

PLNU Art + Design / Art 4071: Portfolio (3 units) + Art 4090: Advanced Studies (2 units) / Spring 2020

Art 4071 Tuesday/Thursday, 9-10:20 a.m. + **Art 4090** Tuesday/Thursday, 10:30-11:20 a.m. / Ryan Library, Mac Lab 216
Courtney Mayer / Cell Phone: 619.733.8818 Email: courtneymayer@pointloma.edu / Office: Ryan Library, Room 216B
Office Hours: Tuesday/Thursday noon-1 p.m., Friday 10-11a.m., or by appointment

Portfolio Review: Saturday, **May 2, 2020**, 10-noon, Latter Hall, Room 101, Reception following

Senior Show / Family + Friends Reception: Friday, **May 8, 2018**, 10-noon, Keller Gallery and K109

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 4071 Portfolio + Art 4090 Advanced Studies

This course investigates the process building of a comprehensive professional portfolio across media.

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
- > Develop **project evaluation criteria** by using the provided creative brief to guide all projects
- > Understand **design contexts**: cognitive, social, cultural, technological and economic
- > Respond to **audience contexts**: physical, cognitive, cultural and social factors that shape design decisions
- > Experiment with **visual principles, formal structures and media**
- > Demonstrate **highly developed use of type, image and message**
- > Practice advanced level **visual problem solving** and **critical thinking**
- > Develop advanced level **research** and **ideation skills**
- > Design **rich visual experiences** with **meaningful messages**
- > Constructively **critique** and **evaluate** your work and the work of others
- > Develop and apply **technical skills** through the **use of tools** and **technology**
- > Learn to be **flexible, nimble** and **dynamic** in practice using organizational skills and meeting deadlines
- > Develop design with an understanding of **unified visual systems**
- > Be mindful of sustainable products, strategies and practices
- > **Collaborate productively in teams**
- > Practice **interpersonal skills showing kindness and caring for one another and for the work that you do**
- > Complete a **comprehensive body of work** (8-10 projects) across media, with the highest standards of excellence

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COURSE CONTENT

- > **Selected reading:** *Flaunt: Designing effective, compelling and memorable portfolios of creative work*, Bryony Gomez-Palacio and Armin Vit. Second Edition, www.underconsideration.com/flaunt
Brutally Honest, Emily Cohen
- > **Suggested reading:** *Indie Publishing: How to Design and Produce Your Own Book, Editor*, Ellen Lupton
Graphic Design Thinking: Beyond Brainstorming, Ellen Lupton editor, *CA Magazine*, *AIGA Design Archives*
- > **Discussions, critiques**
- > **Studio**

COURSE MATERIALS

- > Mac computer and access to Adobe Creative Cloud
- > 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"
- > Process book: 3-ring binder of your choice

Possible Portfolio Projects

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

1. **Integrated brand program:** Hotel, restaurant, museum, school, church, store, product – corporate or non-profit brand identity with standards manual 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, social media.
2. **Information:** Explore strategies for enhancing and visually presenting complex statistics. 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 a complete series of symbols or pictograms for a specific use, need and particular audience.
4. **Communication program:** Design a campaign for a conference or event; posters, brochures, directional signage
5. **Environmental:** Explore the built environment and human interaction to improve wayfinding. Design a revised navigation system, exhibition or signage project.
6. **Packaging:** Redesign or create an original packaging project of your choice. Series of branded Chocolate bars, coffee, tea, soda, toys, game, anything that interests you
7. **Digital interactive web/app/blog/motion:** Film Trailer, Senior Show animation with sound, or other
8. **Publication:** Brochure, Catalog, Children's Book, Book Cover Series, Annual Report, magazine, cookbook
9. **Advertising/Poster:** Design a poster series with a theme of your choice: Annual fund raiser for a non-profit, or theatre, film, music, or food festival
10. **Entrepreneurial:** Branded product, packaging, self-promotion, etc.
11. **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. Public Service Announcement
12. **Typeface:** choose a creative theme and design a typeface that communicates the attributes and distinctions of that theme. How could you expand on it for an actual branded project for print, web, or the environment?
13. **Stationery/invitations/calendar:** personal and themed
14. **Calligraphy/hand-lettering:** personal and themed

Creative Brief

Information

Designer Name

Project Name

Date

Describe

- > What is the design challenge?
- > What are you trying to communicate and why?
- > What is the purpose?
- > How will you connect with your audience?
- > Who needs this information and why? Describe your audience.
- > Describe your competition.
- > Describe the user experience.
- > What conceptual direction will you take?
- > What is the personality and tone?
- > What does the user know? What do they need to know?
- > How do you want your audience to respond?
- > How will this visual communication be used?
- > Give rationale behind your approach—is it informational or persuasive?

Portfolio

Elements of a Portfolio

- > Unify your branded personal identity throughout your Print and Web Portfolios
- > Front cover (FC), Inside front cover (IFC), Inside back cover, (IBC), Back cover (BC)
- > Copyright page (optional)
- > Personal statement
- > Table of Contents
- > Project Description:
 - Name/Title
 - Category
 - Design Challenge: Process and Strategy
 - Creative Solution or Outcome
 - Results (if you have some)
 - Typefaces, colors used, or other supportive elements
- > Show Process, Development, Strategy! (Research Sketches, Ideation, Inspiration, Mood Board, Writing)
- > Header or Footer
- > Page numbers
- > Thank you. Personal thanks to important people in your life and to the portfolio reviewers.
- > Colophon (Print)
 - Design
 - Photography
 - Printer
 - Paper Stock
 - Binding
 - Typeface
 - Software
- > **Additional elements:** Case? Box? Resume, Business Cards

Print Portfolio Resources

Link to PLNU 2014-2015 Portfolios:
<http://www.pointloma.edu/news/student-portfolios-issuu>

Build visual unity with your personal brand identity, business card, letterhead/resume, thank you note, envelope, print portfolio, and website. You are a complete package—think about all of this stuff and your personality and interpersonal skills to sell YOU and your TALENTS!

Work with print rep to choose stock, binding, and cover, schedule and cost estimates

CLEARSTORY

rsmithson@myclearstory.com
858.526.3600

DEPARTMENT COLOR PRINTER

Canon Pixma (you will need to investigate the type of paper stock you want)

TUESDAY MORNINGS

Magnetic paperboard storage boxes

PINA ZANGARO

Portfolio binders, cases or boxes

OTHER IDEAS

Look around in unusual places like used book stores, antique shops and other places to find one-of-a-kind things or materials that support the spirit of your creative direction.

PAPER STOCK/BINDING

Form and function

Paper texture and contrast

Consider varying page sizes

Think about how the book feels

How well will it lay flat?

Develop a prototype with actual number of pages and paper

Layout the whole thing quickly, then refine, refine, refine.

Consider permanency of pages when deciding binding

Consider number of books—I recommend 2 or more if you can afford it for leave-behind occasions.

Web Portfolio Resources

Squarespace.com

Other Content Management Systems
Or

Custom-built

BINDING TYPES

Coptic Stitch



Wire-O



Perfect binding



Wire-O



Saddle-stitch



3-ring binders



Assessment and Grading

ASSESSMENT

1. **Conceptual ideas** and **originality**: smart, appropriate, unexpected or surprising...
2. **Design** and **layout quality**: use of elements and formal design principles of design
3. **Content quality**: writing, photography or illustration
4. **Context**: design solution appropriate for audience and needs—cognitive, social, cultural, technological and economic
5. **Technical execution** and **craft**: excellence and care for every detail
6. **Professionalism**: organizational skills, coming to class on time and prepared with everything you need, taking personal responsibility, meeting deadlines, independently motivated, independent thinker, attendance, good attitude, strong work ethic, care of your work and each other, and active class participation

GRADING

Mid-Semester Progress	100 possible points
Print Portfolio	300 possible points
Website Portfolio	300 possible points
Portfolio Review	100 possible points
Professionalism	100 possible points
IDEA Evaluation	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
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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 DISHONESTY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As stated in the university catalog, "Academic dishonesty is the act of presenting information, ideas, and/or concepts as ones own when in reality they are the results of another person's creativity and effort. Such acts include plagiarism, copying of class assignments, and copying or other fraudulent behavior on examinations. 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." See Academic Policies in the undergraduate catalog.

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

Final portfolios are due for grading Saturday, May 2.

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.

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PORTFOLIO SCHEDULE

January

- WK 1 > TH 16 Welcome/Intro/Plan 8-10 Projects
> F 17 Project Refinement/Portfolio Planning
Creative Direction/Writing
**Submit Sr. Show Collateral +
Personal Brand for review/feedback**
- > T 21 **Clearstory**
> TH 23 Creative Direction/Writing/Layout
> F 24 Project Refinement/
- WK 2 > T 28 Creative Direction/Writing/Layout
> TH 30 Project Refinement
> F 31 **Submit all portfolio text on Canvas
as a Google Doc
Submit overall Creative Direction
on Canvas**
- WK 3

February

- WK 4 > T 4 Have all assets collected and begin
Portfolio Layout/style sheets/grid
> TH 6 Portfolio Layout/style sheets/grid
> F 7 Portfolio Layout/style sheets/grid
- WK 5 > T 11 Design/Assess
> TH 13 Design/Assess
> F 14 **Submit by 9 am/Design Ph. I**
- WK 6 > T 18 Design/Assess
> TH 20 Design/Assess
> F 21 **Submit by 9 am/Design Ph. II**
- WK 7 > T 25 Design/Assess
> TH 27 Design/Assess
> F 28 **Submit by 9 am/Design Ph. III**

March

- WK 8 > T 3 Design/Assess
> TH 5 Design/Assess
> F 6 **Submit by 9 am/Design Ph. IV**
- > T 10 **Spring Break**
> TH 12 **Spring Break**
- WK 9 > T 17 Production/Assess
> TH 19 Production/Assess
> F 20 **Submit by 9 am/Production Ph. I**
- WK 10 > T 24 Production/Assess
> TH 26 Production/Assess
> F 27 **Submit by 9 am/Production Ph. II**
- WK 11 > T 31 Editing/proofing
> TH 2 Editing/proofing
> F 3 **Submit by 9 am/Production Ph. III**

April

- WK 12 > T 7 Editing/proofing
> TH 9 **Easter Break, no class**
- WK 13 > T 14 **Release e-files to printer**
> TH 16 **Release e-files to printer**
> F 17 **Release e-files to printer**
- WK 14 > T 21 web/print proofing/table/interview
> TH 23 web/print proofing/table/interview
> F 24 web/print proofing/table/interview
- WK 15 > T 28 web/print proofing/table/interview
> TH 30 web/print proofing/table/interview
> S 2 **Portfolio Review**
- WK 16 > T 29 **Celebration Breakfast/Mayer House
9-11 a.m.**

Alumni Portfolio + Website

Channin Fulton, '14

channinfulton.com
https://issuu.com/channinfulton/docs/3_31_14_channinportfolio_issuu

Josh Topp, '14

issuu.com/joshuatopp/docs/josh_topp_final_portfolio

Taylor Roy, '15

taylorjaneroy.com
https://issuu.com/taylorroy/docs/portfoolio-final-issu_fd285b039eae2

Rachel Harrell, '15

rachelharrelldesign.com
https://issuu.com/rachelharrell/docs/rh_portfoliox_6130d2d0b80103

Jenae Loofbourrow, '15

https://issuu.com/jenaeeliseloofbourrow/docs/issuu_loofbourrow_portfolio

Katie Kindness, '15

katiekindnessdesign.com
https://issuu.com/katiekindness/docs/portfolio_7.7x9

Melanie Voigt, '15

melanievoigt.com
https://issuu.com/melanievoigt/docs/melanievoigt_plnuportfolio_issuu

Olivia Armitage, '16

oliviaarmitage.com
https://issuu.com/oliviaarmitage/docs/armitage_issuu

Luke Armitage, '16, City College, (brother of Oliva A.)

https://issuu.com/lukearmitage/docs/lukearmitage_portfolio

Emma Lenz, '16

https://issuu.com/emmalenzdesign/docs/portfolio_issuu_pdffinal

Eric Lange, '16

<https://issuu.com/ericlange/docs/issuuuuuu2> <https://issuu.com/ericlange/docs/issuuuuuu2>

Talia Moyer, '16

taliamoyerdesign.com
https://issuu.com/taliamoyer/docs/moyer_portfolio_issuu7

Tom Williams, '16

www.tomconcepts.com

Paige Fratzke, '17

<https://issuu.com/paigefratzke/docs/issuu>

Sierra Hamilton, '17

sierrahamiltondesign.com
https://issuu.com/sierrahamilton/docs/portfolio_hamilton_spreads_59fe28f57b708b

Tara Tuls, '17

taratuls.com
https://issuu.com/taratuls/docs/issuutaratuls_vox.com

Katie Murphy, '18

katiemurphy.design

Abby Goveia, '18

abbiegoveia.com

Max Hammons, '18

maxhammons.com

Chris Tellez, '18

ctvisuals.com

Katie Hibbard, '18

katiehibbard.com

Jayne O'Hanlon, '18

jaymeohanlon.com

Google these alumns

Kelly Buck, '19

Ethan Chan, '19

Magdalena Cook, '19

Kate Erath, '19

Chad McLain, '19

MacKenna Carney, '19

Mia Chandler, '19

Maddie Frith, '19

Aaron Smith, '19