

ART 374

Instructor: Chris Neyen

FALL 2010

Wednesdays 6:30-9

PORTFOLIO SEMINAR

- Office hours : I am available before or after class by appointment or as necessary.
I am best accessible daily by email.
- Instructor contact information: neyen@rcn.com
- Art Office phone number, 610-861-1680, but be aware that messages received after 4:30 will not be delivered until next day.)

Course description.

The primary focus of this class will be creating a cohesive group of work encompassing a personal vision as a professional portfolio. Existing work will be assessed and brought up to professional portfolio standards. In addition to assembling a finished portfolio, students will practice in job interviewing, resume preparation and purposeful job searching.

Students will also address life direction and ambition while gaining understanding of how to best examine career options. This is an advanced level course for graphic design students that prepares students for work in the professional environment. Due to the nature of the class schedule, all deadlines will be strictly adhered to.

Text: *Graphic Design Portfolio Strategies for print and digital media*
Robert Rowe • Gary Will•Harold Linton

Goals of Course: (Intended student outcomes)

- Develop a professional portfolio, which will include the case, a (bound) portfolio book and personal identity system.
 - Understanding of how to market oneself and develop tools to facilitate self promotion.
- Emphasis on the following professional behavior:
- Use of proper professional conversational English.
 - Ability to effectively present ideas visually and verbally.

Course Requirements:

Project 1 – Logo and personal identity project

Project 2 – Philanthropic Project- Subject Tk

Project 3 – Process Book

Midterm—Hand in sketchbooks students are required to keep a dialogue of their experience as design and liberal arts students.

Project 4 – Three piece marketing plan/product design. Logo, package and ad design

Project 5 – Revise/update existing portfolio work

Project 6 – Poster Project

Final-

Portfolio Presentation

Students should expect to work 5-8 hours per week outside of class to adequately prepare for this class.

Attendance: 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 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.

Grading:

Projects	40 %	A – Exceptional
		B – Clearly Above Average
Oral Presentation	30 %	C – Satisfactory: Meets basic requirements
Participation	10%	
Final Portfolio	20 %	D – Below Average
		F – Failure

Grading for a course in studio art must be in harmony with its goals.

Projects receive a grade that is based on concept and technical accomplishment.

- Grades for an unexcused absence from a scheduled critique will be penalized 10%. No extensions will be given for an assignment without a legitimate reason.
- Missing critiques, test, or presentations are not permitted.

Late projects will receive a penalty of 1/3 of a grade for each week it is past due. A late presentation will result in a 5% penalty.

- Incompletes will not be given except under the most extreme circumstances.

A grade of A is a special accomplishment and is the result of consistently going beyond the basic requirements laid out for the course. Grades are earned. Here is a summary of the requirements for a grade of A for this course:

- Innovative & Meaningful Solutions for all assignments.
- Competency in execution of design solution.
- Consistent, On Time Attendance.
- All Work Submitted On Time.
- Class Participation.
- Technical Expertise.
- Productive Use of Class Time.
- Regular Use of Open Lab Time
- Clean, Well-Crafted Presentation.

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: Please reference the College policy in Student Handbook.

Strongly Suggested Reading:

These books will be referenced numerous times in class.

How to be a graphic designer without losing your soul

Adrian Shaughnessy

Princeton Architectural Press

19.95

Thinking With Type

A critical guide for Designers, Writers & Students

By Ellen Lupton

Princeton Architectural Press

19.95