

ART 374: Portfolio Seminar

Class time: Wednesday evenings, 6:30 to 9:00 PM

Instructor: Elizabeth Krenos

ekrenos@gmail.com

You may arrange to meet with me a half an hour before or after class by appointment only, as time permits.

Email is the most efficient way to contact me . . . you will find this will result in quickest response.

Prerequisite: This course should be taken in Fall of the Senior year (or near the end of the graphic design track for Comenius Center students). ART 230, Typography, and ART 231, Publication Design, are prerequisites. If you do not meet these criteria, please check with the instructor.

Course Outline

Description:

The primary focus of this class will be *direction* on creating a group of work culminating towards a professional portfolio. Students will address life direction and ambition by writing an artist's statement while exploring career options. Existing work will be assessed and revised until it is brought up to **professional portfolio standards**. Additional projects will be assigned and may include a Postage Stamp design relating to foreign cultural influence in America, a 3 piece product packaging and ad design, and philanthropic conceptual design project. 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 for graphic design students to prepare them for work in the professional environment. The weekly class schedule requires that all deadlines will be strictly adhered to. Expect at least 3-6 hours of work per week per project outside the class.

Goals:

- Development of a professional portfolio, which will include a case, a (bound) portfolio book and personal identity system
- Understanding of how to present themselves and their work in a professional manner in order to obtain job offers
- Ability to market themselves and development of tools to facilitate their self-promotion

Time will be made available to meet with students upon request.

Course Outline

Goals (cont.)

Will display the following attitudes and professional behavior:

- Competent preparation on all projects
- Use of proper professional conversational and written English
- Ability to effectively present ideas visually and verbally

Class Format:

Class meets every Wednesday at 6:30 PM

Lateness is unacceptable and will affect your grade
(see *Art Department Attendance Policy*)

Arrive at class on time and prepared to work
(assignments ready as specified the previous week)

File format and storage:

All projects will be stored in the class file folder in your personal file in the following manner:

- Create a central file folder with the project name; inside that file and art folder, place a fonts folder and the application file. Have a “working” or “in process” folder for extra files, old versions and experiments.
- A pdf file of your final for every assignment MUST be emailed to me at ekrenos@gmail.com at the completion of each project.

Class Time:

Is just that—keep ichtat, online games, and things of that nature outside of class.

Check your e-mail before or after class.

No cell phones. No Ipod. Your full attention during class is required.

Grading:

Your grade will primarily be determined on the concept, quality and finish of your work which will include the following: Execution, layout, photography, craftsmanship, and written content.

Class participation, enthusiasm and overall desire to succeed will count towards your final grade.

Completing the assignment with all the components does not constitute an A.

Your grade will primarily be determined on the concept, quality and finish of your work

Course Outline

Grading (cont.)

A=Exceptional B=Clearly Above Average C=Satisfactory
D=Below Average F=Unacceptable re-do the assignment.

95% Final Portfolio, including all class projects, participation in critiques, and class discussions.

5% Quizzes

Attendance

Attendance is required. Missing classes without consulting me with a valid reason will affect your grade.

Art Department policy: After the first unexcused absence, final grade will be dropped by one full letter.

After the third unexcused absence, student will receive a failing final grade.

An excused absence is one confirmed by a note from the Dean's Office, Student Services, the Learning Center, or verified with a doctor's note (within 24 hours of illness). Death in family should be confirmed with Student Services.

Documentation is required for sports. Coach should email a note to instructor confirming matches, meets, departure time for away games, or anything that would require absence from class. Practice is not an excused absence.

Job interviews or doctor's/dentist's appointments are not to be scheduled during class.

Missing portions of class: The following count as unexcused absences

- More than 15 minutes late for class
- Failure to bring supplies to class
- Failure to return from break
- Leaving class half an hour or more early
- Being tardy more than 3 times. **Tardiness:** being 5 to 15 minutes late for class

Students: If you are late or absent, **it is your responsibility** (not the professor's) to find out what you missed and to catch up in a timely manner.

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Supplies

Materials:

A sketchbook/notebook-that works as a journal for sketches and notes.

X-Acto knife

1 roll of double stick tape

Suggested: Metal cork backed ruler and cutting board.

Required Reading:

How to be a graphic designer without losing your soul

By Adrian Shaughnessy, Princeton Architectural Press, 19.95

Suggested Reading

Thinking With Type: A critical guide for Designers,
Writers & Students

by Ellen Lupton, Princeton Architectural Press, 19.95

Disability statement:

Students who wish to request accommodations in this class for a disability should contact Mr. Joe Kempfer, Assistant Director of Learning Services for Disability Support, 1307 Main Street (extension 1510). Accommodations cannot be provided until authorization is received from the office of Learning Services.

Academic Honesty Policy:

Plagiarism of design in any form will not be tolerated and will result in a zero or F. Concepts and layouts must be your thoughts and ideas. Be aware that I am well versed in historical and current design trends.

Course Outline and Schedule: Subject to change.

Section 1:

Weeks 1-2

Introduction

Project 1 – Logo project 15%

Weeks 3-6

Project 2- - Philanthropic Project 15%

Midterm Evaluation and Critique

Section 2:

Weeks 7

Project 3 – Personal Identity 15%

Weeks 8-12

Project 4 – 3 piece marketing plan/product design.

Logo, package and ad design 15%

Weeks 12-14

Project 5 – Revise/update existing portfolio work 10%

Weeks 15

Project 6 – Poster Project 10%

Final- Portfolio Presentation 20%