

# Portfolio Seminar

THREE HUNDRED SEVENTY FOUR  
FALL 2013  
WEDNESDAYS  
6:30PM-9:30PM

**Instructor:** Kirsli Spinks

**contact:** kirsli@moravian.edu

**office hours:** Monday-Wednesday 11:30-12, 4-6, Thursday 2-4

**art department office number:** 610.861.1680

Note any messages received after 4:30pm will not be received until the following morning.

**room:** Priscilla Payne Hurd (South) Campus  
South Hall (Art), 104

## **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. Prerequisites: Art 230 and 231

## **required textbooks:**

*Graphic Design Portfolio Strategies for Print and Digital Media* by Robert Rowe, Gary Will, and Harold Linton  
*How to Be a Graphic Designer without Losing Your Soul* by Adrian Shaughnessy

## **Suggested reading:**

No Plastic Sleeves: The Complete Portfolio Guide for Photographers and Designers  
Larry Volk, Danielle Currier  
Focal Press  
\$21.44  
[www.noplasticsleeves.com](http://www.noplasticsleeves.com)

## **required supplies:**

portable hard drive (minimum 250 gig)  
one process book (unlined paper or graph paper—no perforations, maximum size 8.5"x11")  
folder/notebook for handouts  
several (4-5) sheets of black matboard (32"x40")  
pens/pencils and eraser and extra fine sharpies for process books  
ruler (at least 17") metal and cork backed  
White 3/4" artist tape  
Tracing Paper Roll (24" x 20 yard, can be found at Dick Blick)  
X-Acto No.1 or Gripster Knife {holds no. 11 blades}  
spray mount or other mounting supplies  
Specialty papers

## **course goals:**

- 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:**

This class involves the dissection of letter forms; you will be working with your hands, as well as with today's practical computer applications. We will be studying type anatomy, type classifications, history, establish type hierarchies, and use of software to control, set, manage, and edit type. Software used will be InDesign, Adobe Illustrator, and Universal Type Client. Because we are in the digital age, you must be willing to embrace the technology around you and spend time learning the software applications, printing and hardware functions. You have a vast amount of information available to you: use it! In order for you to be self-sufficient, you need to be proactive. Engage with your classmates. Use the help menu. Ask three before me. Find tutorials online. Trial and error.

**Time Required Outside Class: (estimate)**

- 10 hours per week preparing projects, sketching, research and reading for class, x 15 weeks = 150 hours
- Field trip to NY, or alternate trip = 12 hours
- Visiting artist presentation 2 hours

**Saving and disposing of artwork:**

- You should be saving your work for your final portfolio as well as your sophomore review, if you have not already completed it.
- All work must be removed from the design lab by the end of the semester, or it will be disposed of.
- Leaving matboard in the labs without your name on it makes it free game for anyone who needs matboard.  
BE RESPONSIBLE

**attendance:**

**After the second unexcused absence, final grade will be dropped by one full letter. After the fourth 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

**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.**

**disability statement:**

Students who wish to request accommodations in this class for a disability should contact Elaine Mara, assistant director of learning services for academic and disability support at 1307 Main Street, or by calling 610-861-1510. Accommodations cannot be provided until authorization is received from the Academic Support Center.

**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 own thoughts and ideas. Be aware that I am well versed in historical and current design trends. **PLAGIARISM IN ANY FORM WILL NOT BE TOLERATED.** Please view the academic honesty policy in the Student Handbook for more information.

**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. You should be able to hear me when talking to the class, I should not have to ask your neighbor to tap you on the shoulder.

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.

**NO FACEBOOK, TEXTING, EMAILING OR ANY OTHER TYPE OF MESSAGING DURING CLASS.**

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 advanced level class in preparation for the next step; please behave like a professional.

**Dress Code:**

This is one of your last design classes before you become a professional. Not only should you act like one but you should begin to look like one. There are to be no pajama bottoms, ripped jeans, ripped shirts or anything else that you would not wear in a professional environment. You are to present yourself in class as you would at your job. Dress code is business casual, jeans are allowed as long as they look neat and presentable.

**projects and dates (subject to change)**

Week	Date	Wednesday
1	8/28	Syllabus Review, project handouts, lecture on what is expected in this class
2	9/4	Project 1 and 2 Discussions Assigned Reading
3	9/11	ReDesign Critique  Next Redesigns due: 10/2
4	9/19	Assigned Reading
5	9/25	Assigned Reading
6	10/2	ReDesign Critique  Next Redesigns due: 10/23
7	10/9	Project 1 and 2 meetings Assigned Reading
8	10/16	Assigned Reading
9	10/23	ReDesign Critique  Next Redesigns due: 11/13
10	10/30	Thesis Discussion
11	11/6	Assigned Reading Portfolio Discussion
12	11/13	ReDesign Critique
13	11/20	Project 1 Critique
14	11/27	Thanksgiving Break No Class!
15	12/4	Project 2 Critique
16	12/12	Final Exam Week

**grading:**

Projects: 40%

Redesigns: 15%

Participation: 10%

Final Portfolio: 20%

Process Books: 15%

**Standard numeric grading scale:**

A = 94-100	B+ = 87-89	C+ = 77-79	D+ = 67-69	F = 59 and Below
A- = 90-9	B = 84-86	C = 74-76	D = 64-66	
	B- = 80-83	C- = 70-73	D- = 60-63	

• 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 10% of a grade for each day 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.

**PLEASE NOTE:** The instructor reserves the right to make changes in any aspect of this syllabus/schedule for the sake of content improvement or scheduling changes due to class cancellations or due date rescheduling.

**Lab Rules:**

Clean up after yourselves. This is your lab, keep it neat so others can enjoy it too. All spray mounting must be completed in room 8 at the Spray Booth. There will be no spraying of spray mount, fixatives or anything else in the design labs.

Cutting should only be completed on cutting mats provided and there is to be no cutting of matboard on the rotary cutters.

**Tumblr Account:**

You will be keeping a Tumblr account in addition to your process books. You will be assigned projects on this account which will go towards your exercise grade. You must follow the other students in the class and create a dialogue on and off the computers with your fellow classmates.