

PLNU Art + Design / Art 468: Portfolio Preparation / 3 Units / Fall 2017

Tuesday, Thursday 8–9:20 a.m. / Ryan Learning Center, Mac Lab / Courtney Mayer / 619.733.8818
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Final critique: Thursday, DEC 14, 7:30-10 am

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 for, and with communities, to build empathy toward the people they're serving, and to iterate scores of ideas. Three phases guide the process, inspiration, ideation and implementation. 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/Design Thinking 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

COURSE MATERIALS

- > Adobe Cloud membership
- > Access to a wide variety of mixed-media and art supplies appropriate for your projects
- > 3M spraymount
- > X-Acto knife
- > Tracing paper
- > Computer lab printouts of various sizes
- > Process book: 3-ring binder of your choice **(keep all course materials in this binder)**

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Fall 2017 Required Portfolio Prep Assignments

Project 1. **Creation Care Week** | Creation Care, Human-Centered Design / social change | Weeks 1-5 **Aug. 29-Oct. 1**

Project 2. **Personal Brand Identity Program** | Weeks 6-10 **Oct. 3-Nov. 2**

Project 3. **Senior Show: Brand Identity Program** | Weeks 11-15 **Nov. 9-Dec. 14**

Spring 2018 Possible Portfolio Assignments

Project 4. Refine | Typography (Typography exercises, Posters)

Project 5. Refine | Typography (Multipage Publication)

Project 6. Refine | Branding and Identity Program

Project 7. Refine | Web

Project 8. Refine | Motion Design

Project 9. Refine | Web/App

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

Senior Portfolios

1. Print Portfolio Book
2. Website Portfolio

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. **Research and 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 Week	200 possible points
Project 2: Personal Brand	200 possible points
Project 3: Senior Show Brand Identity	200 possible points
Process Book (ideation, research, development)	100 possible points
Creative Brief (project 2)	50 possible points
Creative Brief (project 3)	50 possible points
Evaluation (project 1)	50 possible points
Evaluation (project 2)	50 possible points
Evaluation (project 3)	50 possible points
Professionalism	50 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

PLNU Policies

ATTENDANCE

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See Academic Policies in the Undergraduate Academic Catalog.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances. 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. 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. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic Policies for definitions of kinds of academic dishonesty and for further policy information.

ACADEMIC ACCOMMODATIONS

If you have a diagnosed disability, please contact PLNU's Disability Resource Center (DRC) within the first two weeks of class to demonstrate need and to register for accommodation by phone at 619-849-2486 or by e-mail at DRC@pointloma.edu. See Disability Resource Center for additional information.

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.

PLNU 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.