

# The Art Institute of California-San Francisco

## Course Syllabus

**Course Number:** FS497

**Course Title:** Portfolio II

**Class Meetings:** Tuesday, 1–5 (room 611)

**Session/Year:** Summer, 2011

**Instructor Name:** Marty Chappell

**Email Address:** mchappell@aii.edu -or- marty@martychappell.com

**Instructor Availability Outside of Class:** ask instructor for current meeting times/office hours

### Portfolio II

#### **Course Description:**

This course focuses on the completion of a student's portfolio and enables the student to begin their career search. Students will present work for the portfolio and will review and determine the quality of the work and make any enhancements necessary. The student will also complete a professional resume and extensive job search.

<b>Course Length:</b>	11 Weeks
<b>Contact Hours:</b>	44 Hours
<b>Lecture:</b>	0 Hours
<b>Lab:</b>	44 Hours
<b>Credit Values:</b>	2 Credits

#### Quarter Credit Hour Definition

A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

- (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or
- (2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.

#### **Course Competencies:**

Upon successful completion of this course, the student should be able to:

##### ***Organize artwork in a print portfolio.***

- Develop a plan that conforms to desired outcomes and can be completed within a specified time frame.
- Analyze, prioritize, and sequence project tasks.
- Generate a resume that reflects the individual's most marketable skills and qualities.
- Recognize and adhere to copyright laws governing the use of emerging technology.
- Adhere to rules and standards of academic and intellectual integrity such as those related to plagiarism
- Produce an ID package – letterhead & business card

##### ***Communicate effectively with prospective employers.***

- Generate a letter that helps the individual obtain a job interview.
- Discuss the relative effectiveness of various media for different communication purposes.

- Use the Internet to conduct career related research.
- Conduct networking activities with pertinent industry groups, individuals, and/or associations.

Evaluate personal and professional skills and interests relative to their application in possible career paths and projects.

Develop communication skills for job interview and presentation

Develop an understanding of self-promotion, bidding + estimates, taxes, and billable expenses.

**Course Prerequisite(s):** Accumulation of 175 credits

**Text(s):** None

**Recommended reading:**

*Graphic Artists Guild Handbook: Pricing & Ethical Guidelines.*

**Publisher:** Graphic Artists Guild; 13th edition, (2010). **ISBN:** 0932102158.

**Materials and Supplies:** Portfolio case, color prints and/or storage disk, other materials as needed

**Estimated Homework Hours:** 4-8 Hours per week

**Technology Needed:** PC or Mac Computer, whatever software and hardware it takes to produce your portfolio, camera.

**Grading Scale:**

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student's right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student's grade shall be as follows (on a percentage of total points basis):

A	100-93
A-	92-90
B+	89-87
B	86-83
B-	82-80
C+	79-77
C	76-73
C-	72-70
D+	69-67
D	66-65
F	64 or below

**Process for Evaluation:**

Assignments and Exercises

Meeting deadlines

Mandatory reviews weeks 5/7/10 +100% possible

Attendance and Participation, -20% possible

**Student Evaluation/Grading Policies:**

Class time will be spent in a productive manner.

Grading will be done on a point system.

Points for individual activities will be announced.

All work must be received by the set deadlines.

On-time projects may be redone with instructor approval.

**ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 10.**

**Classroom Policy:**

No food allowed in class or lab at any time. Drinks in re-closeable bottles allowed in classroom.

Edible items brought to class or lab must be thrown out.

If student elects to eat/drink outside class or lab door, missed time is recorded as absent.

Attendance is recorded in 15-minute increments.

Break times are scheduled by the instructor at appropriate intervals.

No private software is to be brought to lab or loaded onto school computers.

No software games are allowed in lab (unless in course curriculum).

Headphones are required if listening to music during lab. No headphones are allowed in lecture.

Any student who has special needs that may affect his or her performance in this class is asked to identify his/her needs to the instructor in private by the end of the first day of class. Any resulting class performance problems that may arise for those who do not identify their needs will not receive any special grading considerations.

**Disability Policy Statement:**

It is our policy not to discriminate against qualified students with documented disabilities in its educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class, contact the Disabilities Services Coordinator at 415-276-1060.

**Academic Honesty Policy:**

Students are expected to maintain the highest standards of academic honesty while pursuing their studies at AiCA-SF. Academic dishonesty includes but is not limited to: plagiarism and cheating; misuse of academic resources or facilities; and misuse of computer software, data, equipment or networks.

Student work that appears to violate AiCA-SF's standards of academic honesty will be reviewed by the Committee on Academic Honesty. If the work is judged to have violated standards of academic honesty, appropriate sanctions will be given. Sanctions include but are not limited to course failure and academic termination.

### **Class Rules & Requirements: (read the fine print...)**

- Attendance is mandatory; commit to being in class every session, on time.
- Instructor attendance policy (following AiCA-SF guidelines): Our class meets for a total of 44 hours. Both you and I are expected to be present for all these hours. A class is made up of the people who are actually there participating. The more you are present, the higher your grade. **1 percent will be deducted from your average score for each full hour you are not in class, up to a maximum of 20% of your grade (1 pt. x 20 hrs.).** By school policy, there are no excused absences.
- **Portfolio class requires a “C” at minimum to pass. For this reason, make sure you’re in class every week: if you can’t show up for class it indicates you can’t show up for a job and aren’t ready to graduate. The most important place for you to be during your portfolio class time is in Portfolio class.**
- **GD/ADV students are expected to have a website to qualify for graduating.** This can be minimal, but a web presence is absolutely essential for job hunting/contact info.

Portfolio class is very self-motivated. All assignments should be finished early or on-time in order to progress smoothly.

There will be critiques and feedback gathering for your work during many class sessions. You are expected to participate openly and freely in the critique.

- Demonstration of respect for others’ work and opinions is of utmost importance.

## Course Outline

### Week 1:

**Lab:** Discuss aspects of a professional-level portfolio—emphasizing *focus, direction, personal style, and marketing perspectives*. Begin to select individual pieces for review with the instructor.

Discussion of whether you should make your own book, or purchase a portfolio case.

Course syllabus overview.

*It is the student's job to take notes about what to do with their work—you will receive quite a bit of detailed feedback from the instructor & your fellow students, so write it all down to help you remember.*

Please note: the Art Institute will not be providing computers for presentation day display. It is your responsibility to provide a computer for any digital material you'd like to present.

**Homework:** Gather work. Research graphic designers' resumes & web sites for ideas.

**In-class visit from Career Services (Larisa Dzwonczyk).**

*If you haven't already done so, it is your responsibility to meet with **Career Services** to receive basic job search information, obtain contact information, review key due dates, and discuss general Portfolio Show needs.*

### Week 2:

**Lab:** How to analyze, sequence, and prioritize portfolio pieces. Identify weaknesses and strengths of various pieces. Finalize items to update for final portfolio. Product photography in-class for packaging, books, t-shirts, folded brochures, wine labels, etc.

**Homework:** Finalize updates. Write your first draft resume & submit it to Career Services

### Week 3:

**Lab:** Format for individual pieces, level of finish, laminates, mats, sleeves, and portfolio case. Creation of promo materials and leave-behinds. Work on updating selected pieces. Product photography in-class continued.

Student presentation of portfolio work, so far (how's it looking? What still needs to be included, considered, or refined?)

**Homework:** Finalize updates

*First Draft Resumes are due to Career Advisor via email. –Word.doc version.*

**Larisa Dzwonczyk** [ldzwonczyk@aii.edu](mailto:ldzwonczyk@aii.edu) (GD) 415-276-4014

**Week 4:**

**Lab:** Labeling each item: project/solution descriptions. Students review corrections to pieces and continue updating. Product photography in-class continued.

*Career Services will visit the Portfolio Class to complete resume revisions. Career Advisor will visit with each pending graduate to review resumes and make changes. Marketing Statements and Ai Portfolio site overview presented.*

**Homework:** Finalize updates

**Week 5:**

**Lab:**

**Mandatory MIDTERM REVIEW:** (worth 40% of grade; can't be missed)

Visit by Career Services advisor, along with Academic Director and Faculty to review Portfolios. Each student must present their portfolio (1<sup>st</sup> draft version, B/W, printed) and take notes during feedback session(s). Each student must supply a .PDF of their current week 5 portfolio progress to the instructor.

**Homework:** update portfolio content & layout based on class feedback.

**Week 6:**

**Lab:** Refine/alter portfolio based on midterm feedback

Marketing Statements DUE to Career Services

**Homework:** Finalize updates for Portfolio Review next week (#7). Prepare or purchase a portfolio binder or case.

**Week 7:**

**Lab:**

**Mandatory SECOND REVIEW:** (worth 30% of grade; can't be missed)

Visit by Career Services advisor, along with faculty to review portfolios. Industry professionals will be invited. Each student must present their portfolio (2<sup>nd</sup> draft version, printed) and take notes during feedback session(s). Each student must supply a .PDF of their current week 7 portfolio progress to the instructor.

**Homework:** Work on give-away piece, and fine-tune your resume

**Week 8:**

**Lab:** Finalize all portfolio captions and descriptions, including content, hierarchy, and spelling/grammar.

**Homework:**

Finalize all portfolio pages in preparation for printing. Complete your web site.

**Week 9:**

**Lab:** Résumé and cover letter printed. Business cards printed.  
All large printouts for portfolio and/or presentation booth should be done early.

**Homework:** Fine-tune presentation and create signage for show booth.  
Install your printed pages in a portfolio binder.

Final Resumes are due to Career Advisor via email-PDF and Word versions. Images and résumé are due for uploading to Ai Portfolio website.

\* Reminder: *No Hassle for the Tassel* is next week.



**Week 10:**

**Lab:**

**Mandatory Graduate Clearance Day: *No Hassle for the Tassel***  
*All departments that are required to clear candidates for graduation, including Academic Directors, Career Advisors, Student Affairs, Student Financial Services and the Registrar, will be in attendance or available for signing clearance forms.*  
Thursday, September 15, 2011 12-1pm

Completion of portfolio pieces. Prepare for public presentation. Tie up any loose ends. All work is now finalized, and decisions are made about grades and whether or not each student's portfolio meets professional standards for graduation.

**Mandatory FINAL REVIEW: do you graduate or not?** (worth 30% of grade). Visit by Career Services advisor, along with Academic Director and Faculty to review Portfolios. Each student must present their portfolio (FINAL version, printed, in professional portfolio book) and take notes during feedback session(s). Each student must supply a .PDF of their finalized portfolio to the instructor.

**Homework:** minor tweaks to portfolio/presentation, in preparation for display.  
Finalize give-away piece.

**Week 11:**

**PORTFOLIO SHOW:**

Students submit final completed portfolio for display at public presentation.

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*Weekly Schedule subject to change, based on class need.*

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