

Delaware County Community College
ART232 Portfolio seminar
3 Credits/4 weekly lecture hrs
Prerequisite: 28 ART credits
Thursdays, 12:30PM – 4:30PM, Room 3296

PROF. ROBERT JONES
Class Instructor

Contact information:
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rjones@dccc.edu
www.design-note.org

Office Hours:

Naturally you can stop by my office anytime to see if I'm in and I will do my best to accommodate you. Please refer to my class schedule, posted outside my office to see when I'm not in class.

WELCOME:

I'm hopeful that this capstone course in the graphic design program will be a challenging and rewarding experience for you. You've worked hard to get to this point and have produced a good variety of projects to consider as portfolio pieces. This course will give you the tools to refine and produce a finished portfolio, knowledge to present yourself as a design professional and the opportunity to create new projects to complete a portfolio that will give you the best opportunity to get a job or transfer successfully.

We'll begin the semester by building your resumé then move onto new projects, developing your personal stationary, a self-promotion piece and your digital portfolio. Key components of this course will be concept and craftsmanship.

Prior knowledge:

- ⇒ A strong working knowledge of Adobe Illustrator, Photoshop and InDesign
- ⇒ Basic design and layout skills
- ⇒ Understanding the basic principles and elements of design
- ⇒ Craftsmanship

Together we'll explore:

- ⇒ Concept Ideation
- ⇒ Craftsmanship and Presentation Skills
- ⇒ Organization Skills
- ⇒ Business Skills
- ⇒ Professional Practices

LEARNING OPPORTUNITIES:

Class dialogue

Class discussion/participation will occupy some of our time in class as we attempt to become more familiar with terminology, concepts, technology and personalities needed to understand web design. We might also use an online forum for discussion for those students who might not wish to contribute within the classroom environment.

I've discovered that we learn as much from each other as we do from listening to one individual. Class participation includes both the putting forth of your own ideas and questions and listening attentively to each other. A person who seldom speaks but listens intently and takes notes is participating as fully as one who speaks frequently and thoughtfully.

Each class member is expected to contribute to the dialogue/discussion.

You may participate by:

1. Asking a question
2. Responding to a question asked by the moderator, faculty, guest presenter, or other class member

3. Making a comment or observation

It is important that you read the assigned pages as background information on the chapter topics before the class begins. I will do my best to take note of those students who contribute to class and you will receive a grade for your participation.

Class critique

Your work in this class will be critiqued all through the design process, from thumbnail sketches to final printouts. This may well be the most rich learning experience in design/art courses and your contributions to the dialogue are expected.

In-class exercises

Hopefully the majority of the rich learning experiences will be through the application of hands-on exercises. I will provide step-by-step instructions either in real time or via handouts to help you learn the content of the course. Sharing your critical thinking processes with your classmates and enabling each other to grow through the collaborative learning process should be a rewarding experience.

Projects

One result of the learning that will take place in this course will be the fulfillment of a finished thesis project that will be an independent choice of your's to help round out your portfolio. Additional projects will help prepare you for either your professional career or transfer to a four-year institution.

Reading and exercises

No textbook is required for this course but there will be numerous handouts to read and exercises to complete.

COURSE DESCRIPTION:

This advanced-level course for graphic design majors covers the creation and selection of artwork required in job, college transfer and co-op interview situations. Course work includes lecture, studio activities, class critique and discussion, along with independent study.

LEARNING OUTCOMES/ COMPETENCIES:

Upon successful completion of this course, the student should be able to:

- ⇒ Select, critique and refine a body of personal art work that represents a range of artistic abilities and media.
- ⇒ Mount and present art work in a professional manner.
- ⇒ Create a logical sequence for personal artwork presentation.
- ⇒ Examine and select portfolio pieces appropriate for a specific interview.
- ⇒ Archive two- and three-dimensional work on appropriate media.
- ⇒ Select a portfolio format appropriate for a specific audience.
- ⇒ Design and produce a self-promotional leave-behind.
- ⇒ Write and design a resume or intention letter.
- ⇒ Define and solve a design problem that exhibits integration of studio skills from several courses.
- ⇒ Make a portfolio presentation to a small group outlining project objectives, methods and materials.
- ⇒ Solve assigned projects in unique and creative manner.
- ⇒ Produce content as an effective form of visual communication.
- ⇒ Communicate issues of critical thinking skills via the creation of artworks and participation in the formal critique process.

METHODS:

Class activities will include demonstration, lecture, hands-on studio work sessions and critique. Some of these activities will take place in the Mac computer labs. Since this course is for the advancing student, a significant amount of independent work will also be required.

Most projects will require computer work outside the classroom using Open Lab hours in room 3296 in order to produce the finished product.

TEXT: No text required. Recommended reading:
The Graphic Designer's Guide to Portfolio Design by Debbie Rose Myers
Designing a Digital Portfolio by Cynthia Baron
Designing Creative Portfolios by Greg Berryman
12 Steps to a Super Graphic Design Portfolio
<http://www.youthdesigner.com/2008/06/30/12-steps-to-a-super-graphic-design-portfolio/>

MATERIALS: A custom portfolio case, 15x20 or 16x20 inches

- Spink & Gabor
- Portfolios-and-art-cases.com
- bhphotovideo.com

Black-on-black presentation board, mat board or foamcore as needed.
Strathmore Artagain paper – Black
Metal ruler, X-acto knife with extra blades
Utility knife with extra blades.
18" x 24" tracing pad
Drawing pencils
High-quality Epson printing papers – Recommended: Ultra Premium Presentation Paper Matte
A digital camera (most students can use the school's camera)
Other materials as needed to complete new projects and refine old ones.

GRADING: Your grade is based on a number of factors that include project execution and improvement, class participation, tests, attendance, attitude and effort. Excellence in all of these areas is required to earn an "A" in this course.

Two web design projects, in-class assignments and tests will be the primary source of your grade and you will be expected to work outside of class on your projects. Projects will be considered in terms of execution, content, composition, interactivity, user friendliness, inventiveness and risk-taking.

Criteria: **A projects** will have consistent excellence in all criteria and will reflect the students understanding of concepts, expected learning outcomes, course content, is presented with professionalism and functions with error. "A" work is of a level and quality that significantly exceeds the expectations for the student's current level of study. An "A" typically does more than required!

B projects are above average, show evidence of growth, are effective in their content, well composed and presented in a professional manner. "B" level work is acceptable and appropriate to the student's current level of study.

C projects are satisfactorily completed and may lack individual visual interest, lack of content or lacks evidence of growth.

D projects are insufficient and/or show inadequate technical execution and reflect a lack of participation, weak presentation and little or no meaningful content.

F projects are unsatisfactory, incomplete and/or reflects student's unwillingness to work.

Rubrics & Evaluation: To monitor their success in this course, students will be given an evaluation report or rubric for each project. I plan to make these available as the assignment is given. This evaluation report/rubric will match the assignment grading criteria that will accompany each project. Please hold onto these evaluation reports/rubrics to the conclusion of the semester. Teamwork projects, if applicable, will involve filling out self, peer and group evaluation papers.

Progress Reports: To monitor their success in this course, students will be given progress reports that summarize the quality of the work they are doing in the class.

Percentages:	<p>Capstone Project 35% Multiple pieces required (7 –10 related pieces on a theme) </p> <p>Finished Reflective Portfolio 25% Highlighting 12 – 20 projects, multiple pieces from a single project may count as more than 1 piece (at my discretion) </p> <p>Refined Projects – Digital Portfolio 18% Minimum of 3 previous projects showing significant changes/alterations/improvements </p> <p>Stationary Suite/Self-Promo Resume/Intent Letter 15% Business card, letterhead, envelope, folder, Case ID tag and leave-behind promotion </p> <p>Verbal presentation 7% Delivered to class along with finished portfolio </p>
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Grading Scale:	<table border="0"> <tr> <td style="text-align: right;">Letter Grade:</td> <td style="text-align: left;">Number Grade:</td> </tr> <tr> <td style="text-align: right;">A</td> <td style="text-align: left;">100 - 90</td> </tr> <tr> <td style="text-align: right;">B</td> <td style="text-align: left;">89 - 80</td> </tr> <tr> <td style="text-align: right;">C</td> <td style="text-align: left;">79 - 70</td> </tr> <tr> <td style="text-align: right;">D</td> <td style="text-align: left;">69 - 60</td> </tr> <tr> <td style="text-align: right;">F</td> <td style="text-align: left;">59 - 0</td> </tr> </table>	Letter Grade:	Number Grade:	A	100 - 90	B	89 - 80	C	79 - 70	D	69 - 60	F	59 - 0
Letter Grade:	Number Grade:												
A	100 - 90												
B	89 - 80												
C	79 - 70												
D	69 - 60												
F	59 - 0												

I tend to grade your work showing plus (+) or minus (-) grades. I believe it gives you a more accurate picture of success. Please note that the college does not use a +/- system for final grades.

While most of these are not negotiable, some might be. Let's take a closer look.

POLICIES & EXPECTATIONS:

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|--------------------------------------|---|
| Attendance: | Students are expected to attend all class sessions for courses in which they are enrolled. Please refer to the new withdrawal guidelines. |
| Preparation: | Being here contributes to your success! Attendance will be taken at the beginning of each class session. You are allowed 2 absences without penalty. Three or more absences will result in a lower grade for the semester. |
| Missed class: | Students who are unprepared for class (bring all of your materials!) will be marked late. Students who leave early without reason or notice to instructor will be marked late. Accumulation of four late marks will be equal to an absence. |
| Withdrawal initiated by the college: | Missing a class is your responsibility. If you miss a class, you will still be held responsible for concepts studied and assignments given in the classes you miss. Exchange phone numbers and e-mail addresses with your classmates so that you can get all assignments and notes. I will not respond to student e-mail or voice mail requests for class information if I was not contacted regarding your absence in advance of the class session. |
| | Students who decide to withdraw from the course should do so officially and inform the instructor. Check the student handbook for more information on withdrawals. |
| | Please be aware of recent changes to the College Attendance & Withdrawal Policy. Attendance is expected at all class meetings. Students who do not attend and/or log in to class during the first three weeks of class or who only attend the first day of class and/or log in once WILL BE ASSIGNED THE REGISTRATION CODE OF 'NS' (NO SHOW) as of the 4th week of classes. Instructors will NOT withdraw students for non-attendance. Students will be responsible for withdrawing themselves from their courses and may do so until the semester Student Withdrawal date (see |

your student handbook for information). Students who wish to be withdrawn from a class after the Student Withdrawal date will need to meet with the appropriate administrator. Please refer to the Student Handbook for more details on this policy.

Deadlines: Projects and assignments will only be accepted for the full grade possible on the day they are due! Meeting deadlines is an important part of the graphic design field. All assignments are due at the start of class on their assigned due date unless otherwise instructed by professor. Late assignments can still be turned in for a significant grade reduction.


Critiques: Final project critiques are an important aspect of the learning process. The majority of feedback on the quality of your work and suggestions for improvement will occur via class feedback, instructor evaluations and/or peer and group evaluations.
Failure to appear at the final critique/exam (end of semester) will result in a grade of F for this course. NO EXCEPTIONS.

Please don't miss these important points concerning project submission!

- Project submission:
- 1. Preliminary critiques will be held the week prior to the final critique.** These will be used to make corrections to your projects. Failure to have a printed B&W or color proof to hang on the wall will result in a lower grade for that project.
 - 2. All aspects of a project, thumbnails, sketches, roughs and digital files will be monitored for grading.** You will also be graded on the quality and quantity of thumbnails and roughs.
 - 3. All final projects must be submitted as mounted prints and PDF digital files unless instructed otherwise.** Failure to do this will also result in a lower grade for that project. Projects must be printed and mounted for the final critique prior to the starting time of the critique. Submit your digital projects in PDF format and place them on the server.
- PDF files required:

Presentations: Presentations may be given by individual students and by student teams. These presentations will take the form of PowerPoint presentations, blogs or other student directed methodologies. Student teams might also develop Team Micro-Teaching Presentations.

Email account: Communication between you and your instructor will occur using your school email address through delaGate. YOUR NAME@mail.dccc.edu. I cannot send email to your personal account. HOWEVER... You can have your @mail.dccc.edu account forwarded to your main email address.

1. In your @mail.dccc.edu account, click on the Settings Icon .
2. Click on "Forwarding and POP/IMAP" tab.
3. Click on "Add a forwarding address".
4. Add a forwarding address.
5. Select the Radio Button next to "Forward a copy of incoming mail to" and select your forwarding email address from the drop down menu.
6. Click on "Save Changes" at the bottom. That should do it!

I'll do my best to respond within 24 hours.

Art Show Labels: You will find partially completed Art Show Labels on my web site www.designnote.org. Download the PDF file for this class and complete your personal information on one label. As you hit the "TAB" key to move to the next field to fill in, the previous information will populate all four labels on the page. You can print out two or more pages of these labels leaving the specific project info blank so you can fill it in by hand for the specific project you're turning in. Remember that each individual piece of a multi-part project will require a label. Art work without show labels will not be presented for inclusion in the show.

Pre-requisites: It is expected that students have met the prerequisite for this course and have a basic understanding of using art materials. Use of a computer and postscript printer are essential for this course.

Since classroom time is limited, students will be spending several hours between classes reading, looking at examples, doing research, procuring supplies and executing the work. This can-

Outside activities: not be accomplished the evening prior to class. Students should try to pace their activities over the course of the week.

The use of the computer is required for this course. Students in this class may use the Mac Lab 3296 during Open and Tutorial Lab.

Computer Labs: There will be no e-mail activity when in class. If I hear excessive keyboard activity at an inappropriate time during class, I will assume you are attempting to send e-mail and I will mark you absent for that class. I refuse to put up with this behavior any longer and I will be all too happy to lower your grade.

E-mail & other devices:

All portable telecommunication devices must be turned off during class. If you need special consideration, just ask! Cell phones must be tuned off while in the classroom. Answering cell phones in the classroom will require you be marked absent. Exceptions to this policy must be requested of the instructor at the start of a class.

Your instructor retains the right to withhold the return of art work for submission to the annual student exhibitions. Your work may also be used on the instructors web site and to photograph the work for purposes of marketing the program.

Artwork Retention:

All students earning the A.F.A. degree in either - Graphic Design, Studio Art or Photography are required to attend 4 "special events" including gallery lectures, artist visits, museum visits, art material seminars and other specified enrichment programs that are planned in conjunction with program objectives. Advisors will keep track of attendance records. Information regarding event offerings on campus for each semester will be posted on the gallery web-site and on signs posted throughout the Art Department. It is highly advisable that students begin to fulfill these program requirements early on and continue each semester in a time worthy fashion.

Special Events Requirement:

All students earning the A.F.A. degree in either-Graphic Design, Studio Art or Photography are required to attend, within their first year of declaring the major, a Photography workshop in order to become certified in digital documentation.

Photo Documentation Requirement:

"Proofing" is a digital prepress term for presenting your file for inspection. Upon approval of sketches, your "rough" drafts will generally be proofs. Follow these procedures for class and lab assignments:

PROOFING:

Soft proof: Carefully inspect your file on-screen for any errors.

1st proof: Black and white laser print (even if the project is in color.) Your instructor/lab assistant must sign-off that this proof is OK before printing in color. Your instructor might supply you with "Proof OK" forms. If additional tweaking of this assignment is required as indicated on the form then you will continue to print in b&w until instructor/lab assistant approval is received. Submit signed proofs with final project to receive credit.

Subsequent proofs: Your first color proof needs to be OK'd by your instructor/lab assistant before additional tweaking and printed.

Final proof: Once you've received all necessary approvals in writing (Proof OK), you may proceed to final prints.

Save every project you work on:

1. In your folder on the server.

SAVING ASSIGNMENTS:

Place your file in a folder with the course name on the folder. Use this procedure throughout the work session on a particular assignment. When you have completed the assignment, place a copy on your portable media.

2. Instructor's ART232 Portfolio Seminar folder.

At the conclusion of each class assignment or lab, put your files in your Instructor's

ART232 Portfolio Seminar folder "Students place your files here!" located on the server. Title your folder in this manner: "**Your Last Name, First Name_ Project Name**"; in my case: "**Jones, Robert_Project 1**" would be the proper labeling.

STUDENTS WITH DISABILITIES:

Students with learning, physical or psychological disabilities who require accommodations for this course must contact Ann Binder, Director of Special Needs Services, in room 1320 in the Career and Counseling Center or call 610-325-2748. Please meet with me to discuss your accommodation letter.

WRITING CENTER:

Students who need help planning, editing or documenting written assignments can schedule a tutoring session in the Writing Center, room 4277. The Center is open from 9:00 AM to 3:00 PM Monday through Friday. Appointments are strongly recommended, but walk-ins are welcome. Call for an appointment at 610-359-5018.

DIGITAL CAMERA:

The Graphic Design Department acquired its own digital cameras for use in the program. Students that would like to photograph set-ups in the studio may request the use of this camera with instructor supervision. Under NO circumstances is this camera to leave the building. Sorry!

<http://www.designote.org/resources.html>

ART STORE LIST:

<http://www.designote.org/port/portfolio.html>

ACTIVITIES CALENDAR:

HOW TO BE SUCCESSFUL IN THIS COURSE:

1. Effective use of your time – This class is very individualized and independent in the way projects will be assigned and completed. Well-done, effective and engaging artwork is not completed overnight. Allow time to complete research, preliminary studies, sketches and projects to the best of your abilities. Do not judge your progress by the work of your classmates.

2. Supplies – A variety of supplies will be necessary for this class. You will not be successful without them. Expect to spend \$200 or more. If this is not possible, consider taking this course at a later time.

3. Reading – While there is no required textbook for this course, it will be necessary to keep up with reading handouts and doing online research.

- ▶ **Put time/effort** into the sketching/thinking stages of a project. Working with type and text is a process that is worked out and made successful at these early stages. I will not accept poorly done sketches nor will I accept verbal descriptions of project concepts.
- ▶ **LOOK, LOOK, LOOK...** Looking at examples of great typography in Communication Arts, Print, How, Graphis and other graphic design magazines can be a great source of inspiration. These resources can be found in the DCCC Library.
- ▶ **Take notes.** Only the "A" students seem to do this!
- ▶ **Be inspired** by type and design you see in trade magazines, television commercials and high-quality brochures, not necessarily the direct-mail garbage that slides through your mail slot.
- ▶ **Hand in all your work**, roughs, sketches, proofs, final projects and homework... on time!
- ▶ **Don't be afraid** to take creative risks, But be ready to justify them! Don't always do what you think is expected.
- ▶ **The computer is only a tool** and not the only tool of the designer/artist.
- ▶ **Put time/effort** into your thinking, sketching and your final projects. Making good art/design is not accomplished an hour before class.
- ▶ **Share ideas** with your classmates and other instructors. Don't be afraid to get critical

feedback. Ask individuals not directly involved with the project for their thoughts as well.

- ▶ **Think with your pencil** or marker first! Then go to the computer.
- ▶ **Try having FUN!**
- ▶ **Put time/effort** into your final projects. Making good art is not accomplished an hour before class. This is a time consuming process, but if you follow the process and work hard you will be successful.

- ▶ Read additional books on the subject.
- ▶ Remain current by reviewing work in contemporary graphic design magazines; How, Communication Arts, Print, CMYK, Graphis, etc.
- ▶ Remain current by reviewing work on design and typography web sites. Try a few of the sites posted on my links page; <http://www.designote.org/resources.html>
- ▶ Become a member of local design clubs such as AIGA and get involved with their events.

HOW TO BECOME A SELF-DIRECTED LEARNER:

Spink & Gabor Inc
11 Troast Court
Clifton, NJ 07011-2131 map
Phone: (973) 478-4551

PORTFOLIO CASE:

