

PLNU Art + Design / Art 468: Portfolio Preparation / 3 Units / Fall 2015

Tuesday, Thursday 7:50–9:20 a.m. / Ryan Learning Center Computer, Main Mac Lab / Courtney Mayer / 619.849.7328
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Final critique: 12/15/15, 7:30–10 a.m.

PLNU MISSION: TO TEACH. TO SHAPE. TO SEND.

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Art 468 Portfolio Preparation

This course investigates the process of building a comprehensive professional portfolio across media. Student's will learn the Human-centered design process to design with communities, deeply understand the people they're serving, and iterate scores of ideas. The end results are innovative design solutions that meet human need and affect positive social change.

COURSE LEARNING OUTCOMES

- > Practice the process of Human-Centered Design to design *for* and *with people* to create innovative solutions that are *desirable* (human), *feasible* (technology) and *viable* (business)
 1. Inspiration Phase
 2. Ideation Phase
 3. Implementation Phase
- > Use knowledge of history, theory, visual principles and formal structures to practice advanced-level design skills using type, image and message across media
- > Demonstrate Christian values and virtues to collaborate productively in interdisciplinary teams
- > Develop project evaluation criteria using business strategy when writing creative briefs
- > Understand how visual systems behave and aspects that contribute to sustainable products, strategies and practices
- > Understand and respond to varying audience need and design context such as: cognitive, social, cultural, technological and economic
- > Constructively critique and evaluate your work and the work of other designers both orally and in writing
- > Develop and apply technical skills through the use of design tools and technology
- > Learn to be flexible, nimble and dynamic in practice using organizational skills and meeting deadlines
- > Complete a comprehensive body of work across media, with the highest standards of excellence

COURSE CONTENT

- > Required readings: *Design Kit: The Field Guide to Human-Centered Design*, IDEO.org
- > Lectures, discussions, critiques, process, business strategy, prepress, technology
- > Studio projects
- > Collaborate in interdisciplinary teams

COURSE MATERIALS

- > Mac computer, flash drive
- > Access to Adobe Creative Cloud: Illustrator, Photoshop, InDesign
- > Access to a wide variety of mixed-media and art supplies appropriate for your projects
- > Digital camera of your choice
- > 3M spraymount
- > X-Acto knife
- > Tracing paper
- > Dual-grid graph notebook 11" x 9"
- > Computer lab printouts of various sizes
- > Process book: 3-ring binder of your choice.

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Fall 2015 Required Portfolio Assignments

Project 1. **Creation Care Week** | Information Design for Social Change | Human-Centered Design | **Sept. 6-Oct. 1**

Project 2. **Personal Brand Identity Program** | **Oct. 6-Nov. 5**

Project 3. **Senior Show: Brand Identity Program** | **Nov. 10-Dec. 15**

Spring 2016 Possible Portfolio Assignments

Project 4. Refine old projects | Typography (Posters)

Project 5. Refine old project | Typography (Publications)

Project 6. Refine old project | Branding and Identity Program

Project 7. Refine old project | Web

Project 8. Refine old project | Web/App

Project 9. Personal Interest | other classes, internships or work experiences

Project 10. Personal Interest | other classes, internships or work experiences

Senior Portfolios

1. Personal Portfolio Book
2. Personal Website

Recommended Portfolio Projects

TYPE, IMAGE, MESSAGE | DESIGN FOR SCREEN, PRINT AND THE BUILT ENVIRONMENT

1. **Identity and Branding Systems:** Design a corporate or non-profit identity standards guide and include the following: Introduction, primary elements, logo and its application to business card, letterhead, second sheet, 10# envelope, promotional materials, packaging, t-shirt, hat, vehicle, environment, signage, website.
2. **Information Design:** Explore strategies for enhancing and visually presenting complex statistics and data specifically using the poster as a medium. Choose a public awareness issue where various information subjects are selected and formed into charts, diagrams, graphs, tables, directories and maps to tell a compelling or persuasive story.
3. **Symbol/Mark Design:** Research of symbolic graphic images from an assigned culture. Students design a complete series of symbols, logotype and pictograms for usage in a specific situation and for a particular audience.
4. **Communication Programs:** Design a campaign, conference or event; posters, brochures, directional devices
5. **Environmental Design:** Explore spatial information environments. Specific projects may stress issues of wayfinding, navigation, exhibition or signage.
6. **Web Portfolio:** Design and plan your own personal portfolio using a Content Management System (CMS). Build content, sequencing, interactivity and navigation.
7. **App**
8. **Motion Graphics**
9. **Publication Design:** Research, development, organization, design and presentation of a complex communications document, such as a journal, annual report or a large publication. Develop design, content, image creation and production. Digital publications may also be explored.
10. **Design for Good:** Find a local cause, social, or public awareness issue you would like to explore and create visual communications for the improvement of a community.

Assessment and Grading

Assessment and grading is based on the 4 criteria below. Grades will be averaged over the course of the semester. .
Grades for **3 comprehensive projects** will be averaged over the course of the semester.

1. **Conceptual ideas**
2. **Design and layout** using formal design principles and theory
3. **Technical execution / craft**
4. **Professionalism:** demonstrated care towards your work and each other, attention, attendance, participation, punctuality, timeliness, work ethic

PROJECT GRADE WEIGHTS

Project 1: Creation Care Info Graphic	200 possible points
Project 2: Personal Brand	200 possible points
Project 3: Senior Show Brand Identity	200 possible points
Process Book (ideation, research, development)	200 possible points
Professionalism	200 possible points

A	93-100%	Given to the student who consistently presents work of exceptional quality and who demonstrates a thorough understanding of all concepts presented. This student seeks out additional information independently, is always on time, never misses class, and always participates actively during critique and class discussions.
A-	92-90%	

B+	87-89%	Given to the student who presents work of overall good quality which demonstrates a consistent understanding of all concepts. This student is always on time, rarely misses class and usually participates actively during critiques.
B	83-86%	
B-	80-82%	

C+	77-79%	Given to the student who presents work with average quality , demonstrates the minimum amount of research needed to complete projects. This student has an inconsistent understanding of the concepts being presented, is usually on time, has occasionally missed class and occasionally participates during critiques.
C	73-76%	
C-	70-72%	

D+	67-69%	Given to the student who presents work of poor quality , where projects are incomplete or missing. This student does not understand the majority of concepts being presented, is rarely on time, misses class frequently, and rarely participates during critiques.
D	63-66%	
D-	60-62%	

F	0-59%	Failing
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PLNU Policies

ATTENDANCE

Consistent attendance is critical to your success. You are expected to arrive on time with all your materials ready to work. If an emergency arises you must send me an email prior to our class meeting. Due to the intensity of the course daily attendance is essential. If you are absent from more than 10 percent of class meetings, I have the option of filing a written report which may result in de-enrollment. If the absences exceed 20 percent, you may be de-enrolled without notice. If the date of the de-enrollment is past the last date to withdraw from a class, the student will be assigned a grade W or WF consistent with university policy in the grading section of the catalog. See Academic Policies in the undergraduate student catalog.

LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due. If you need special consideration please submit a written request. I reserve the right to modify the schedule as necessary.

ACADEMIC HONESTY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As explained in the university catalog, academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. Violations of university academic honesty include cheating, plagiarism, falsification, aiding the academic dishonesty of others, or malicious misuse of university resources. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for a) that particular assignment or examination, and/or b) the course following the procedure in the university catalog. Students may appeal also using the procedure in the university catalog. See Academic Policies for further information.

ACADEMIC ACCOMMODATIONS

While all students are expected to meet the minimum academic standards for completion of this course as established by the instructor, students with disabilities may require academic accommodations. At Point Loma Nazarene University, students requesting academic accommodations must file documentation with the Disability Resource Center (DRC), located in the Bond Academic center. Once the student files documentation, the Disability Resource Center will contact the student's instructors and provide written recommendations for reasonable and appropriate accommodations to meet the individual needs of the student. See Academic Policies in the undergraduate student catalog.

FERPA POLICY

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by distributing all grades and papers individually). Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the "Information Release" section of the student portal. See Policy Statements in the undergraduate student catalog.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination on its scheduled day. The final examination schedule is posted on the Class Schedules site. No requests for early examinations or alternative days will be approved.

USE OF TECHNOLOGY

I encourage all personal media devices for "learning." Please be respectful and professional by abstaining from media use during class time if it is unrelated to the course. Food is not permitted in the Mac Lab.

COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.