

PLNU Art + Design / Art 4068: Portfolio Prep / 3 Units / Fall 2019

Tuesday, Thursday 8-9:20 p.m. / Ryan Library, Mac Lab, room 216 / Maximo Escobedo
email: mescobedo1@pointloma.edu / Office hours: by appointment

Final critique: Friday, December 19, 7:30-10pm

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 4068 Portfolio Prep

This course investigates the process of building 3 comprehensive projects for your professional print and web portfolio. You will practice advanced-level design processes and methods, to design “for,” and “with” communities, to build empathy, and to iterate scores of ideas. You will focus on information, experience, and brand identity design.

COURSE LEARNING OUTCOMES

- > Practice the process of design:
 1. Identify and define the design problem
 2. Gather, analyze and synthesize information
 3. Determine performance criteria for measuring success
 4. Develop content and context
 5. Generate alternative solutions and build prototypes
 6. Evaluate and select appropriate solutions
 7. Implement choices
 8. Evaluate outcomes
- > Use knowledge of history, theory, visual principles and formal structures to practice advanced-level design skills using type, image and message across media
- > Experiment with visual principles, formal structures and media
- > Develop project evaluation criteria
- > Practice business strategy by writing creative briefs
- > Understand how visual systems/programs work
- > Understand and respond to varying audience need and design context such as: cognitive, social, cultural, technological and/or 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
- > Demonstrate care for yourself, your work, and for your neighbor

COURSE MATERIALS

- > Computer Adobe Cloud membership, access to a wide variety of mixed-media and art supplies appropriate for your projects, printouts in various sizes, 3M spraymount, X-Acto knife, Tracing paper
- > Book: *Brutally Honest*, Emily Cohen, and selected readings on Canvas
- > Process book: 3-ring binder of your choice **(keep all course materials in this binder)**

PLNU Art + Design / Art 4068: Portfolio Prep / 3 Units / Fall 2019

Tuesday, Thursday 8-9:20 p.m. / Ryan Library, Mac Lab, room 216 / Maximo Escobedo
email: mescobedo1@pointloma.edu / Office hours: by appointment

Final critique: Thursday, December 19, 7:30-10am

Fall 2019 Portfolio Prep Projects

Project 1. INFORMATION DESIGN, "CREATION CARE STEWARDSHIP" Due Thursday, October 3

Choose an article (from the last year) at NPR, the LA Times or San Diego Union Tribune. Create either a printed Newspaper Club 4 page, single fold tabloid or a time-based motion design that creates awareness and education about how climate change is affecting our area (local, regionally). If there is anyone in the class that wants to focus on PLNU sustainable practices see the Director of Sustainability, Nancy Pappas for content (npappas@pointloma.edu). Your audience is the PLNU community. Contents of your deliverable includes story, photos, information graphics, and things you can do to make a difference. Display your project by the first week of October for Creation Care Week and month.

Deliverables: Digital (Time-based motion design, time amount as needed to deliver message) or 4-page Print Tabloid (print online resource– <https://www.newspaperclub.com/choose/tabloid/digital>)

(4 weeks) Thursday, September 5-Thursday, October 3

Thursday, September 6: Project Kick-Off: Homework, watch, "An Inconvenient Sequel: Truth to Power" at library and find your story.

Tuesday, September 10: Overview, choose medium and make a plan. Coordinate with Denise Nelson, Dir. of library about display in Oct.

Thursday, September 12: work day

Tuesday, September 17: work day

Thursday, September 19: Ph. I Critique

Tuesday, September 24: work day

Thursday, September 26: Ph. II Critique

Tuesday, October 1: work day

Thursday, October 3: Ph. III Critique

Friday, October 4: Print or digital information designs displayed at the front entrance of the library. Coordinate with head librarians.

Project 2. PERSONAL BRAND IDENTITY Due Thursday, November 7

Do Canvas readings. Conduct research, clarify strategy, and design a professional brand identity for yourself. Use the worksheets on Canvas to develop your work: Research, brainstorming, sketching, mind mapping, mood boards, concepting

Deliverables: Business card, letterhead, second sheet, #10 envelope, blank note, blank note envelope, social media icon (mock-ups only)

(5 weeks) Tuesday, October 8-Thursday, November 7

Tuesday, October 8: Overview, process worksheets and selected readings found on Canvas

Thursday, October 10: work day

Tuesday, October 15: work day

Thursday, October 17: work day

Tuesday, October 22: work day

Thursday, October 24: Ph. I Critique

Tuesday, October 29: work day

Thursday, October 31: Ph. II Critique

Tuesday, November 5: work day

Thursday, November 7: Ph. III Critique

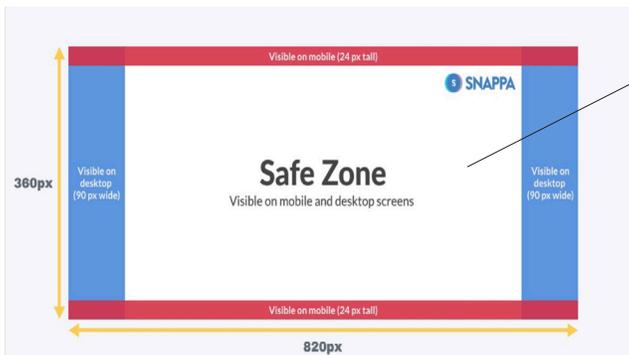
PLNU Art + Design / Art 4068: Portfolio Prep / 3 Units / Fall 2019

Tuesday, Thursday 8-9:20 p.m. / Ryan Library, Mac Lab, room 216 / Maximo Escobedo
email: mescobedo1@pointloma.edu / Office hours: by appointment

Project 3. SENIOR SHOW BRAND IDENTITY COLLATERAL Due Thursday, December 19

Conduct research, clarify strategy, and design a professional brand identity for your senior class promotions.
(4 weeks) Tuesday, November 12-Thursday, December 19

Deliverables: 18 x 28 Poster, 6 x 9 Postcard, Facebook Cover Graphic (820px by 360px), Instagram (180px by 180px)



Part 1 / Project Creative Brief. Write a response to the brief defining the design challenge.

Part 2 / Research and Ideation. Research, brainstorming, sketching, mind mapping, concepting

Part 3 / Develop a kit of parts. Image, color, type and grid studies

Part 4 / Design brand identity collateral. See deliverables and sizes above

Tuesday, November 12: Project Kick-off

Thursday, November 14: work day

Tuesday, November 19: work day

Thursday, November 21: Ph. I Critique (3 different rough pencil concepts)

Tuesday, November 26: work day

Tuesday, December 3: work day

Thursday, December 5: Ph. II Critique (top 2 refined concepts)

Tuesday, December 10: work day

Thursday, December 12: Design Ph. III Critique (top refined concept)

Thursday, December 19: Final Critique (top refined concept)

Assessment and Grading

Assessment and grading is based on the projects below. Grades will be averaged over the course of the semester. Design specific projects are assessed on a rubric addressing the following:

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

PROJECT GRADE WEIGHTS

Project 1: Information Design, Creation Care	200 possible points
Project 2: Personal Brand Identity	200 possible points
Project 3: Senior Show Brand Identity	200 possible points
Creative Brief (project 2)	50 possible points
Creative Brief (project 3)	50 possible points
IDEA Evaluation (end semester)	100 possible points
Professionalism	100 possible points
Process Book (all projects: ideation, research, and development)	100 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

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.

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.

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.

PLNU ACADEMIC HONESTY POLICY

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.

PLNU ACADEMIC ACCOMMODATIONS POLICY

If you have a diagnosed disability, please contact PLNU's Disability Resource Center (DRC) 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.

PLNU ATTENDANCE AND PARTICIPATION POLICY

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.

USE OF TECHNOLOGY

Please be respectful and never use your phone for personal reasons while in class. Please refrain from the use of social media on your computer too. Thank you.