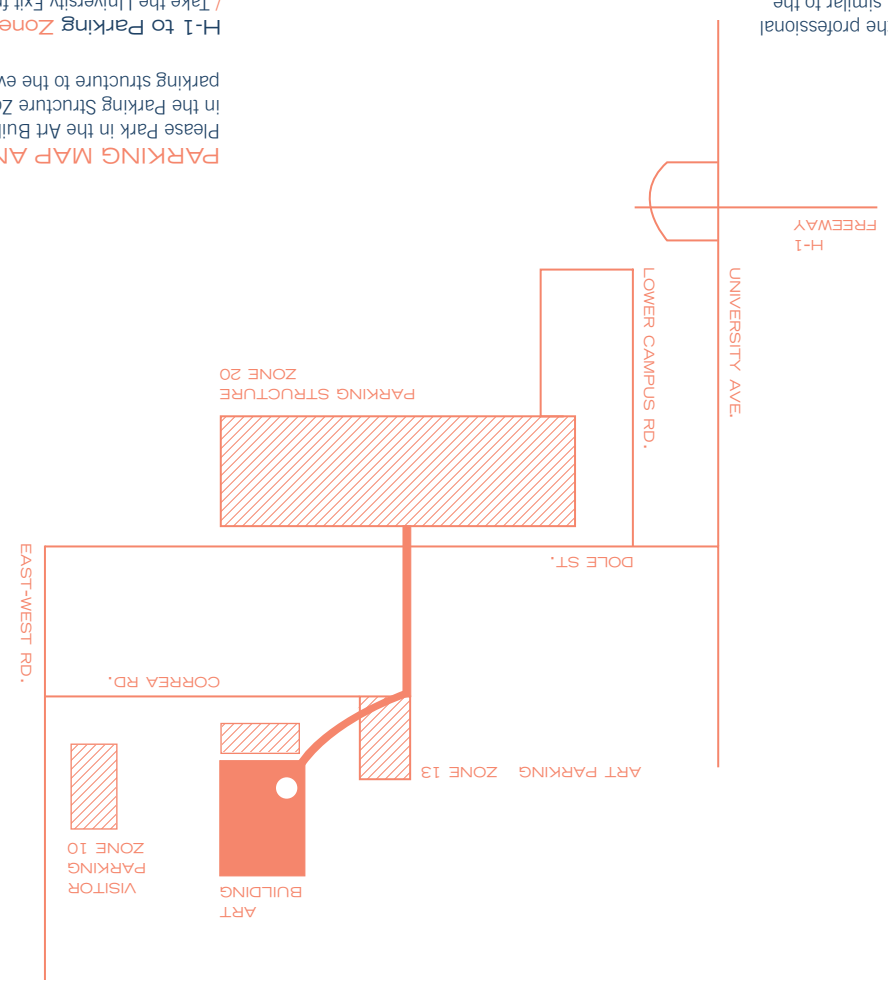


The senior BFA design students will be transitioning into the professional world and are currently undergoing a process of selection similar to the concepts of Modern Portfolio Theory.

They are creating a portfolio by gathering pieces that represent a culmination of work throughout their academic career. Similar to the ideas of Markowitz's economic theory, the success of a student's design portfolio is not determined by individual pieces but is influenced by the combined selections of work that would provide a 'desirable expected return.'

BOOM: THE NEW DEAL, the Spring 2009 Graphic Design Portfolio Show, is a risk-free, high-reward experience for all. We invite you to come and see our best design work and welcome all feedback and advice.

boom: the new deal



PARKING MAP AND DIRECTIONS

Please Park in the Art Building Lot Zone 13, the Visitor Parking Lot Zone 10, or in the Parking Structure Zone 20. Follow the route on the map to walk from the parking structure to the event at the Art Building. Parking is \$3.

- H-1 to Parking Zone 13
 - / Take the University Exit from H-1
 - / Follow University Avenue
 - / Take a right on Dole Street
 - / Left on East-West Road
 - / Left on Correa Road
 - / Take a right in the first parking lot, Visitor Parking Zone 10
- H-1 to Parking Zone 10
 - / Take the University Exit from H-1
 - / Follow University Avenue
 - / Take a right on Dole Street
 - / Left on East-West Road
 - / Left on Correa Road
 - / Take a right in the first parking lot, Visitor Parking Zone 10
- H-1 to Parking Zone 20
 - / Take the University Exit from H-1
 - / Follow University Avenue
 - / Take a right on Dole Street
 - / Left on East-West Road
 - / Left on Correa Road
 - / Road meets in Art Parking Zone 13



market portfolio theory

Investors should focus on selecting portfolios based on their overall risk-reward characteristics; They should not focus on the outcome of individual securities but assess the rewards of their overall portfolio.

HARRY MARKOWITZ
PORTFOLIO SELECTION

BOOM

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ART BUILDING, RM 359
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