Portfolio

Development of sequential graphic design projects that result in a cohesive portfolio appropriate for applications to graduate school or internships. Projects will include identity design, an artist statement, and résumé writing.

Prerequisite: ART 231, Publication Design. Senior status, Graphic Design track. (Fall).

ART 374 — Portfolio Seminar

Class Meets
Wednesdays, 9:00am to 11:30am
South Hall, Room 104 — 08/31/2015 - 12/11/2015

Time Required Outside Class: (estimate)

- Preparing projects, (lab time) sketching, and reading for class, 9 hours x 15 weeks = 135 hours

- Field trip to NY, or alternate trip = 12 hours

- Gallery openings in Payne Gallery and HUB = 4 hours

Important Dates

August 31	Classes Begin
September 3, 6:30-8 pm	Payne Gallery Reception – Tiger Strikes Asteroid (contemporary gallery)
September 7	Labor Day – classes held, most college offices closed
September 8	Final day for course changes (drop-adds)
September 8, 4:30 pm	HUB Gallery Reception – Kris Kotsch "As the Crow Flies"
September 24, 10:00	InFocus Convocation
October 8, 6:30-8 pm	Payne Gallery Reception – Jules Buck Jones (installation sculptor)
October 9	Mid-Term
October 10-13	Fall Break
November 6	Last day for withdrawal with W
November 6	NY Trip (alternate trip(s) still to be scheduled)
November 10, 4:30 pm	HUB Gallery Reception – Matt Beniamino '13 – Invision Photo Festival
November 12, 6:30-8 pm	Payne Gallery Reception – Mavis Smith (egg tempera painter)
November 25-29	Thanksgiving Break
November 30, 4:30 pm	HUB Gallery – closing reception for student show
December 11	Last Day of Classes
December 11, 11:45 am	HUB Gallery Reception – Kristin Baxter FYS Class Show
December 14-18	Exams and Critiques

Professor
Camille Murphy, Office Hours by Appointment.
Please contact me via Blackboard or email at murphyc@moravian.edu

Resources

Get Inspired

https://www.behance.net/galleries/curated
http://www.awwwards.com/websites/portfolio/
http://designspiration.net
http://www.howdesign.com
https://www.pinterest.com
http://www.creativebloq.com
http://blog.noplasticsleeves.com
http://www.smashingmagazine.com

Resume Inspiration

http://www.buzzfeed.com/peggy/impeccably-designed-resumes
https://www.pinterest.com/resumeedge/cool-resumes/

Color

https://color.adobe.com

Get Business Cards & Letterhead Printed

http://www.moo.com

Print Your Portfolios from a File

http://www.blurb.com
http://www.shutterfly.com

Learning

for Learning More about Design — http://www.skillshare.com
for Learning about Software — http://www.lynda.com

Indesign Help from Adobe

https://helpx.adobe.com/indesign.html
https://helpx.adobe.com/indesign/topics.html
http://tv.adobe.com/product/indesign

Portfolio Advice

http://www.roberthalf.com/creativegroup/blog
http://www.aiga.org/guide-careerguide

Course Textbook
How to Be a Graphic Designer without Losing Your Soul by Adrian Shaughnessy, Princeton Architectural Press, New York 2010

Course Goals
- Create a personal brand and visual identity system
- Build an original design portfolio website that tells the story of you as a designer focused on your career direction
- Create a Social Media presence that communicates your value to the design community
- Develop printed collateral materials to support your personal brand proposition
- Engage in intelligent dialogue about design and your own work

Grading
Student performance will be evaluated based upon the following criteria:
- Assignments: 100 points each = 400 Points
- Quizzes: 100 points each = 500 Points
- Midterm: 300 Points
- Final: 300 Points
- Process Book and Pinterest Boards: 100 Points
- Grade equals percentage earned against possible 1600 points. For example if your total points earned are 1450, then 1450/1600 = 90.625, or an A-.

Standard numeric grading scale

A	94-100	B -	80-83	D +	67-69
A -	90-93	C +	77-79	D	64-66
B+	87-89	C	74-76	D -	60-63
B	84-86	C -	70-73	F	below 60

Due Dates and Late Work
Projects are due on the dates listed in the calendar. All late work will be graded down a full letter grade for each week that it is late.

Cheating and Plagiarism
Your instructor routinely uses the plagiarism detection devices, Turnitin.com, Safeassign, and Google to uncover acts of plagiarism.

The College expects students to observe academic integrity in all aspects of their academic life, including the conduct of their examinations, assignments, and research. All members of the College community share the responsibility of creating a climate of academic integrity, based on fairness to others and respect for oneself. Violations of academic integrity are treated very seriously. Plagiarism (the act of copying, stealing, or representing the ideas or words of another as one's own without giving credit to the source), cheating on examinations, and all forms of academic dishonesty are forbidden. Students found guilty of such behavior are subject to appropriate disciplinary action, which may include a reduction in grade, a failure in the course, suspension, or expulsion. Cheating on exams, quizzes, projects or papers will not be tolerated and will result in a 0 or F.

Attendance

Consistent attendance will be critical to your success in our class. 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. You are expected to arrive on time with all your materials ready to work. If an emergency arises you must send an email prior to our class meeting.

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. Students may be excused from class, with advanced notice, for games or matches, but not for practice. Students should provide the instructor with a schedule, if they know you will be missing any classes due to a game or match. Practice is not an excused absence. Students must make arrangements to cover any missed class material and turn in assignments on the appropriate date.

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

- Arriving 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.

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, lower level of Monocacy Hall, or by calling 610-861-1401. Accommodations cannot be provided until authorization is received from the Academic Support Center.

Student Conduct

No student may interfere with another student's opportunity to learn. Any behavior that interferes with the progress of this class will not be tolerated. If you have an unresolved conflict during the class, you must meet first with the instructor of the course in an attempt to resolve the problem. If the results are unsatisfactory, you should next contact the department chairperson. If the results are still unsatisfactory, you should contact the Academic Affairs Office.

Required Materials

All students enrolled in digital design and media courses are required to have an external hard drive or cloud service for storage of work.

- one hard-back, bound, process book (unlined paper or graph paper—no perforations, maximum size 8.5"x11")
- pens/pencils and eraser and extra fine sharpies for process books
- ruler (at least 17") metal and cork backed
- X-Acto No.1 or Gripster Knife {holds no. 11 blades)
- spray mount or other mounting supplies
- Paper or printing services as needed for new & revised portfolio pieces and printed version of Portfolio

Guest Speaker(s) and Event(s)

To be announced

Portfolio
Deliverable
Check List

Research & Planning

1. Complete Research & Personal Site/Portfolio Preparation Worksheet

2. Complete Concepts, Positioning & Goals Worksheet

3. Start sketching plans, thumbnails, ideas, etc. in Process notebook

4. Find and organize all old design work into 3 categories, Keep as is, Keep with improvements and Don't Use.

5. Identify and propose one (required) or more new work(s) that put(s) focus on your career direction. (Branding, Advertising, Publishing, Packaging, Marketing, Entertainment, etc.) *Note - "websites" or "print" or "magazines" are not career directions - they are formats.*

6. Set-up and begin pinning inspiration to Pinterest Portfolio Mood Board

Portfolio Website

7. Purchase Domain Name

8. Purchase Hosting

9. Install Wordpress

10. Select and Install Theme - must be responsive for mobile

11. Set-up email

12. Install Google Analytics

13. UX: Create Site-Map and Wireframe using UXPin based on limitations of selected theme.

14. Develop full website including a minimum of 8 portfolio pieces, About Statement, and links to a minimum of 3 social media.

Printed Portfolio

15. Printed Portfolio Book presenting a minimum of 8 portfolio pieces with written descriptions and branded cover page with contact info - Can be printed at Blurb.

com or similar, printed and comped by hand, or placed in modular case. (Pina Zangrino or similar) .pdf verion of portfolio under 5MB also required.

9/2 | Introduction & Research
Introduction and Overview of Course. Review of student responsibilities, syllabus, and overview. Introduction to vocabulary, introduction to the course content.
Lesson: Get Started, Domain Name Registration, ISP Selection
Assignment 1: Register Domain name and choose ISP at wordpress.org (some cost - starting at $40 and up). Complete Research & Personal Site/Portfolio Preparation Worksheet. Take screen shots of existing site, if any.

9/9 | Research, Preparation & Positioning
Critique: Research & Personal Site/Portfolio Preparation Worksheets.
Lesson: Positioning your personal brand
Assignment 2: Concepts, Positioning and Set Goals, Find and organize all old design work into 3 categories, Keep as is, Keep with improvements and Don't Use. Read Assigned Texbook pgs.

9/16 | Story-telling Your Experience
Critique: Concepts, Positioning & Set Goals, Review old work.
Lesson: Choosing a Wordpress Theme
Assignment 3: Begin digital mood board for Portfolio using Pinterest. Start sketches, thumbnails for new portfolio piece. Read Assigned Texbook pgs.

9/23 | Advanced Design Workshop
Critique: Project sketches and direction options
Lab: Refining previous work
Assignment 4: Create first draft of new portfolio piece. Refine old work. Read Assigned Texbook pgs.

9/30 | Placeholder Page, Site Set-up
Critique: First draft of new portfolio piece
Lab: Using Wordpress to set-up site, create and post a Placeholder/Under Construction Page on your new site. Also, adding Google Analytics to your sites.
Midterm: Make Live Placeholder Page using Wordpress and Google Analytics. Create second draft of new portfolio piece. Refine all old work.

10/7 | Midterm Lab
Lab: Live Placeholder Page using Wordpress and Google Analytics, New Portfolio Piece, Refine all old work
Midterm: Make Live Placeholder Page using Wordpress and Google Analytics. Create final of new portfolio piece. Refine all old work.

10/14 | Midterm Due + UX
Critique: Midterm
Lab: User Experience Design with UXPin, Create Site Map and Wireframes
Assignment 5: UX, Read Assigned Texbook pgs.

10/21 | Content Preparation

Critique: UX Assignment
Lab: Using Photoshop or Illustrator to visualize the site. Save for web and slicing demonstration. Prepare final portfolio pieces for presentation, sized for various formats - site, print and social.
Assignment 6: Finalize all content, Read Assigned Texbook pgs.

10/28 | Site Development

Lab: Site Development, customizing code, using plugins
Assignment 7: Full Site, first draft - populate site with work, add all text. Read Assigned Texbook pgs.

11/4 | Site Development

Lab: Site Development, customizing code, using plugins
Assignment 8: Full Site, second draft - populate site with work, add all text. Read Assigned Texbook pgs.

11/11 | Creating a Printed Portfolio

Critique: Portfolio Website
Lab: Printed Portfolio
Assignment 8: Sketches, plans for printed portfolio. Read Assigned Texbook pgs.

11/18 | Site Development

Critique: Sketches, plans for printed portfolio
Lab: Printed Portfolio
Assignment 9: First Draft Printed Portfolio. Read Assigned Texbook pgs.

11/25

(No class Wednesday - Thanksgiving Break)

12/2 | Usability Testing & Marketing

Lab: Usability Testing, Marketing your site, SEO, Working with Google Analytics to improve site.
Final: Post Final Site, Send Portfolio Book Files to be printed. Read Assigned Texbook pgs.

12/9 | Site Launch + Get it Printed

Lab: Site Launch, Comping and Printing of final book.

12/14 - 12/18 | Final Due

Presentation of Final Web Site Online and Final Printed Portfolio Book.