

ART 374

Fall 2011

Portfolio Seminar

Office Hours:

I am available after class by appointment, Tuesday during the day and Wednesdays 11:30am until 12:30pm. You may also contact me via email which I check frequently throughout the day.

Contact information: Kirslis@gmail.com

You may leave me a message at the Art Office at 610-861-1680. Note that messages left after 4:30 will not be received until the following day.

Course Description:

An advanced-level course for graphic design students to prepare them for job searches and the professional environment. The primary focus of this class is direction on creating and writing a body of work organized into a professional portfolio. Students develop expertise, self-direction, and accountability. Prior design work is assessed and revised to meet professional portfolio standards. In addition to assembling a professional portfolio, students gain practice in job interviewing, resume preparation, and purposeful job searching.

Students will also learn the importance of being ambitious, work driven and disciplined when working on self initiated work or freelance projects. This is an advanced level course that will prepare you for work in the professional environment. Missed deadlines, lateness and absences will be dealt with as they would in the real world.

Text:

How to be a Graphic Designer Without Losing your Soul by Adrian Shaughnessy, ISBN 9781568989839

Graphic Design Portfolio Strategies for Print and Digital Media by Rowe by Will, Linton, ISBN 9780136140313

Goals of the Course: (Intended Student Outcomes)

- Develop a professional portfolio, which will include a bound portfolio book and a personal identity.
- Understand how to market oneself and develop the necessary tools to do so.
- Develop the skills and assurance to walk into an interview and give a strong and confident presentation.
- Establish a list of websites, guilds, magazines, and other places where design jobs are listed frequently which you would be interested in applying to.

Course Requirements:

Project 1: Branding package (business card, stationery, resume, basic web layout sketch)

Due: September 14, 2011 - (6%)

Project 2: Book Design Project (Choose 5 book jackets to redesign)

Due: September 21, 2011 - (6%)

Project 3: Annual Report

Due: October 5, 2011 - (6%)

Midterm – Hand in Sketchbooks, journals and other items used for your designs.

Project 4: Environmental Design – signage for a public building

Due: October 19, 2011 - (6%)

Project 5: Three piece marking plan and product. (logo, packaging and advertisement)

Due: November 2, 2011 - (6%)

Project 6: Infographics – graphic visual representations of information, data or knowledge

Due: November 16, 2011 - (6%)

Project 7: CD or DVD design

Due: November 30, 2011 - (6%)

Portfolio Review and Final Group Critique – December 7, 2011 Please bring your final portfolio pieces. This will be the last time you will receive feedback so make sure you have it as complete as possible!

Final Project: Portfolio Presentation

Plus four self initiated projects to be completed by the end of the semester. Please choose two projects to complete and hand in by September 28, 2011. The final two will be due by November 9, 2011 with one of the projects based on your trip to New York City. (4 designs in total each worth 2%)

- Poster
- Billboard
- Magazine Ad
- Brochure
- Open Ad (eg bus stop, bench, subway ad)
- Newspaper Ad

A class trip will be scheduled to Christmas City Printing. This is mandatory and the date will be announced later on.

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.

Class Etiquette:

Come to class prepared and ready to work. Projects must be finished by the beginning of class unless otherwise noted. Ichat, AIM, ICQ, MSN, Facebook, e-mail, online games or anything not related to class assignments will not be tolerated. If found on one of these sites or using one of these programs you will be asked to leave and you will be considered absent from class. You may listen to music on headphones, however this must be kept at a minimum volume (I should not be able to hear your music) while the whole group is doing work.

Mobile phones will not be tolerated. They must be switched off at the beginning of class and not turned back on until leaving. No playing with phones while I am speaking, demonstrating or presenting material. This is considered rude and disrespectful.

You may not leave class early unless I have given you permission.

When class is in session we will behave as if we were in a professional environment. Think about how you would behave if you were at your job. Once again, this is an advance level class in preparation for the next step, please behave like a professional.

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.

Grading:		A - Exceptional
Projects	50%	B - Clearly Above Average
Oral Presentation	20%	C - Satisfactory: Meets basic requirements
Participation	10%	D - Below Average
Final Portfolio	20%	F - Failure

• Grading for a course in studio art must be in harmony with its goals. Competency and understanding of the methods and materials of this course is easily measured objectively. Creativity (concept) and craftsmanship (form) is more a matter of subjective determination. Effort, time and progress, along with participation, will also be a factor in determining grades. Projects receive a grade that is based on technical accomplishment and concept.

- 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.
- 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:

- Consistent, On Time Attendance.
- All Work Submitted On Time.
- Class Participation as Described in Syllabus.
- Innovative & Meaningful Solutions for all Assignments
- 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.

Suggested reading:

No Plastic Sleeves: The Complete Portfolio Guide for Photographers and Designers

Larry Volk, Danielle Currier

Focal Press

\$21.44

www.noplasticsleeves.com

Syllabus and calendar are subject to change