

teaching methods

- This course is based almost entirely on independent studio practice outside of a set class time. (See **Building Access under Policies**) The use of any type of ongoing revision of work will be performed via online communications with Prof. Arnold.
- Reading and study are required in this course to supplement work. This includes required revision of social media postings in our closed Facebook group. Student should set up notifications or check manually daily to not miss any postings. If student has a SmartPhone, the Facebook app should be installed and notifications set.
- It is imperative that student have command of his/her time management and communication skills. Independent study is key throughout the class.
- If you miss a lecture or demonstration, you will be responsible for obtaining the information given and notes taken from another student. Please pick two classmates with whom you can communicate with directly throughout the semester; however, communication via Facebook comments and messages will be available to everyone without being Facebook Friends. Please see Attendance in regards to missing class.
- If student does not understand something, PLEASE speak to the professor as soon as possible but AFTER one has read over all materials provided for the course. All written directions, whether that be a project sheet or syllabus, will be on inkblame.net. It is possible that "assignment" directions (like Facebook posts) may be on the closed Facebook group, but will still be available in the event if one looks back to earlier posts.

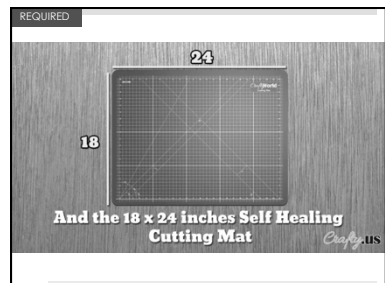
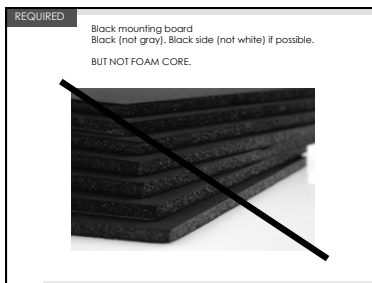
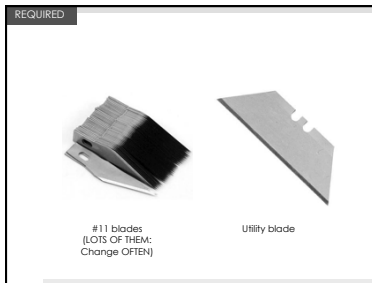
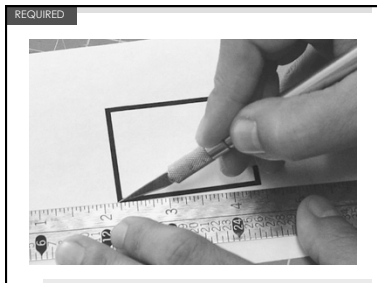
REQUIRED

required


Materials

- Colored materials (AET-442) • 18-24 inch metal ruler • X-Acto and #11 blades • Roller/burnisher
- Spray Mount or K-77 • Black mounting boards • Self-healing cutting mat • Portfolio case (many options)
- US Ink Shredder, optional but desired or other storage device

Do not use cutting mats or their contents. I suggest using Clear Blue or slightly to periodically under your work, as change the colorings or you may lose the color. However, using only the number 11 blades will work if preferred. If correct, corrections is available later in working files.



REQUIRED



Week of Mar 6th

- **Fri Mar 10th - Required Class Meeting**
- **Lecture: Class**
- **Fri Mar 10th, 10pm: Portfolio Assessments DUE!** is shared Google Drive's folder dated MAR 10.


REQUIRED



• USB flash device(s), external hard drive or other storage device.


• Do not save anything from an iBook computer. I suggest using Google Drive or Dropbox or something like another cloud work or storage device(s) instead of your local hard drive. (Remember saving with the intention to save files with a working file extension!) For further information on available data services, please see:

REQUIRED



Books

- **Winning Portfolios for Graphic Designers** by Cath Caldwell, ISBN: 9780764145056. See [Calendar](#) for scheduled use.



Winning Portfolios for Graphic Designers Paperback – September 1, 2010

by Cath Caldwell

Format: Paperback

Price: \$14.99

See all buying options


REQUIRED

Online

- You must join the closed group: **AState Portfolio SPG17 on Facebook** (see link on syllabus/online). Check via notifications and/or manually on a daily basis. Students must be engaged on social media. Query but I will not Friend you while you are a student at Arkansas State.
- All projects, outside reading material, notes, and syllabus will also be posted on: www.arkstate.edu.
- Professor will create a **shared Google Drive folder for each student**. Inside will be a folder for every Friday something is due. In each of these folders, student will save their Portfolio Assessment PDF and any supporting materials that are necessary to explain the work shown on the assessments. Professor will save a new contented Portfolio Assessment PDF also within the same Friday's folder. Do not save over work in the individual Friday folders and do not delete these folders.

REQUIRED

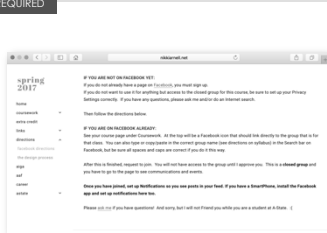
If you have problems, anybody with whom you are Friends already on FB can Add you once he/she has joined the group. I will still need to approve you after this.



ART-4491 & ART-4493 PORTFOLIO SPG17

AState Portfolio SPG17

REQUIRED



spring 2017

If you are not the instructor yet!

If you are already a member of Facebook, you must sign up.

If you are not already a member of Facebook, you must sign up.

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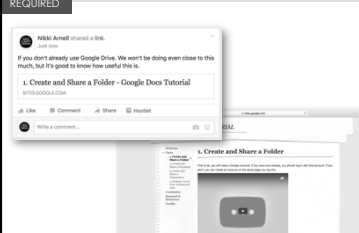
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REQUIRED



1. Create and Share a Folder - Google Docs Tutorial

Log in to Google Docs

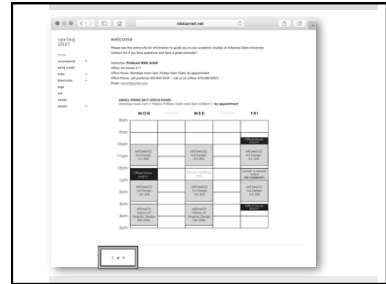
REQUIRED

- Check Google Drive shared folders now. The invite link has been sent to your astate email account.

RECOMMENDED

recommended Social Media

Follow me on Twitter @PeteHill or my Community Facebook page @PeteHillDESIGN, both of which are public pages for design knowledge. (See my links at bottom of sidebar/art or find on your own.) There are plenty of other pages to follow, so go on your favorite social media platform(s) and search. Participate in and/or observe the conversations of the 21st century if you do not already.



RECOMMENDED

Books

- Back Your Portfolio: Stuff They Don't Teach You in Design School, But Should by Michael Janda, ISBN: 0321918681
- Job Search for Typographers by Bradley G. Richardson, ISBN: 9780697371717
- Layout2: The Wonderful of Logo Design, video workshop format, ISBN: 9781607254582
- The Little Red Book of Selling by Jeffrey Gitomer, ISBN: 1885167901
- Idea Revolution: Questions and Thoughts for Brainstorming, Alone, in Groups or With Clients (Graphic Design) by Chae Wanhee and Lisa Buchanan, ISBN: 9781581803327



RECOMMENDED

Periodicals

- Communication Arts, Print, Archive, Ad Age, Mental Floss, Wired



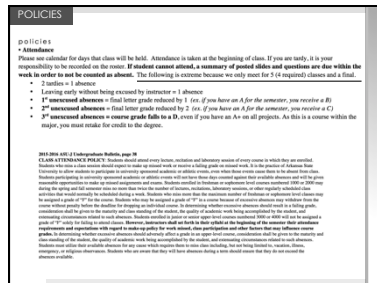
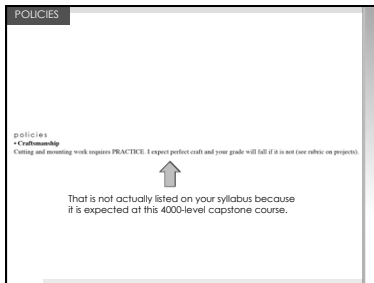
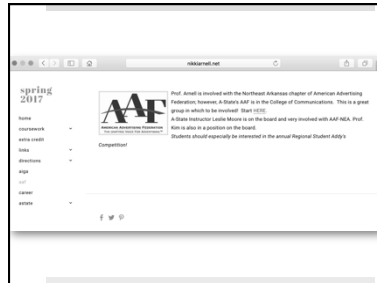
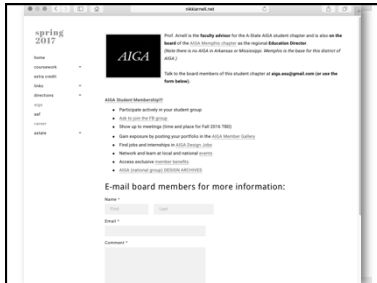
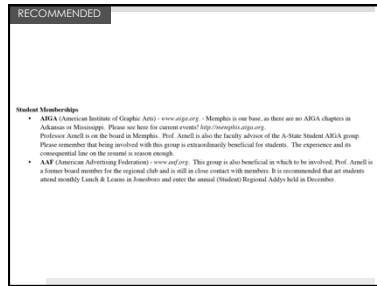
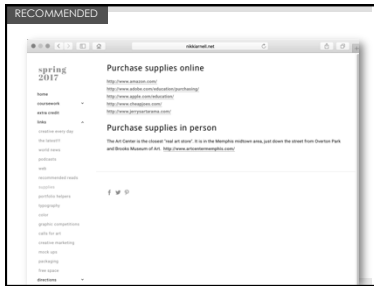
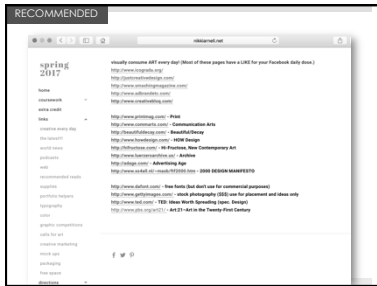
RECOMMENDED

Web Sites - see nilkizwell.net / links

RECOMMENDED

spring 2017

- books
- business
- extra credit
- links
- creative every day
- the internet
- mindfulness
- podcasts
- apps
- recommended
- social
- graphics software
- typography
- design
- compositions
- tools for art
- creative marketing
- stock art
- podcasting
- font sources
- directories
- apps
- art
- career
- books



POICIES

• Distraction
Cell phone usage during lecture is not allowed and computers are to be used for coursework only. If you do not follow these rules, you will be asked to leave the classroom and contact absent for the day.

POICIES

• Deadlines
THIS IS A 400 LEVEL CAPSTONE CLASS. Students are expected to have command of time management and professional communication, as well as an understanding of consequences for missing deadlines. Materials are due almost every Friday. These deadlines must be observed or student will quickly fall behind. There are no grades for a class project, so consequences like a reduced project grade for every day something is late does not make sense. However, all work that is late is noted. Student should consider such things that is late with no valid excuse to be something that will reduce the final course grade.

POICIES

• Building Access
The Art Annex is unlocked: **Weekdays 7am-11pm, Saturdays 8am-11pm, and Sundays noon-11pm.** Students may stay in the Art Annex virtually after hours if they follow the directions of the **Building Access Policy** ([see link below](#)) and **ANSYFI - Hospital Links**. Student names on the course roster will be reported to the department after the first work of classes, but each individual name will require an **After-Hours Pass**.

Building Access Policy
Fine Arts Center, Percussion Annex, and Art Annex

With the addition of good access to a secure area of the Fine Arts Center, the Percussion Annex, and Art Annex, the College of Fine Arts is implementing a new access policy for these three buildings.

Building Hours
The building doors are locked outside of the following hours: Monday, Tuesday, Wednesday, Thursday, and Friday: 11:00pm - 12:00am
Saturday: 12:00am - 1:00am
Sunday: 1:00am - 12:00am

Access
1. Access to the building is granted to students, faculty, staff, and approved visitors.
2. Access to the building is granted to students, faculty, staff, and approved visitors.
3. Access to the building is granted to students, faculty, staff, and approved visitors.
4. Access to the building is granted to students, faculty, staff, and approved visitors.
5. Access to the building is granted to students, faculty, staff, and approved visitors.

Card Reader
Students must have a valid student ID card with a photo and name to use the card reader. The card reader is located in the lobby of the building. The card reader is used to access the building. The card reader is used to access the building.

COURSE LEARNING OUTCOMES

course learning outcomes

Problem Solving Skills

- Projects will apply theories studied via lectures and assigned readings. Together these will acquire the skills to create and develop the following:
 - A defined portfolio of student's best work for "desired job".
 - Completion of the process in order to tailor portfolio for individual future situations.
 - Tangible portfolio exhibiting perfect craft beyond the expected creative process.
 - Line white of online portfolio that contains overall brand while flawlessly developed portfolio.

Technical Competence

- Student will acquire demonstrable knowledge of tools needed for the purposes of design, as well as improvement of hand-eye coordination and craft.
- Student will continue development of software knowledge as a tool of graphic design.
- Research skills refined for present and future job acquisition and networking, regardless of geography.

Communication Skills

- Proper vocabulary and methods of presentation will allow student to communicate with others in a public forum both in person and social media. In addition, these skills will further develop the ability to critically evaluate artistic output for individual improvement.
- Overall presentation and networking skills will be reinforced by deadline-dependent grading.

Interpretation of Historical Artistic Skills

- Essays and Projects will demand student evaluate and interpret historical graphic design output in relevance to the student's individual experiences, written design subcultures, and to the world as a whole.

Organizational Skills

- Time management and research skills will be reinforced by deadline-dependent grading.

Collaboration Skills

- Continuing methods of critique will improve self-awareness, as well as net reception per audience and context.

ASSESSMENT / GRADING

assessment / grading

- Students are continuously assessed of skills via scheduled required work, whether they be submissions of new work or revisions of previously submitted work. See calendar for these times.
- Assessment is completed throughout the course on an individual basis via a shared Google Drive folder separated into dated folders corresponding with the dates on the course calendar. Student will submit portfolios to go into one's portfolio and its accompanying necessary non-Portfolio documents (PDF on call-handout) and Professor will evaluate work and reply in writing via a PDF left in said Google Drive folders. Until professor agrees each piece for portfolio is complete, student should continue to re-evaluate and re-work.
- Though professor will push student to revise until work is A quality, it is possible that professor may say "approved, but should improve". This may only occur if the professor is concerned that student may not be able to finish all required work for the semester. Hopefully, a student will have time once the allotted number of other pieces are approved to return to this piece (or that another one to replace this) and make it A-quality work.
- Once student has reached the required amount of approved work (10-12 "pieces", see Intro Lecture slides for further explanation), student is no longer required to - but is allowed to - turn in more work for review until the final assessment is issued in before the tangible portfolio is compiled.

ASSESSMENT / GRADING (CONT.)

- A process book will be created for a portion of approved work. Lecture and Project Sheet provided. This will help student visualize his/her creative process in terms proper for the industry.
- One take-home test and ongoing participation will also aid in assessing student in this course. "Assignments" like assigned research into examples or other Facebook group social media posts are part of participation. It is key that student understand when something is due and what the minimum amount of participation is so that this grade does not fall.
- An informal preliminary critique will be scheduled (two calendar).

Week of the 20th

- Feb 20th - Optional Class Meeting
- Feb 21st - Portfolio Critique / Change of Portfolio DUE
- Feb 22nd - Lecture / Portfolio Critique / Change of Portfolio DUE in shared Google Drive / Folder called "P22" (P22 folder)
- Feb 23rd - Final project review email

ASSESSMENT / GRADING (CONT.)

- In order to receive an A, the final portfolio must be exceptional in all respects, student must present well at the final interview, and all submissions for evaluations and conclusive reviews must be timely and complete. To be mediocre in any of these areas will reduce the grade.
- The course grade will be based on the final portfolio and its contents, both online and in tangible form (80%), the copying submissions for evaluations and conclusive reviews (10%), take-home test and participation (10%). Please see how structure affects final grade.
- Be aware that the overall course grade does not use a + or - modifier, be sure something like poor attendance or participation does not pull your final grade (or B grade for example).
- If student does not understand something about how one is assessed in this course, PLEASE speak to the professor as soon as possible but AFTER he has read over all materials provided for the course.

PROGRAM LEARNING OUTCOMES

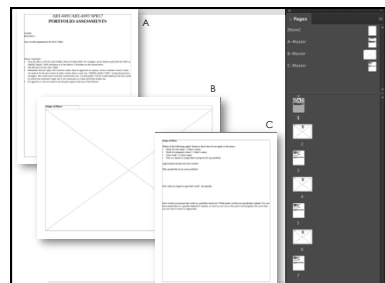
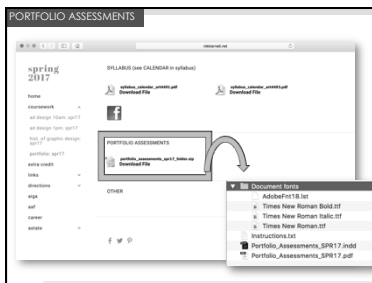
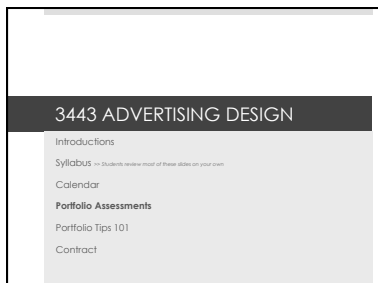
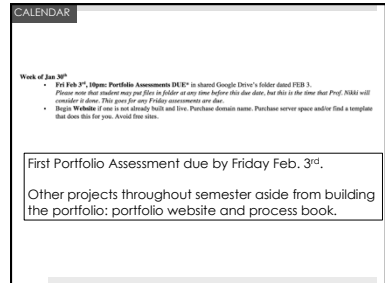
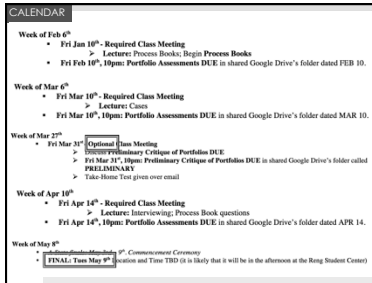
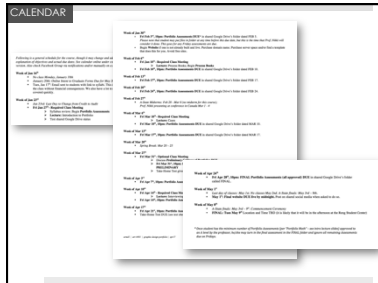
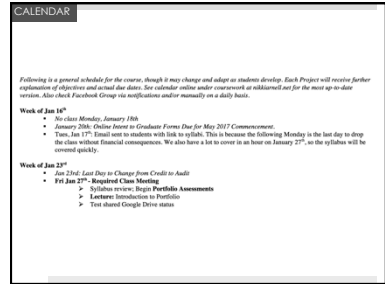
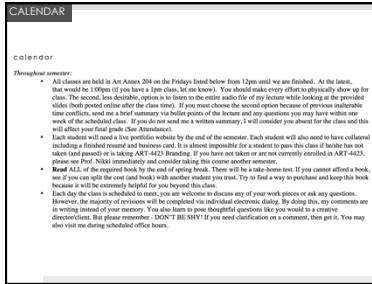
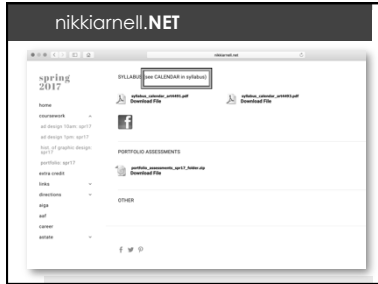
bio-graphic design program learning outcomes

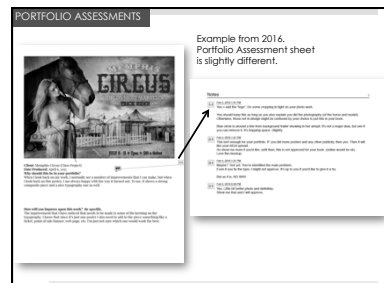
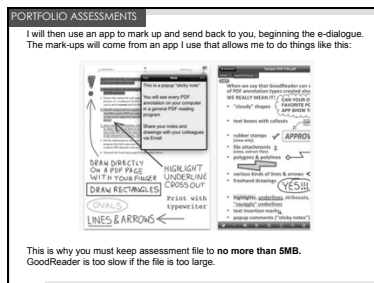
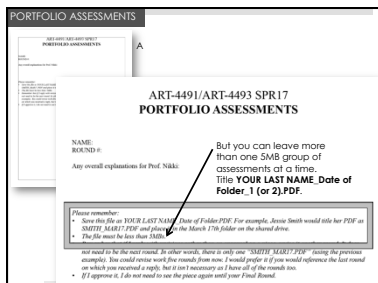
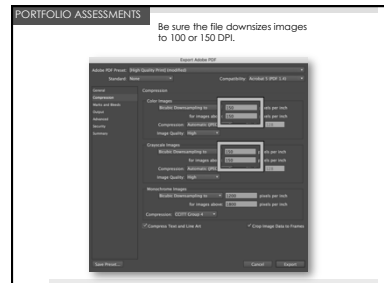
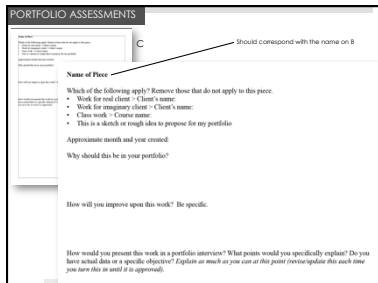
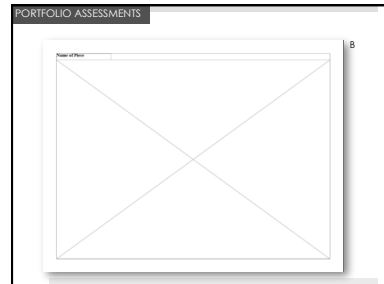
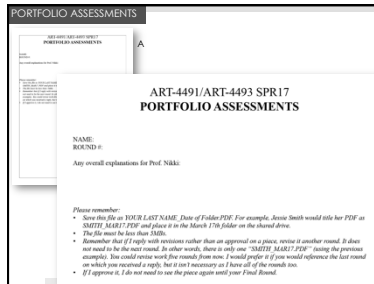
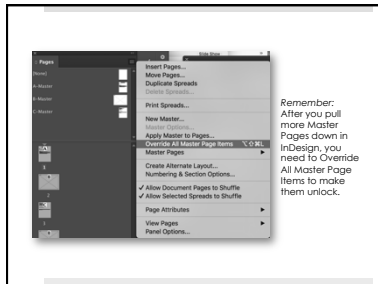
Content Knowledge *Retained/Assessed*
Students will have a working knowledge of various aesthetic and visual communication issues, processes, and media, and be able to apply that knowledge to conceptualize, develop, and complete professional work that answers project objectives and responds to audience and context.

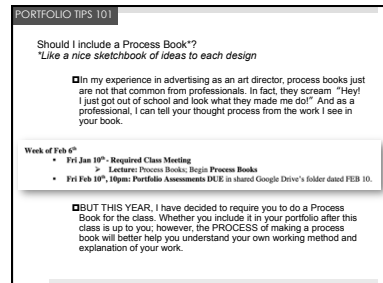
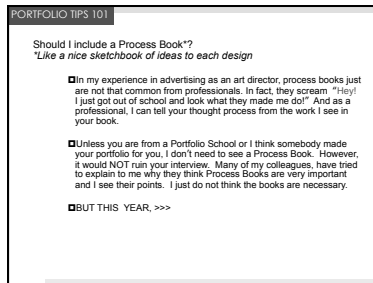
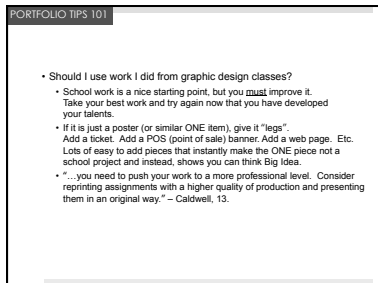
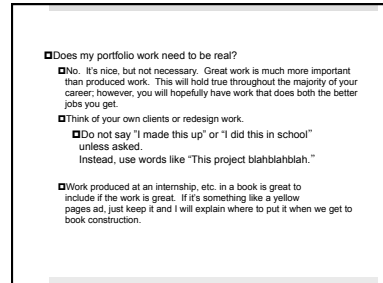
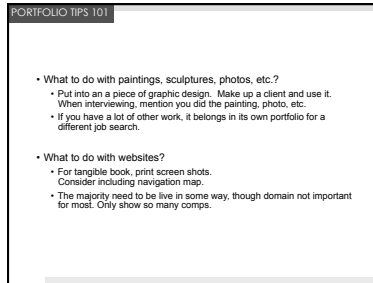
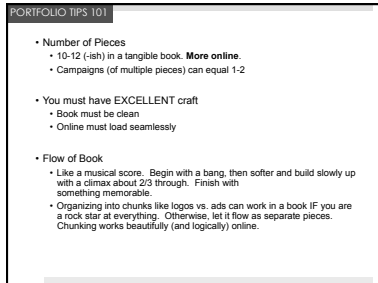
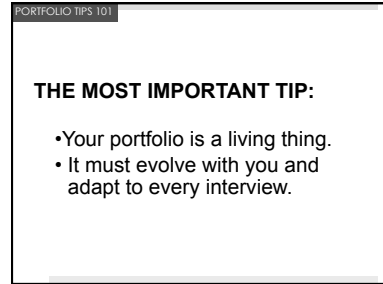
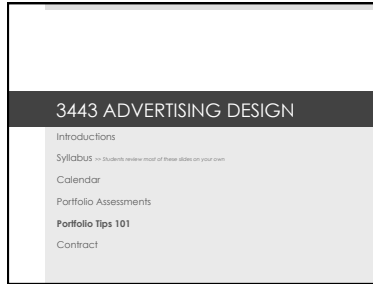
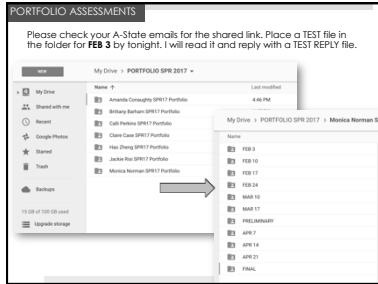
Critical Thinking Skills *Retained/Assessed*
Students will be able to apply the critical, analytic, and communication skills required of an academic and professional designer, and will be able to present their work in a competent and professional manner.

Problem Solving Skills *Retained/Assessed*
Students will be able to understand and apply problem identification, research, prototyping, user testing and analysis to generate multiple solutions to visual communication problems and evaluate their outcomes based on critical, historical, and aesthetic issues.

Technical Competence *Retained/Assessed*
Students will be able to execute technical and conceptual decisions based on an understanding of art, design, and communication principles culminating in a portfolio of professional work that displays knowledge of these skills through self-directed research, experimentation, risk-taking, and reflective analysis of content and context.







PORTFOLIO TIPS 101

- Are my tangible and digital portfolios the same?
 - Kinda.
 - The flow and the amount of work you can include are different. More for your online than in a book.
- **Written explanations** are easy to include online.
 - They seem childish in a traditional "book" (a black case with sleeves inside for pages) unless you are not there to present it.
 - If you make (or buy) an actual BOOK, then it makes sense to have an explanation. It's still up to you.
 - *(Your textbook has a different opinion.)*

PORTFOLIO TIPS 101

• Things designers tend to look for:

- Typography
 - If you are not good at typography, you are not a good designer. End of explanation.
- Details like spelling, alignment, color choice, craft
- Originality
- Logos
 - They very quickly tell what kind of designer you are. If you are great at logos, your designs are most likely pretty strong. If your logos are weak, your designs might be strong.
- Awards? From what/whom?
 - If they know you are a student, they will recognize assignments and know what you were supposed to learn. SO do not use assignments and if you do, make sure they are GREAT.
- Are you competition? ☺

PORTFOLIO TIPS 101

• Things ad creative and art directors look for:

- Everything designers do, but even more to concept, strategy, and Big Idea.
- Copywriting skills?
- Between a logo and a campaign, a campaign would interest them more. But logos are still very important.
- How does an idea carry over multiple executions.
 - One ad is fine. How does a campaign idea carry over multiple mediums and have multiple executions under the campaign strategy.
- Awareness of social media and its use in strategy.

PORTFOLIO TIPS 101

• Things non-designers tend to look for:

- Your skill with print and web –what can you produce?
- Awareness of social media and its use in strategy.
- For what clients have you worked?
- Spelling.
- If you can write, it is something to which they can relate and will attach to this. So if you wrote a great headline, etc. point it out to them.
- Awards? Wow.
- Are you professional in the interview?

3443 ADVERTISING DESIGN

Introductions

Syllabus → Students review most of these slides on your own

Calendar

Portfolio Assessments

Portfolio Tips 101

Contract

CLASS: ART 4491 Creative Design Portfolio / ART 4493 Portfolio Presentation, Spring 2017

STUDENT: _____ (print name)

INSTRUCTOR: Annal

I have read and understood the syllabus for this class. By signing below, I comprehend all of the issues that will affect my grade beyond my class performance. I also understand that the rules listed must be followed, including acquisition and tracking of work and participation in social media that are identified as "required".

(sign here)