AR390

Portfolio Seminar
Fall 2006

CLASS OUTLINE
(SUBJECT TO CHANGE)

8.30   Introduction: Discuss syllabus, requirements and grading.
File management and creating PDF files
Van Gogh Book Cover Assignment

9.6   Discussion: Targeting your interests.
Portfolio Review Day 1-Bring existing portfolio or group of finished work.
Studio   Van Gogh Book cover

9.13   **Portfolio Review Day 2**
Van Gogh book cover, two concepts due.

9.20   Discussion   **Business papers. Identity, resume and marketing materials.**
Studio time   Card, Letter and Envelope
Handout   Business Cards by J.Spence and Kristin Spillman
DUE   Van Gogh book cover

9.27   DUE—3 concepts for business identity
Handout   Ten common Mistakes in Resumes and Cover Letters

10.4   **Guest Speaker**
DUE   **Business Papers**

10.11   Discussion   Multi tiered Graphic Systems

10.18   Multi tiered Graphic System

10.25   Multi tiered Graphic System

11.8   Multi tiered Graphic System

11.15   Multi tiered Graphic System

11.22   THANKSGIVING RECESS

11.29   Multi tiered Graphic System/Portfolio Review

12.6   Portfolio Review
Class Ends

The best way to reach me:
neyen@rcn.com

COURSE PURPOSE

The primary focus of this class will be direction on creating a group of work coming together to form a professional portfolio. Students will address life direction and ambition while gaining understanding of how to target job searches.
Existing work will be assessed and brought up to professional portfolio standards. In addition to assembling a finished portfolio, students gain practice in job interviewing, resume preparation and purposeful job searching.

This is an advanced level course that prepares students for work in the professional environment. Due to the nature of this class it's schedule, all deadlines will be strictly adhered to. Expect at least 3 hours of work outside of class on your own.

This course employs lectures, demonstrations, group activities, and supervised studio projects. Students will research contemporary design projects, brainstorm, create thumbnail sketches, develop roughs and finalize their comprehensive designs.

Graphic Design is about expression and communication. A certain amount of writing will be required as will verbal skills be exercised. Students will be versed in expressing themselves verbally in presenting there work.

CLASS FORMAT

Class meets every Wednesday at 6:30 p.m.
Lateness is unacceptable and will affect your grade.
Come to class prepared to work and have work ready as specified in the previous class.

FILE FORMAT AND STORAGE

All projects will be stored in the class file in your folder. A central file folder with the project name. Inside that file an art folder, a fonts folder and the application file should be present. It is also a good idea to use a "working files" folder for different versions or experiments.
A PDF file of your final for every assignment must be e-mail to me at the finish of every project.

CLASS TIME

Is just that: keep ichat, online games things of that nature out of class.
The only phone that should ring or be used during class it mine—which will be rare if happens at all.
No ipod-this is a 3 hour class once a week you will need to have your attention on your work and the class.

GRADING

Your grade will primarily be determined on the concept, quality and finish of your work. Class participation, enthusiasm and overall desire to succeed will count towards your final grade.
A=Exceptional B=Very good C=Average D=Below Average F=Unacceptable-Re-do the assignment.
See me for clarification on the above.

REQUIREMENTS

Attendance is expected missing classes without a reason will affect your grade.
A note or sketch book
Expect to be keeping a journal during class.
X-acto Knife
1 Roll of Double Stick Tape
  Suggested: Cork backed metal ruler
  Suggested: Cutting board

Book Requirement-
Thinking With Type
A Critical Guide for Designers, Writers & Students
By Ellen Lupton
Princeton Architectural Press
19.95

A portfolio or presentation book/case.