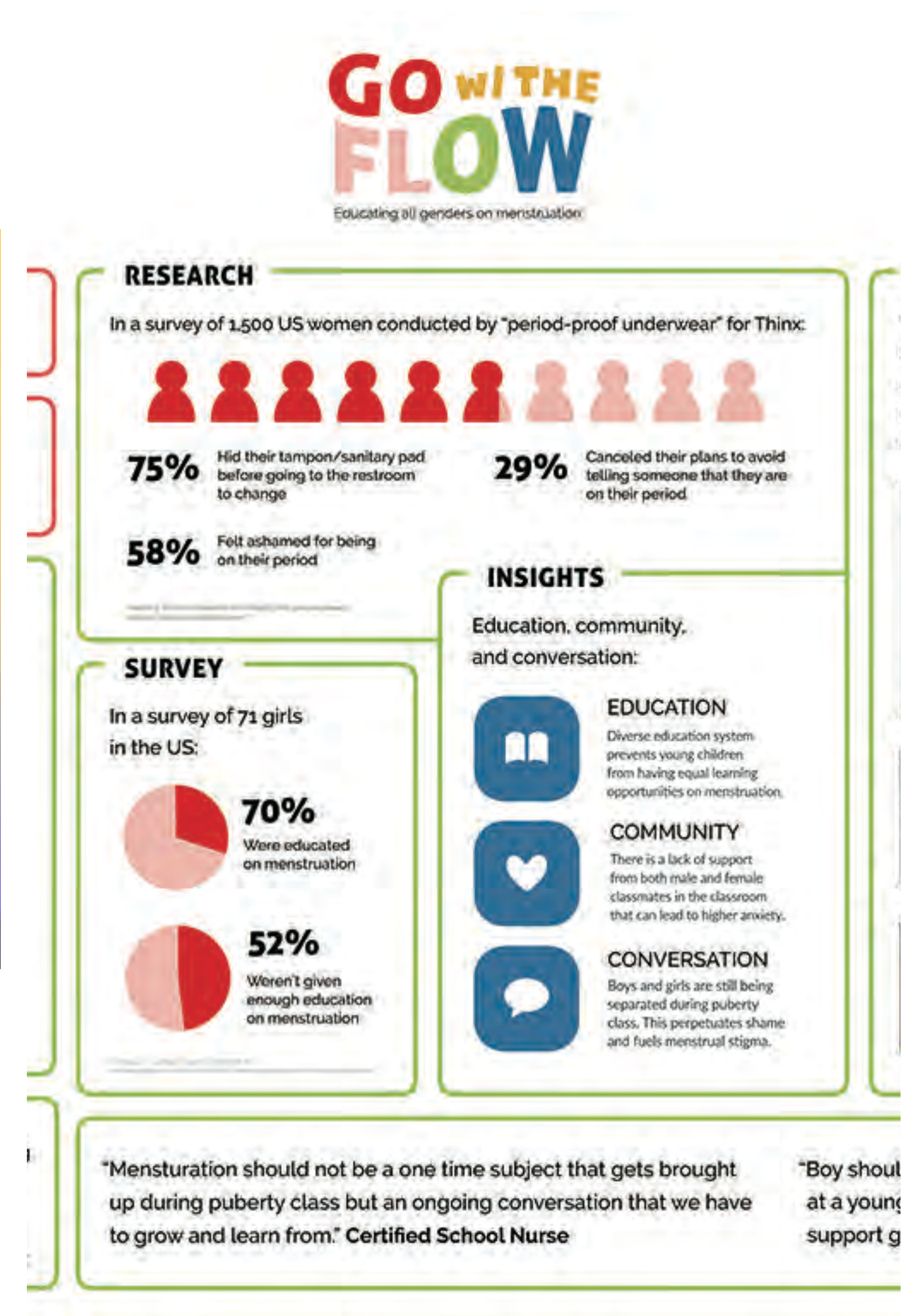


Amanda Soden, "Lucidity," 2022



Romit Sakar, "Senior Portfolio Review," 2021

# COURSE PROJECTS



Judy Li, "Go With the Flo, 2021

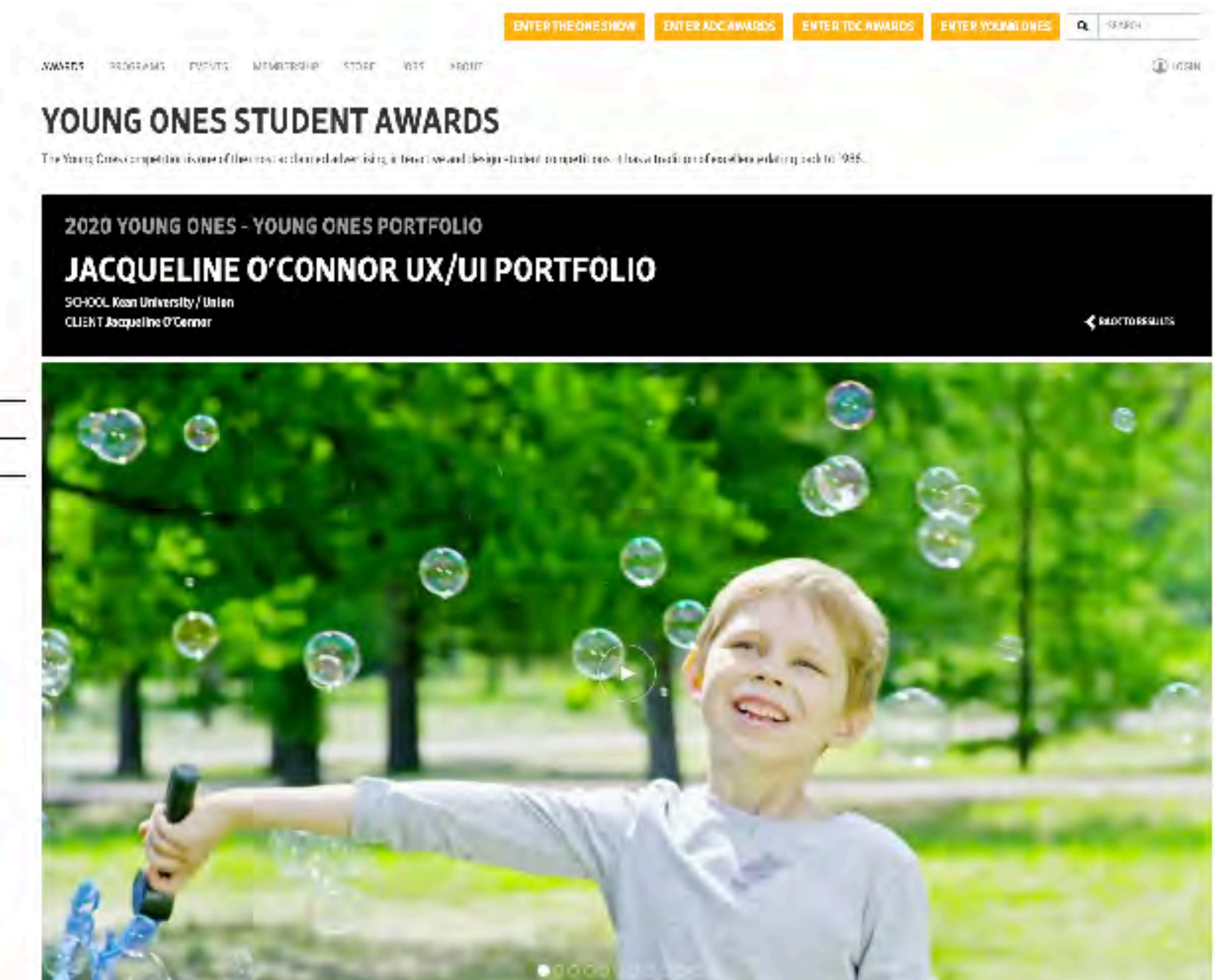
# ACCOLADES



Sara Camacho, third place,  
2018 Formica FORM Student  
Innovation Competition,  
"Cebra Chair."



Jacqueline O'Connor,  
Portfolio winner, UI/UX  
One Club for Creativity, 2020



Shelley Mizrahi second place,  
2021 Kean Business Plan  
Competition, "Starting Over"





Omar Emera  
"Goodnight New York," 2020

Jake Kubicek  
"Behind the Trees," 2021



Liam Elias, 3D animation  
"Hugo," 2019



PASSIONS





Tiffany Thebodeau, 2020  
Art Direction  
Employer: Photography Intern  
&Walsh



Christian Breslin, 2019  
Motion/Video  
Employer: NY Giants

# SKILLS



Brian Larney, 2019  
Cinema 4D  
Employer: Points Bet

FOCUS ON THE WORK

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# PROTO-PORTFOLIO CASE STUDY

PROMO: Campaign project

ID: Social design project

PORT: Development,  
refinement, + presentation

Brooke Roderick + Billy Weaver  
"Coke + Homelessness"  
2020



# THE PROBLEM

How can Coca-Cola help increase recycling in New York City?

It's time for Coca-Cola to acknowledge their place in the manufacturing of products in non-reusable bottles and cans. With a global market, Coca-Cola can use its stature to make a difference in the world, starting with NYC.

3 routes...  
**Only 1 recycling bin.**



# THE SOLUTION



**Seek out support from those who need it.**

#RecycleResponsibly will hire “canners,” or specialists in recycling, and will pay them a salary with benefits for their hard work.



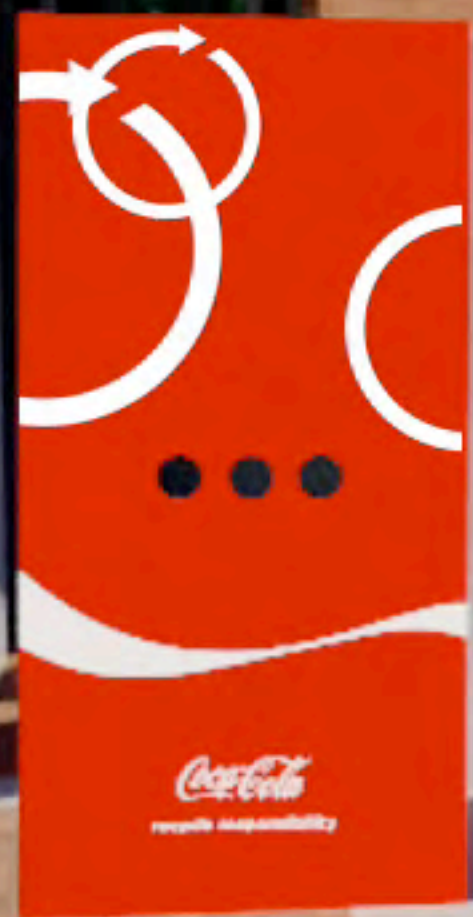
**Those who “can” together, stay together.**

New hires will be given an ID that will allow them to access work-related data, while also functioning as a personal debit card.



**Get the public involved!**

Brand new, interactive recycling stations will be produced and placed around NYC. Recycle your bottles to unlock games, special features, and more.





## NEW **RECYCLING BINS**

Recycle your Coca-Cola products to unlock games on our newly designed recycling bins that are sure to stand out in the "City that never sleeps."

# NEW **TECHNOLOGY**

The new bin design will feature solar panels to control a self-replenishing bags for ease of use around the clock. An ID-accessible digital screen will allow for entry and accessibility to important data for new hires.







## NEW RECYCLING TRUCKS

New trucks will allow for free advertising space, while functioning as a drop-off location for collectors. New hires will scan their ID's to access compartments, while simultaneously tracking the amount of goods recycled and payment information.





# NEW ID & PAYROLL SYSTEM

New hires will receive an Identification Badge that will allow them to access work-related data, while also functioning as a personal debit card to use at select locations.





Coca-Cola  
recycle responsibly

A recycling symbol consisting of three arrows forming a triangle, with a bottle icon in the center.

5,000  
recycled

A large red and white billboard with a grid pattern of small squares.

Everio X CAM

NASDAQ

E  
R  
N  
S  
T  
&  
Y  
O  
U  
N  
G

A large white billboard.

europa cate

A sign for Hard Rock Cafe featuring a guitar.

Hard Rock  
CAFE

RICOH

lat&i

europa cate

CHASE

CAPTURE ATTENTION &  
PASS THE TEST

**2. FOCUS ON HOW THE WORK  
IS PRESENTED.**

*Coca-Cola*

*#recycle**responsibly***

PARTNER | BROOKE RODERICK



## A HUMANITY [CAN] PAIGN

**OBJECTIVE:** To increase recycling involvement in NYC.

*Coca-Cola*

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# THE RESEARCH

## **36 Billion**

cans landfilled last year had a scrap value of \$600 million.

## **28 Million**

bottles/person are disposed of by Americans each year.

## **60 Thousand**

homeless people live in Manhattan alone.

## **75%**

surveyed believed there should be a larger focus in recycling

## **80%**

would recycle more if they saw a push from companies like Coke.

## **90%**

would recycle more if they knew it would help others (i.e. homeless).



# THE SOLUTION



**Seek out support from those who need it.**

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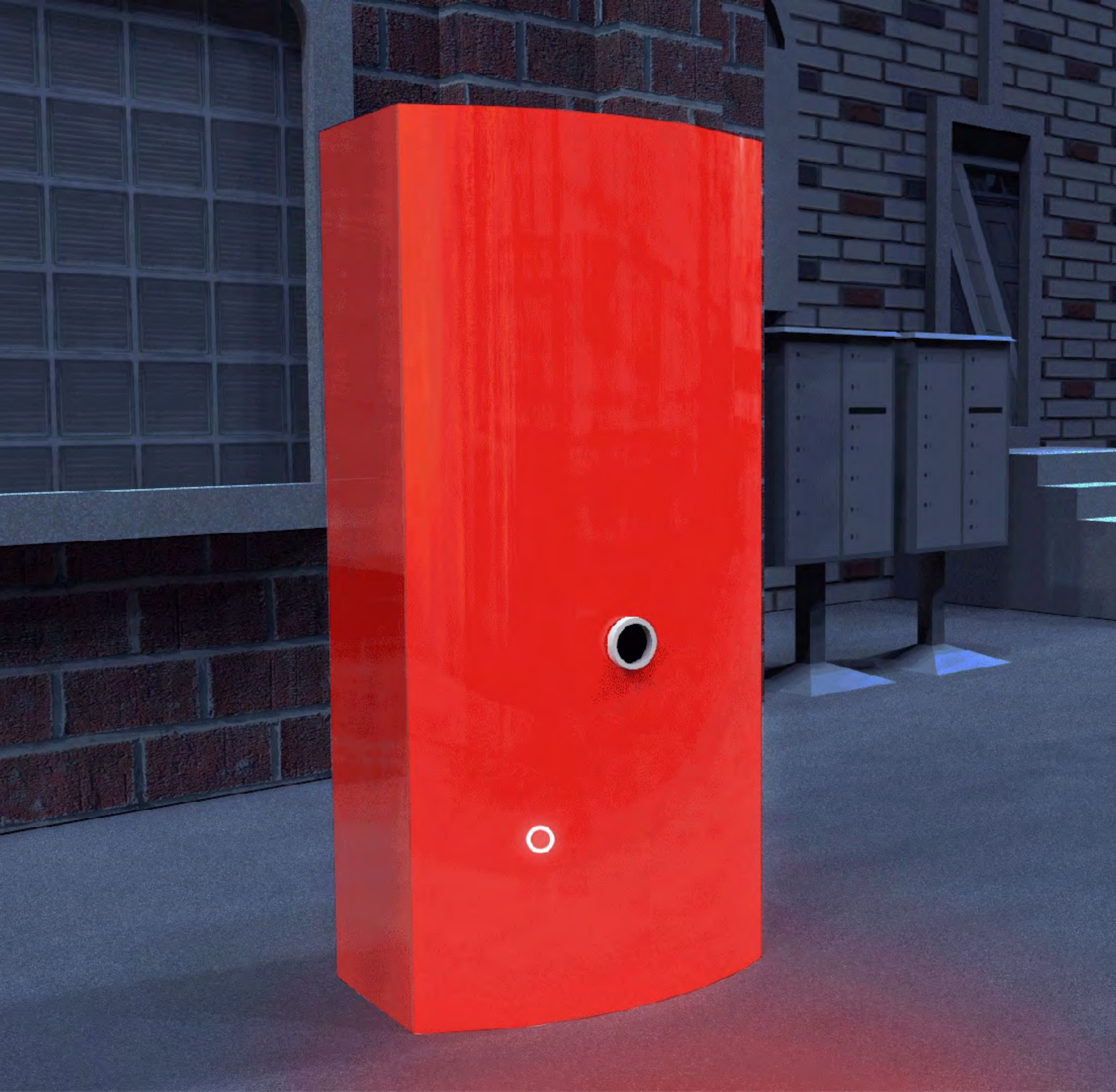
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Coca-Cola  
recycle responsibly



X CAM

NASDAQ

News Corporation

ERNST  
& YOUNG

RICOH



THOMSON REUTERS  
eur opa cafe

Hard Rock  
CAFE







*Coca-Cola*

#recycle responsibly

[Home](#)

[About](#)

[Locations](#)

[Work With Us](#)

MacBook

STAND OUT

FOCUS ON THE PRESENTATION

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# PROJECT EXAMPLES

Marc Rosario "Sharpen"  
2017



# SHARPEN YOUR SKILLS

## GENERATING IDEAS

### PAPER



LESS TIME



MOBILE



PROCESS



PRODUCTIVITY

### DIGITAL



MORE TIME



STATIONARY



FINAL



DISTRACTIONS



|| TIMOTHY GOODMAN



| SAM LARSON

## PROBLEM WITH SKETCHING ON PAPER



LOSE THE SKETCHES EASILY



SMUDGE THE DETAILS

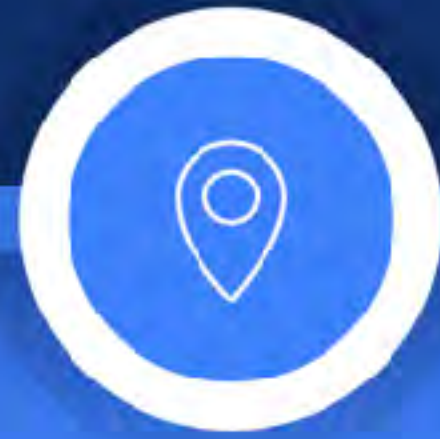


FLIPPING THROUGH MULTIPLE PAGES



## MOBILITY

ALWAYS CARRY YOUR  
SKETCHBOOKS AND  
YOUR PHONES



## ACCESSIBILITY

SHOW YOUR SKETCHES  
ON YOUR PHONE WITHOUT  
FLIPPING THROUGH PAGES



## CONNECTIVITY

ASK FOR FEEDBACKS OR  
SUGGESTIONS WITH YOUR  
FRIENDS OR OTHER DESIGNERS



Sharpen

# Sharpen



## SKETCH

SKETCH YOUR IDEAS  
ON PAPER AND UPLOAD



## ARCHIVE

ARCHIVE YOUR SKETCHES  
ON YOUR PROFILE PAGE



## CONNECT

CONNECT WITH OTHER  
USERS AROUND YOUR AREA



## SHARPEN

SHARPEN YOUR SKILLS  
WITH THE SHARPEN KIT



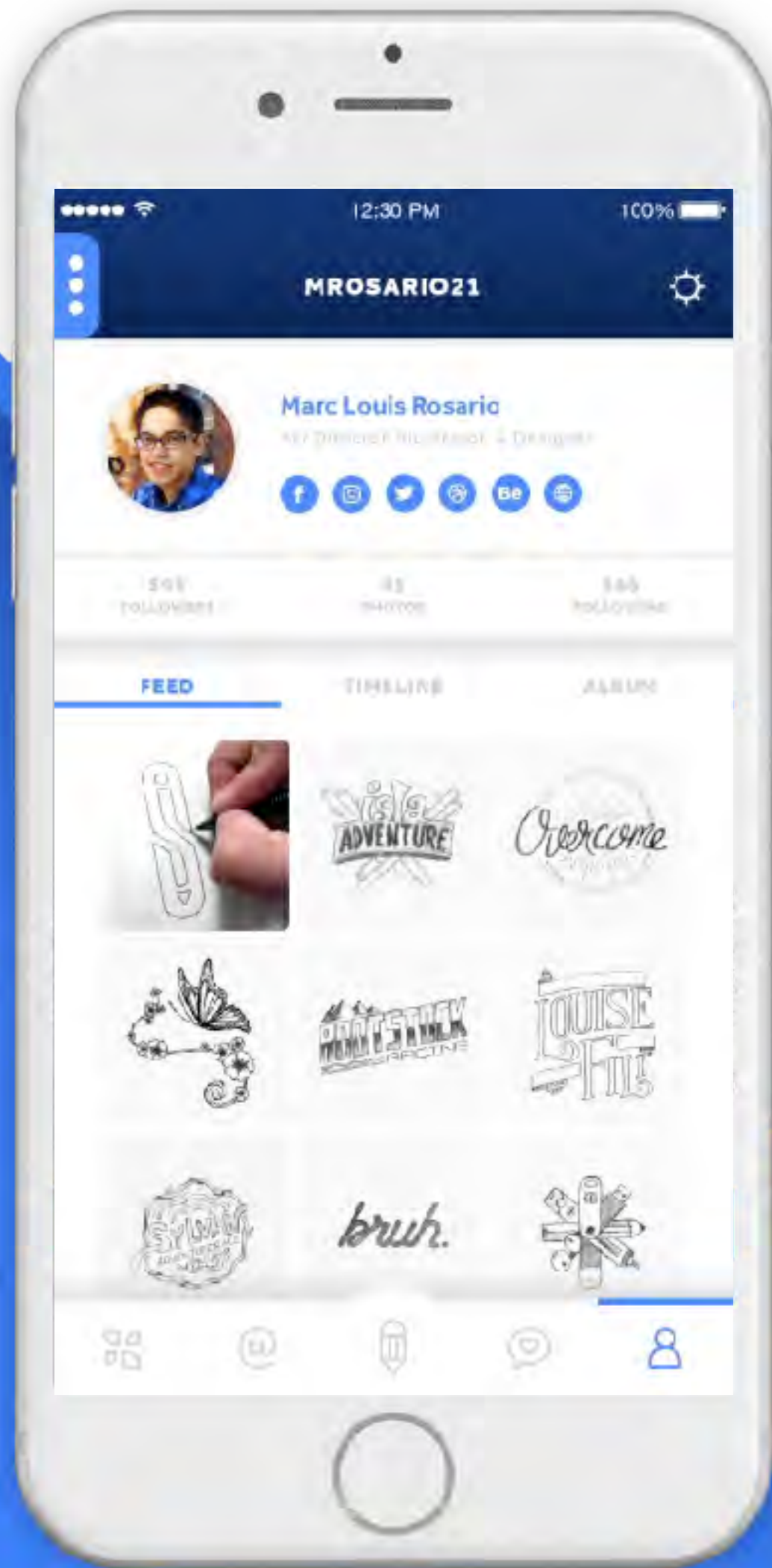
001

# SKETCH



SKETCH YOUR IDEAS ON PAPER, TAKE PHOTO(S),  
AND UPLOAD UP TO 10 PROCESS SKETCHES TO  
CREATE AN ALBUM OR GIF





002

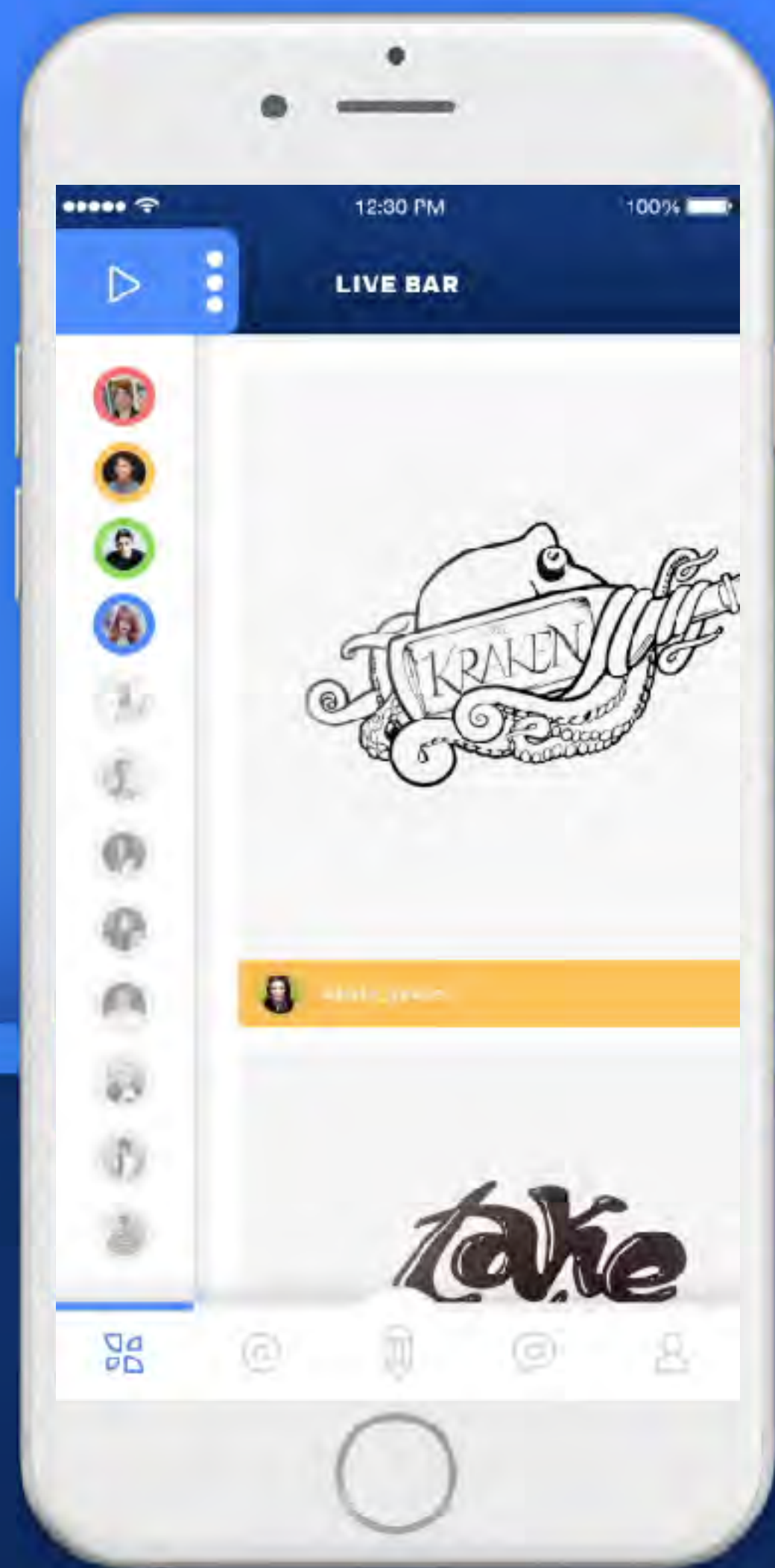
# ARCHIVE



ARCHIVE YOUR PROCESS SKETCHES  
ON YOUR PROFILE PAGE WHERE YOU  
CAN SEE YOUR WORK PROGRESSION

003

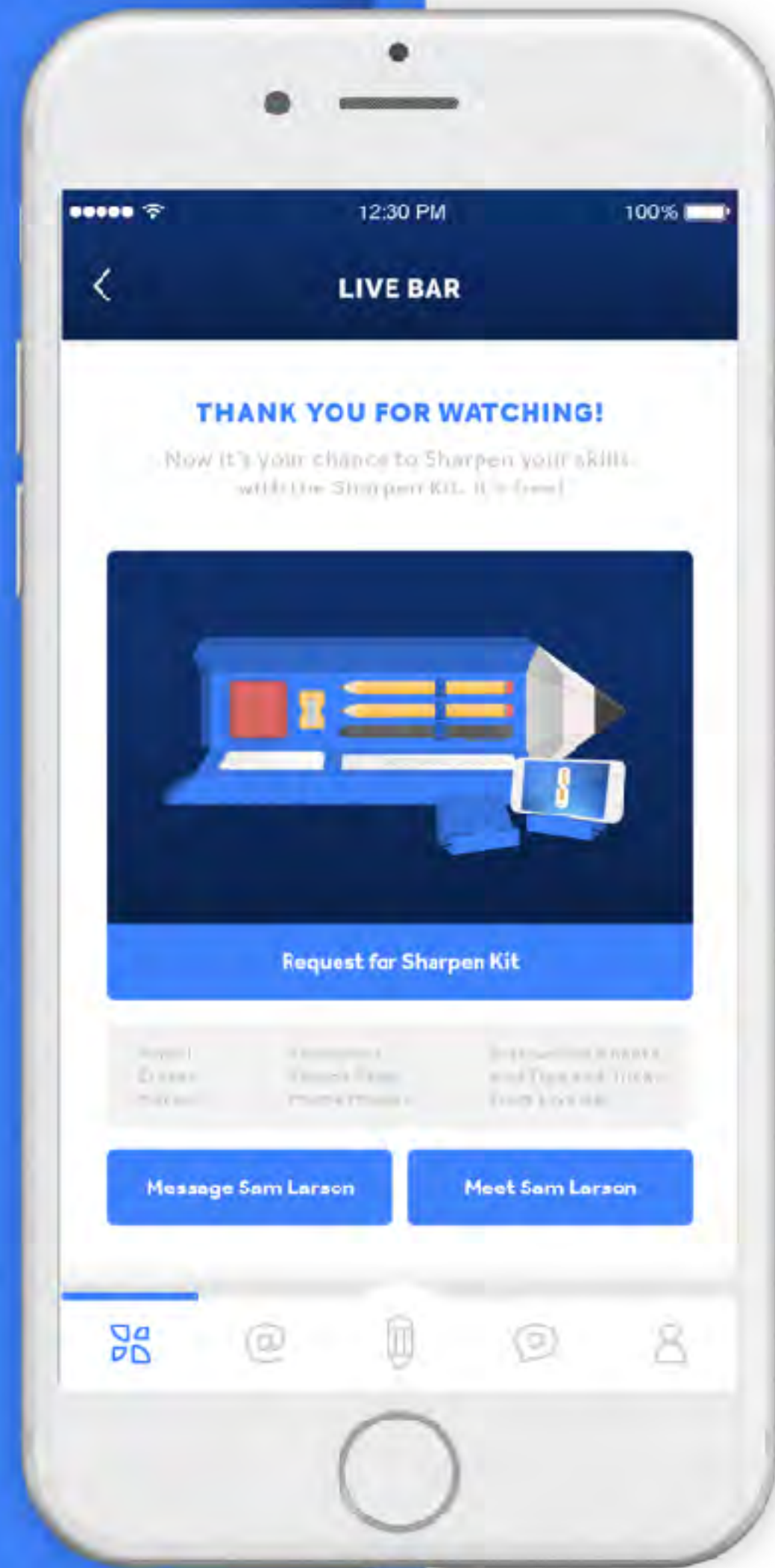
# CONNECT



**CHAT** WITH YOUR FAVORITE SKETCHER

**MESSAGE** FOR QUICK SUGGESTIONS

**MEET** AT LIVE WORKSHOPS NEAR YOU



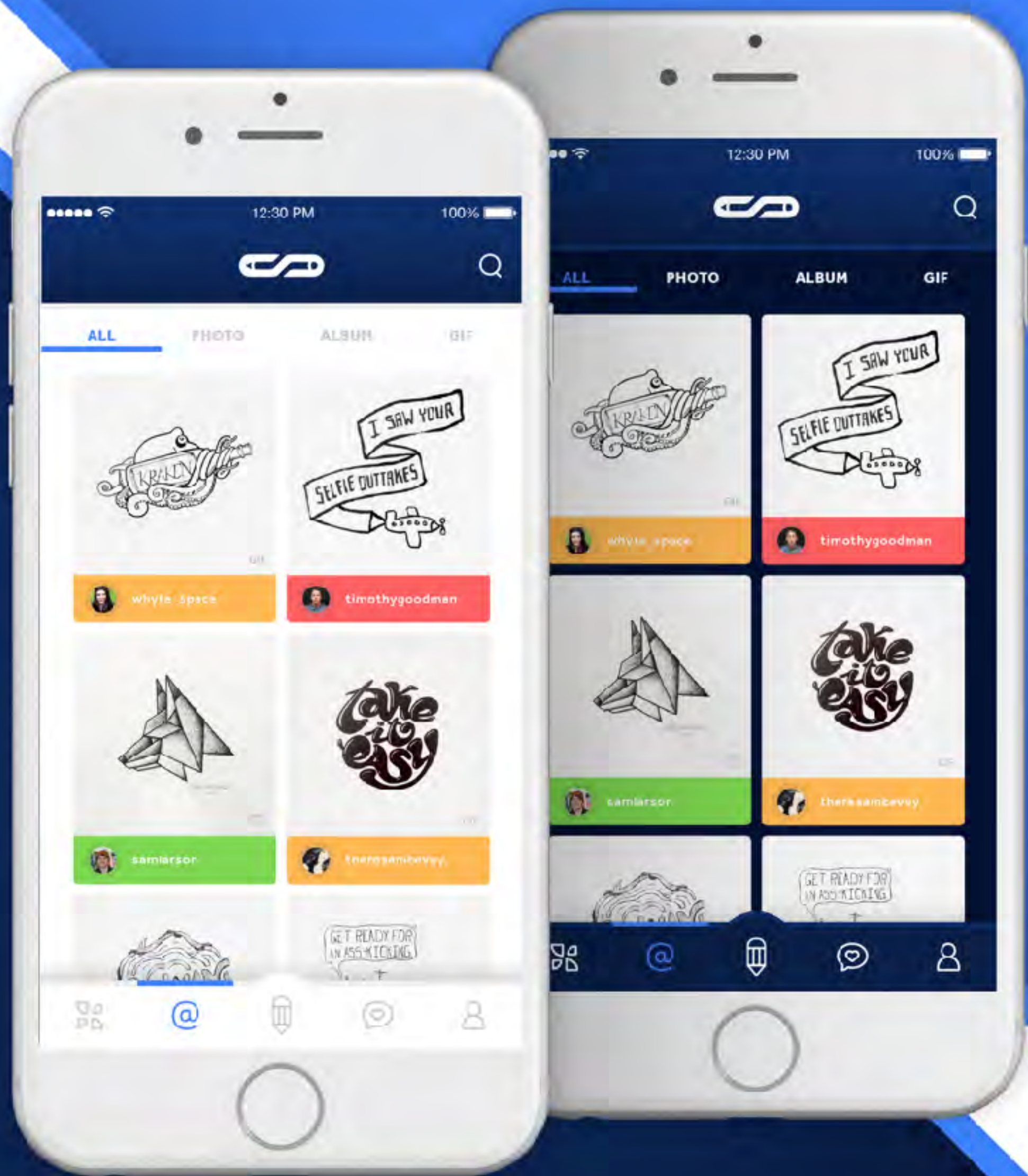
004

# SHARPEN



BOOST YOUR CREATIVITY AND  
SHARPEN YOUR SKILLS WITH  
THE SHARPEN BEGINNER'S KIT

# DUAL



# MODE

ARE YOU READY TO **Sharpen** YOUR SKILLS?

A person is shown from the side, focused on sharpening a knife. They are using a whetstone on a wooden surface. The person is wearing a dark long-sleeved shirt with the letters 'ST' on the chest and dark pants. The background is a blurred outdoor setting with a fence and trees. The entire image is overlaid with a semi-transparent blue filter.

Sharpen

## DESIGNER'S KRYPTONITE

Sometimes generating ideas feels impossible

### DIGITAL



MORE TIME



STATIONARY



FINAL

### PAPER



LESS TIME



ON THE GO



PROGRESS



## DESIGNER'S NIGHTMARE

Sometimes sketching on paper can be frustrating



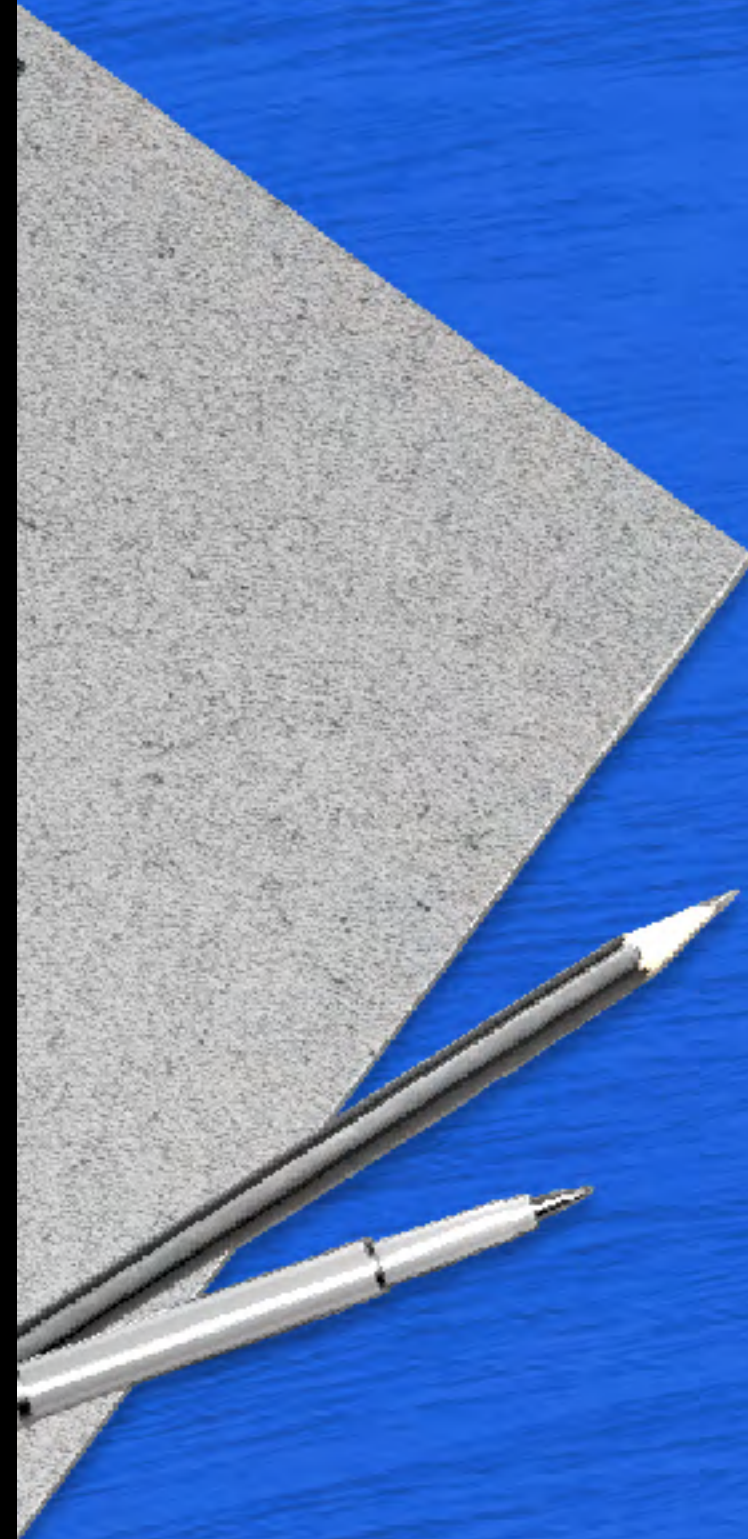
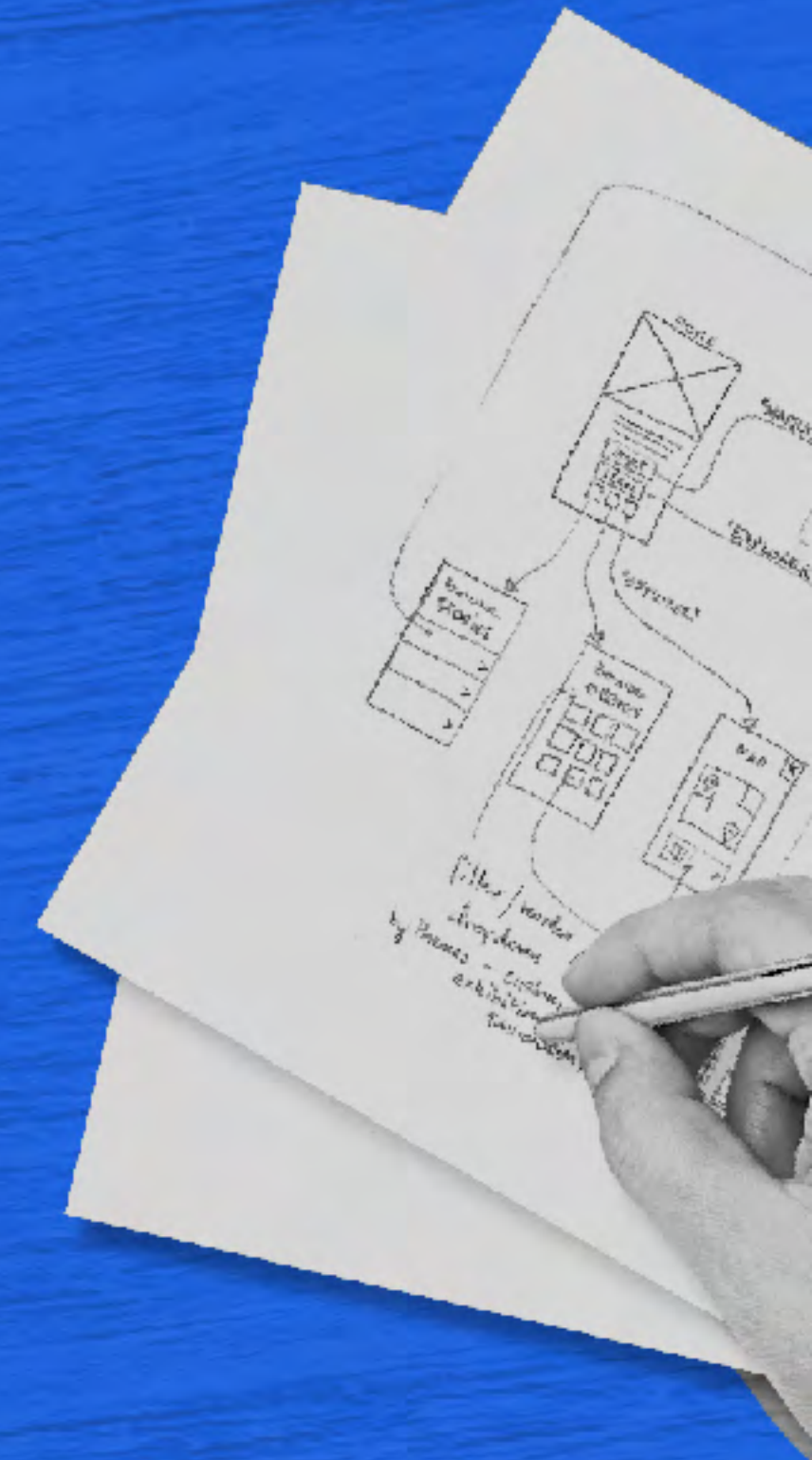
MISPLACED



SMUDGES



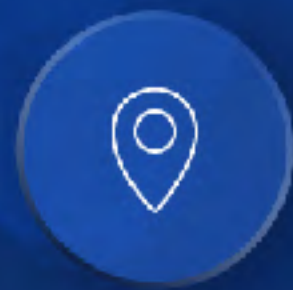
TEDIOUS



## DESIGNER'S TOOL



ON THE GO

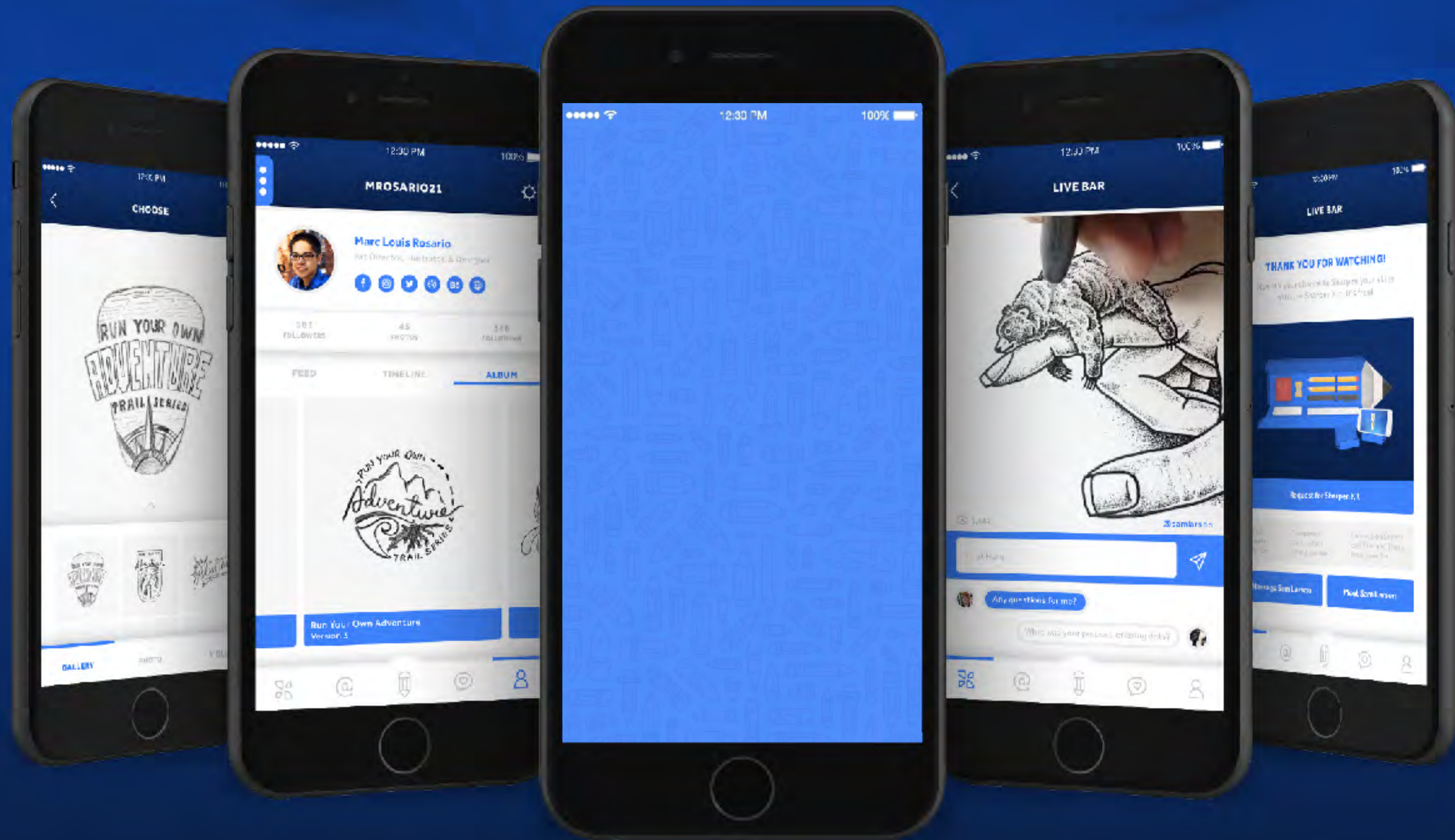


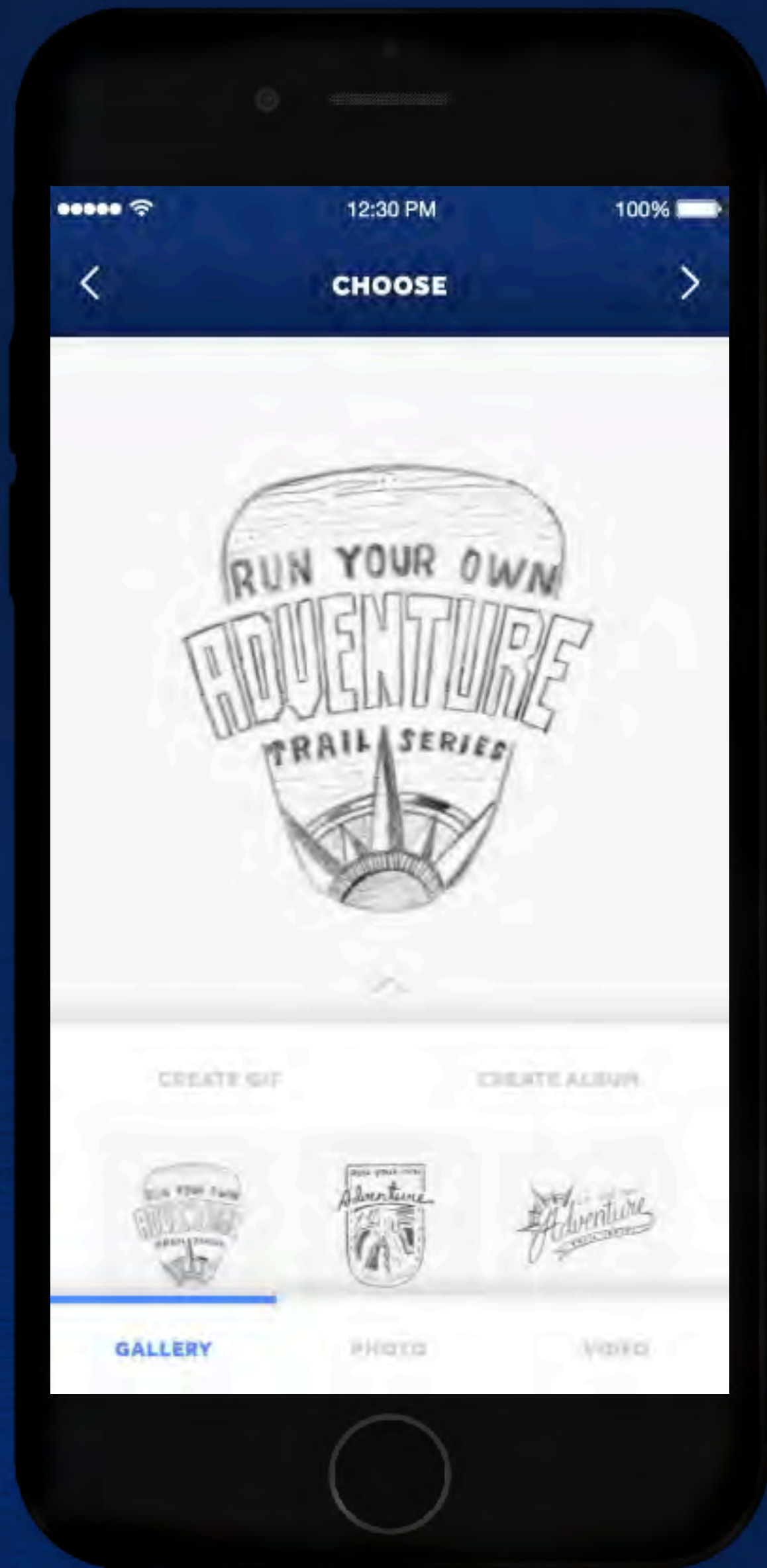
EASY ACCESS



SHARABLE







001

# SKETCH

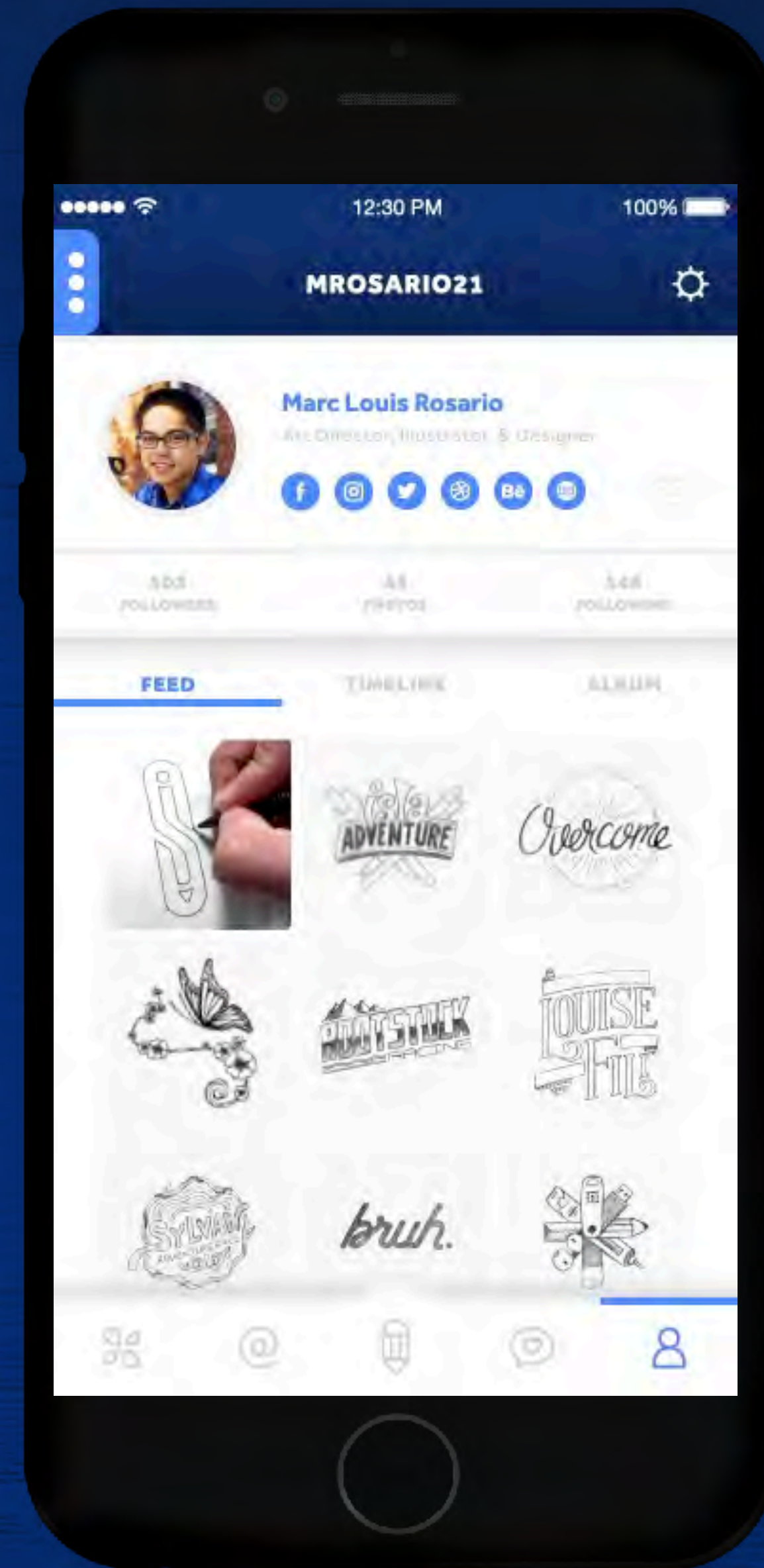


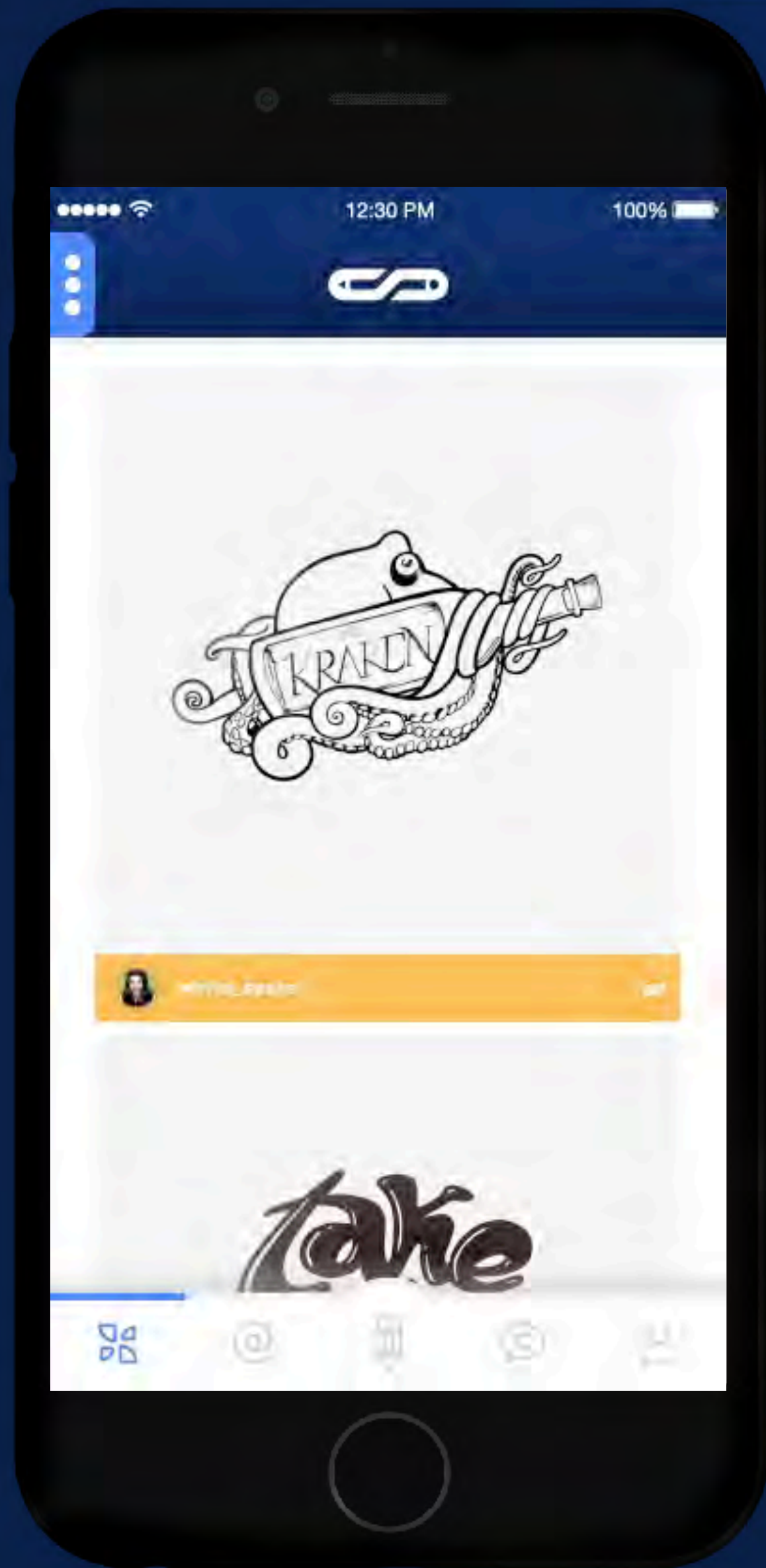
SKETCH YOUR IDEAS  
ON PAPER AND UPLOAD

002

# ARCHIVE

ARCHIVE YOUR SKETCHES  
ONTO YOUR PROFILE PAGE





003

# CONNECT

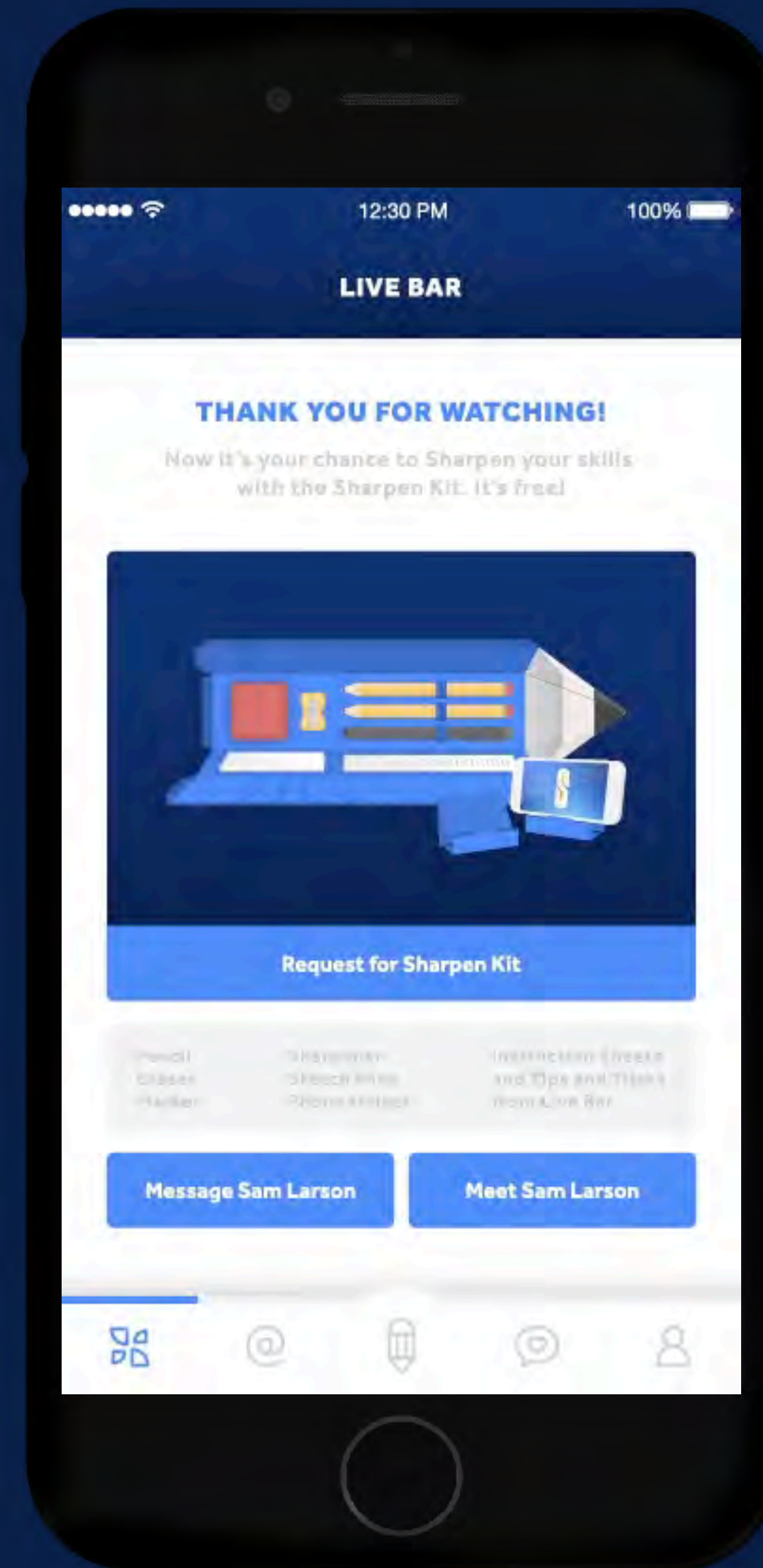


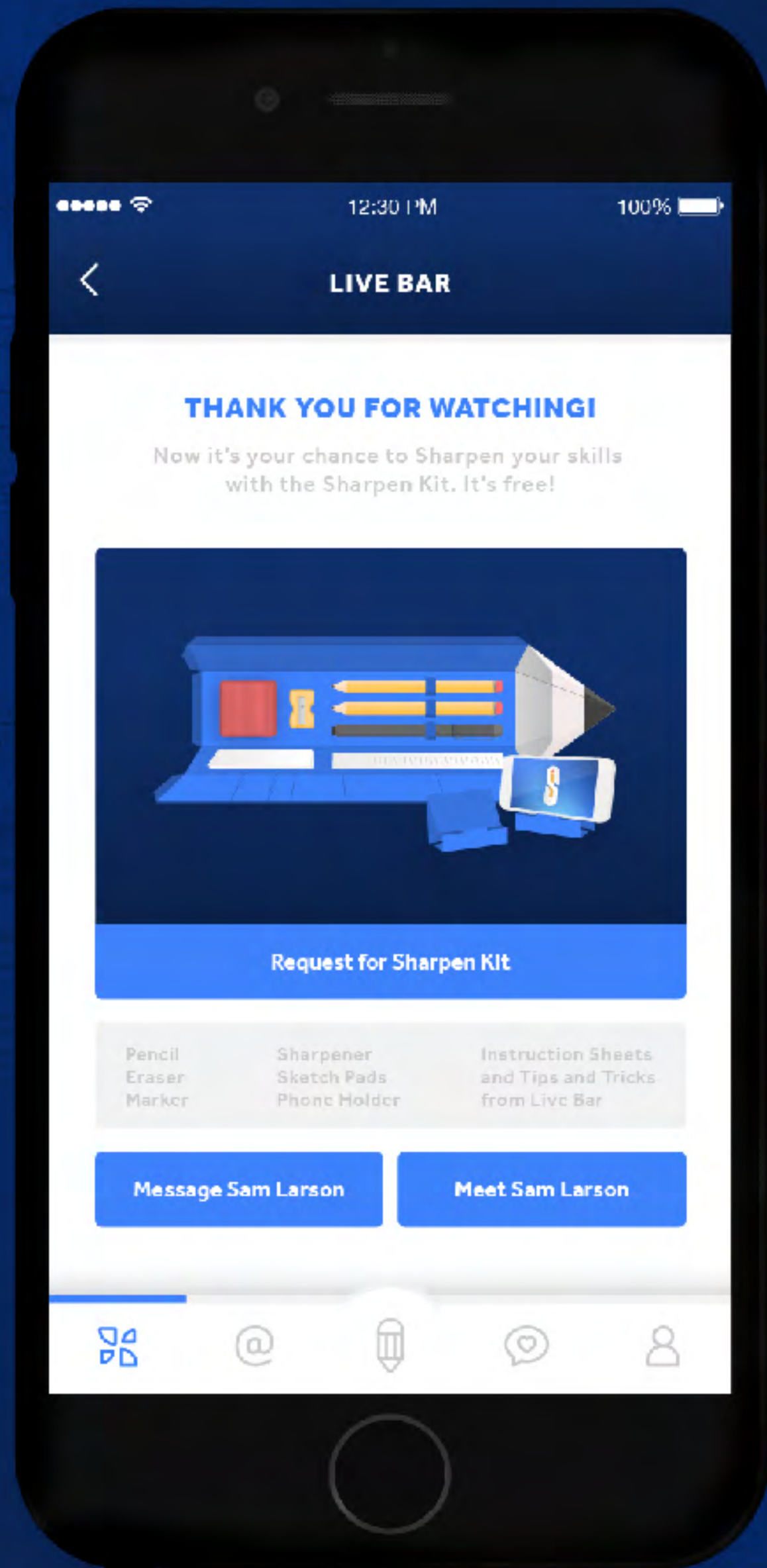
CONNECT WITH USERS  
AROUND THE WORLD

004

# MEETUP

MEET WITH OTHER USERS  
AROUND YOUR AREA





005

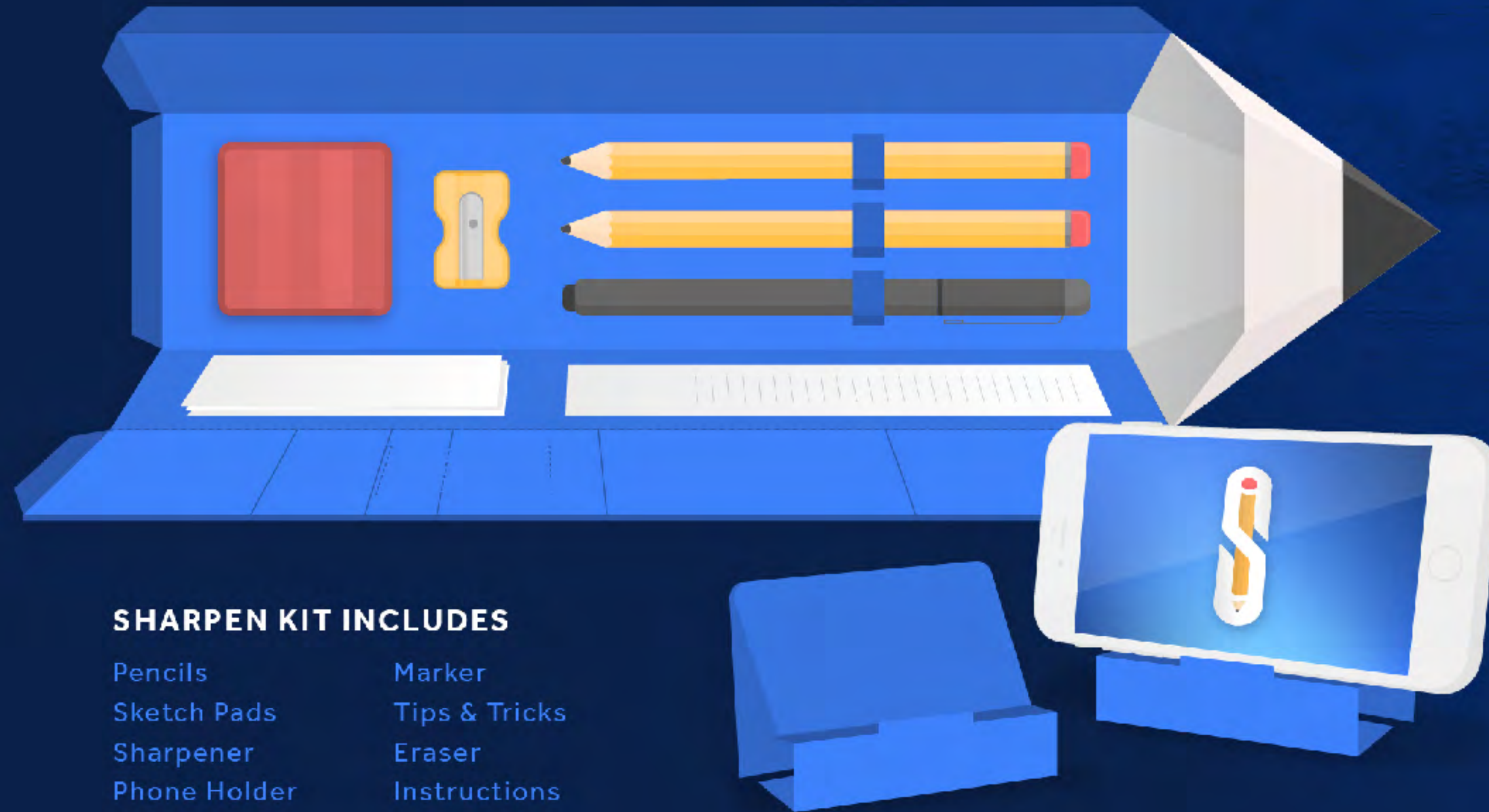
# SHARPEN



SHARPEN YOUR SKILLS  
WITH THE SHARPEN KIT



## SHARPEN KIT



### SHARPEN KIT INCLUDES

- |              |               |
|--------------|---------------|
| Pencils      | Marker        |
| Sketch Pads  | Tips & Tricks |
| Sharpener    | Eraser        |
| Phone Holder | Instructions  |

## SHARPEN MEETUP

Worldwide social media inspired events where users can socialize and Sharpen together at coffee shops



NEW YORK, USA



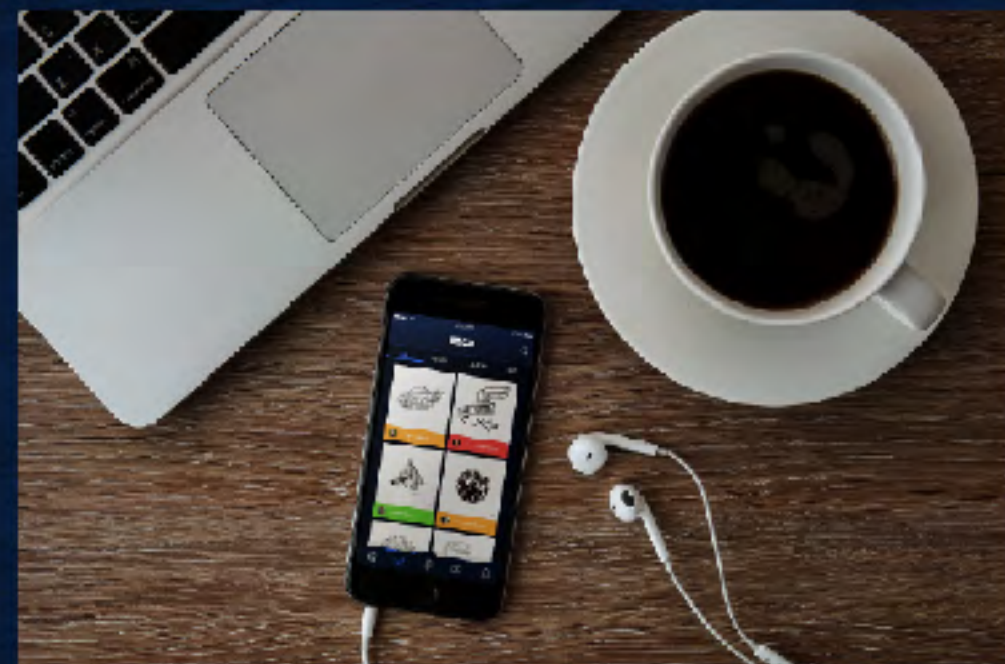
LONDON, UK



SAN PAOLO, BRAZIL



PARIS, FRANCE



ARE YOU READY TO **Sharpen** YOUR SKILLS?



MICHAEL GRAVES COLLEGE  
2021 PORTFOLIO REVIEW

Showcase Alumni About Contact

MICHAEL GRAVES COLLEGE

# VIRTUAL SENIOR PORTFOLIO REVIEW

Thank you for participating in the MGC Senior Portfolio Review on May 5, 2021. Please continue to review the portfolios and connect with our graduates.



**HOW WILL YOU VISUALLY PRESENT  
YOUR PROJECT STORIES?**

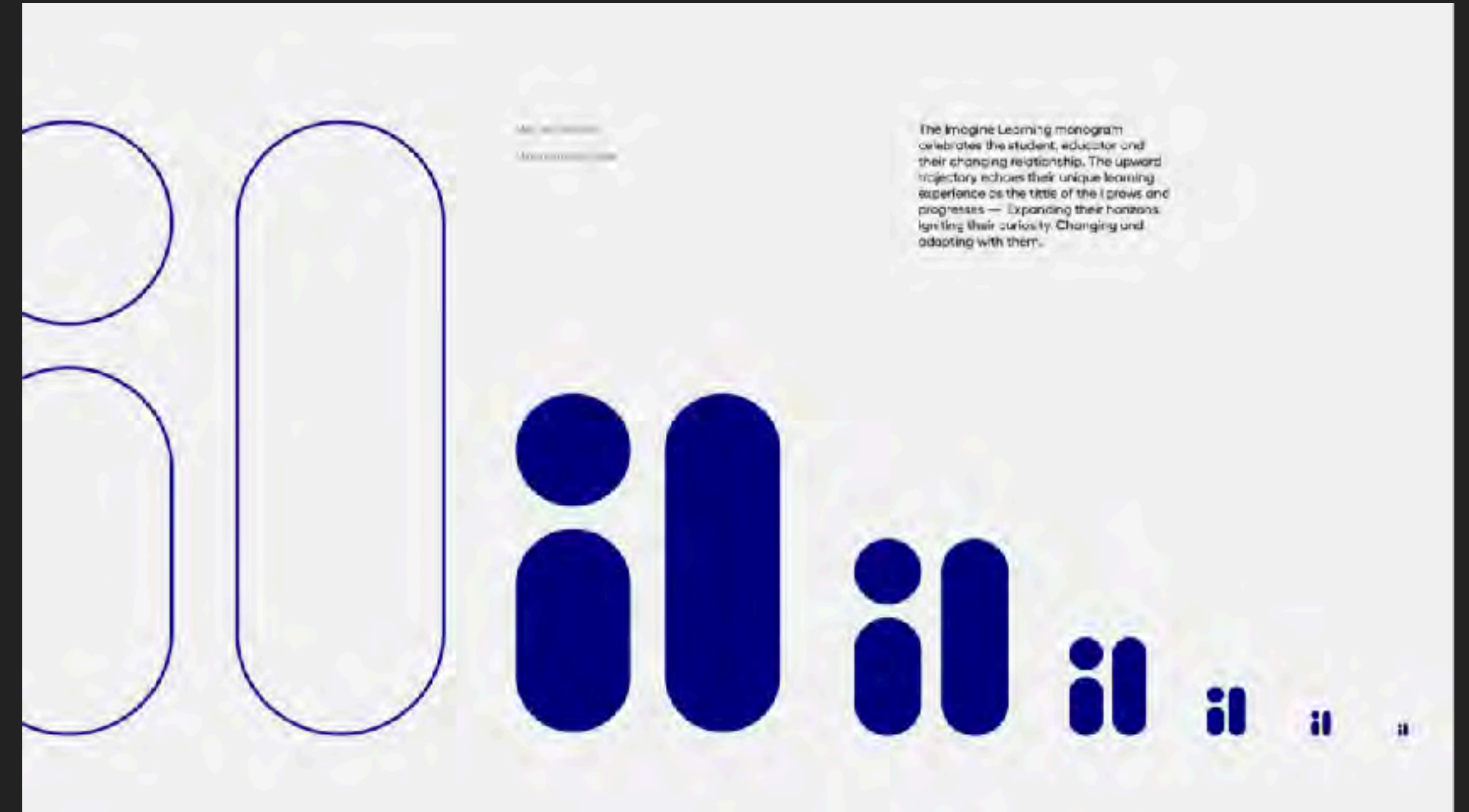
**LET THE WORK  
SPEAK FOR ITSELF**

STAND OUT

# PRESENTATION TYPES

PRESENTATION TYPES

# BRAND IDENTITY









**jones** knowles ritchie



PRESENTATION TYPES

# EXPERIENCE





**We believe healthcare  
is about our lives—and not  
about a diagnosis.**

**CONVENIENT ◆ COMPREHENSIVE CARE PLANS ◆ NO BARRIERS ◆ SAFE & CONVENIENT**



COLLINS



PRESENTATION TYPES

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**HYBRID**





FANB®ANDZ



COLLINS





**MICHAEL GRAVES COLLEGE**  
**VIRTUAL SENIOR PORTFOLIO REVIEW**

MAY 05, 2021

INTERACTIVE  
ADVERTISING

JOIN HERE

ARCHITECTURAL  
STUDIES

JOIN HERE

GRAPHIC  
DESIGN

JOIN HERE

PRESENTATION TYPES

CASE STUDY

Design at Meta

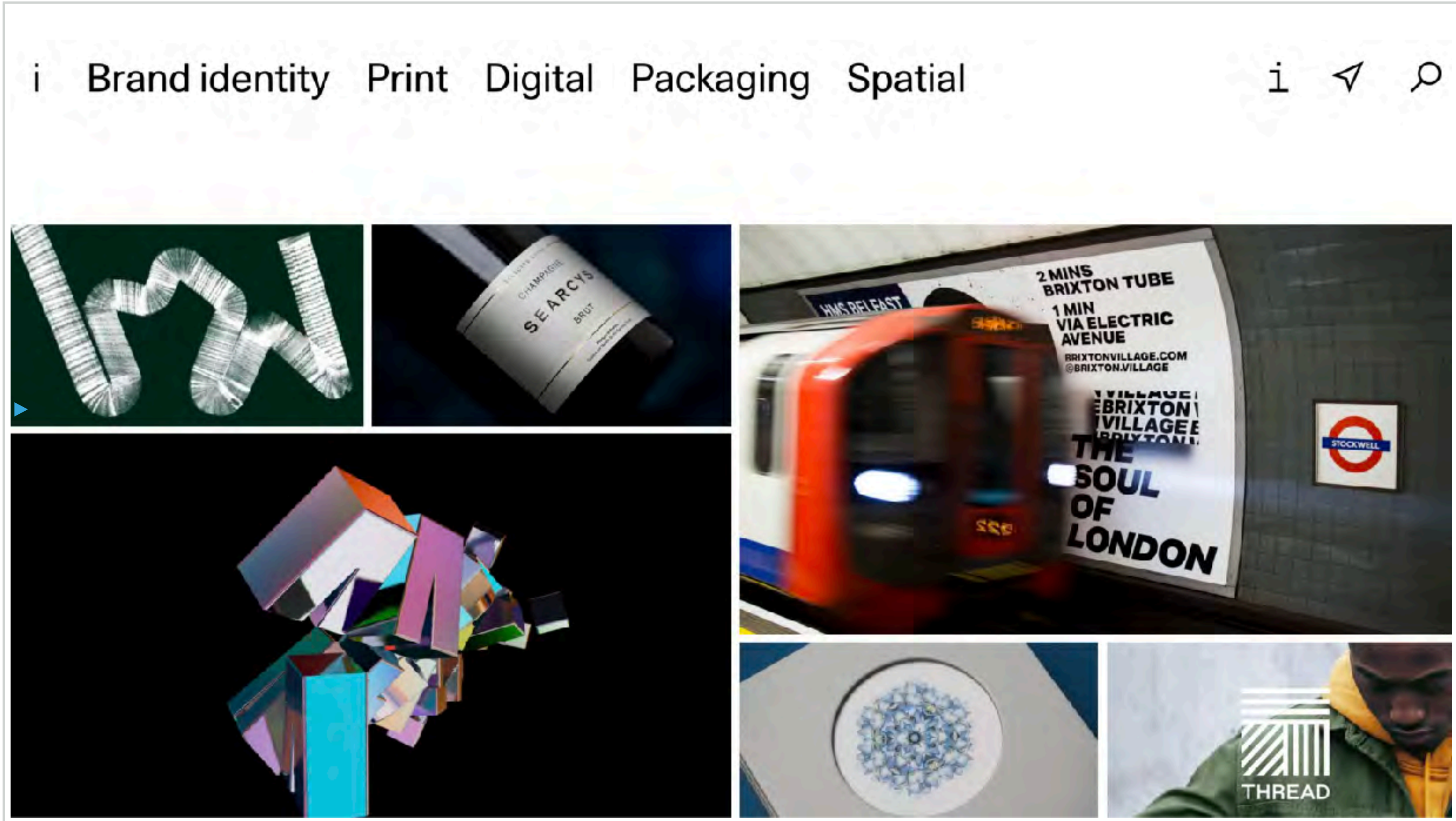
FACEBOOK

 Meta

Bruce Mau Design



# Bibliothèque



# CONTINO

BUILDING BRANDS WITH BLOOD, SWEAT AND TEARS



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STRATEGIES FOR PORTFOLIO

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# STANDOUT PORTFOLIO.COM

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