



PREFLIGHT

presented by the Spokane

Advertising Federation

Saturday, May 3rd, 2008

Spokane Falls

Community College





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PREFLIGHT: Student Portfolio Review

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What is Preflight?

Preflight is an event designed to provide Graphic and Web Design students an opportunity to receive constructive feedback from experienced design professionals. Preflight is an opportunity to show your work and ideas to some of the best art directors and designers in the Inland Northwest. All that is needed to participate is a portfolio- and it does not need to be a finished product.

Is this an interview or job fair?

No. The goal of the event is to practice...

- presenting your work,
- explaining your work,
- receiving constructive feedback,
- networking

Shake hands, listen intently, inquire thoughtfully, and position yourself professionally.

Registration Fees:

RSVP for one session with the form provided below or at www.spokaneadfed.com

Registration deadline: April 18, 2008

Student Members: \$5

Student Non-members: \$15

(Cash or Check only)

Sessions:

The event is split into two 90 minute sessions. Individual reviews will be limited to 10 minutes; time will be called.

Each session is limited to ___ participants.

Session 1

08:30am-10:30am

08:30am: Check in and orientation

09:00am: Reviews begin, ending promptly at 10:30am

Session 2

10:30am - 12:30pm

10:30am: Check in and orientation

11:00am: Reviews begin, ending promptly at 12:30pm

What to bring:

A portfolio. (Note: This can be a work in process.) Just bring your best work and be prepared to talk about your thought process.

Be open to feedback. Preflight is all about the learning. The professionals invited are signing on to be your ally. You'll receive feedback regarding typography, design elements and concept. They are there to help you create a powerful design portfolio.

Dress to impress. Treat the event as you would a real job interview, business casual recommended.

Event essentials:

- 7-10 pieces (development stage are welcome and encouraged)
- Bring thumbnails and sketches for at least one piece to show your process
- You may present digital artwork on your personal laptop - Remember to charge your battery!

Thanks to our sponsors

The Spokane Ad Federation would like thank our sponsors...

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for their generous contributions to this event.

Registration Form

Name: _____

School: _____

Phone: (____) ____ - ____ Status: ___ member ___ non-member

Sessions:

___ Session 1
8:30am-10:30am

___ Session 2
10:30am-12:30pm

Register online at: www.spokaneadfed.com

Mail Registration and payment to:

Spokane Advertising Federation

P.O. Box 2806

Spokane, WA 99220

For more information visit the web site

or contact: John Smith 533-3425