



D.TALKS SCHEDULE FOR 2010

May 20, 2010//**Plan, Pitch, Prize**

July 15, 2010//**Design Entrepreneur**

September 16, 2010//**Service Design, What is it?**

Perfecting Your Portfolio II

MARCH 18, 2010
AIGA San Francisco

AIGA San Francisco continues its series of discussions on the business of design called "D.Talks." Throughout the year the seminars will present practical information about current trends in the design profession as well as enable a more robust dialogue within our community.

Whether you're a working professional looking to reenter the job market or a recent graduate, times have never been more challenging to find a job in this over-saturated, down economy and the need to have a focused portfolio that stands out from the herd is crucial.

This moderated panel discussion will offer tips and insights to job hunting, resume building, interview tips and, yes, portfolio essentials. Crowd participation and discussion is strongly encouraged, so please come prepared to discuss.

Schedule of Events of the Evening

Networking 6:30 PM

Discussion 7:00 PM

- Light refreshments will also be served before the seminar.
- All attendees will get a chance to win one of two copies of Armin Vit's book on portfolios, *Flaunt*



Meet the Speakers

MODERATOR/HOST



AMY GUSTINCIC

PRINCIPAL AND
CREATIVE DIRECTOR
Satellite Design

Amy Gustincic, principal and creative director of Satellite Design, has more than 15 years of experience in design and strategic communications. Amy's focus is on providing high-quality, intelligent solutions to clients, and creative leadership to Satellite Design. Prior to founding Satellite Design, Amy worked at studios in San Francisco and Washington, DC. Amy received a Bachelor of Environmental Design in Graphic Design from North Carolina State University. She is the past president of the San Francisco chapter of the AIGA, the professional association for design. She teaches and speaks regularly on the practice and business of graphic design.

PANELISTS



ERIC HEIMAN

PRINCIPAL
Volume Inc. —
Open Space Blog

Eric Heiman is principal and co-founder (with Adam Brodsley) of Volume Inc., and his work has been extensively exhibited, honored and published around the world. Eric's writing on design has been featured in Eye, Emigre, and AIGA's Voice, and he is currently a contributing writer for the SFMOMA's culture blog, Open Space. Eric has been a Professor of Design at the California College of the Arts since 1999 and was the recipient of the college-wide Excellence in Teaching Award in 2003.

PANELISTS



LIZ MULLALLY

ART DIRECTOR, RETAIL
Apple

Liz Mullally is an Art Director at Apple Inc. She has spent the last six years developing marketing and communications for retail, events, packaging, and significant product launches. Previous to her time at Apple, she developed identity standards for the City of Pasadena, and got her start working for an award winning event design agency for clients like UPN, Chrysler, Nickelodeon, Jupiter Media, and The Oscars. Liz has a degree in Graphic and Environmental Design from The Art Center College of Design in Pasadena.

PANELISTS



HENRIK OLSEN

PRINCIPAL AND
CREATIVE DIRECTOR
Hot Studio

Henrik Olsen is a Principal, and Creative Director at the SF based interactive design firm Hot Studio, and has led the visual design discipline since 2002. Bringing his deep foundation of brand identity and online interaction design, Henrik has directed projects across Hot Studio's full portfolio of clients. Recent client engagements have included SFMOMA, Dwell, eBay, California Academy of Sciences, Cisco, and Gap. Prior to joining Hot Studio, Henrik worked as a Creative Director with Sapient, a large design and technology consulting company, where he created sites for Marriott International, Wal-Mart, and Hewlett-Packard.

Portfolio Resource List

ONLINE PORTFOLIO HOSTING

AIGA/BEHANCE MEMBER GALLERY

<http://www.aiga.org/content.cfm/aiga-member-gallery>

KROP

<http://www.krop.com>

CREATIVE HOTLIST

<http://www.creativehotlist.com>

DRIP BOOK

<http://www.dripbook.com>

INDEXHIBIT (DIY)

<http://indexhibit.org>

WORDPRESS (DIY)

<http://wordpress.com>

PRINT PORTFOLIO RESOURCES

BLURB

<http://www.blurb.com>

TAURUS BOOK BINDERY

<http://www.taurusbookbindery.com>

SEARCH FOR JOBS

AIGA DESIGN JOBS

<http://designjobs.aiga.org>

BEHANCE NETWORK

http://www.behance.net/Job_List

HOW DESIGN // JOB BANK

http://howdesign.coroflot.com/public/jobs_browse.asp

KROP

<http://www.krop.com>

CREATIVE HOTLIST

<http://www.creativehotlist.com>



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DRIP BOOK

<http://www.dripbook.com>

CREATIVE STAFFING AGENCIES

THE CREATIVE GROUP

<http://www.creativegroup.com>

24 SEVEN, INC.

<http://www.24seveninc.com>

FILTER

<http://www.filtertalent.com>

BOOKS

FLAUNT — BRYONY GOMEZ-PALACIO + ARMIN VIT

<http://www.underconsideration.com/flaunt>

NEVER SLEEP — DRESS CODE

<http://www.neversleepbook.com>

ARTICLES

THE SELLING PORTFOLIO, IT'S NOT JUST PRETTY PICTURES — BARBARA GORDON COMMUNICATION ARTS

<http://www.commarts.com/columns/selling-portfolio.htm>

THE PORTFOLIO THAT PUTS YOU IN CONTROL — ELLEN SHAPIRO COMMUNICATION ARTS

<http://www.commarts.com/columns/portfolio-that-puts-you.html>

MAY I SHOW YOU MY PORTFOLIO?

— MICHAEL BEIRUT DESIGN OBSERVER

<http://www.designobserver.com/observatory/entry.html?entry=5807>

RESUME & PORTFOLIO — VARIOUS AUTHORS HOW DESIGN

http://www.howdesign.com/resume_portfolio

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