ARTC 2335.23501 Portfolio Development for Graphic Design  
Spring 2013

INSTRUCTOR: Ray-Mel Cornelius SECTION: 23501  
OFFICE: B-229  OFFICE HOURS: 12 – 1 pm M T W TR F (by appointment)  
CAMPUS VOICEMAIL: 972 860-4959  
EMAIL: rcornelius@dcccd.edu  
CLASS DAY/TIME: T 5:40-8:30 pm ROOM: B224  
PREFERED METHOD OF CONTACT: e-mail  
DIV. OFFICE: 972/860-4160 M-115

NOTE: The instructor reserves the right to modify the course requirements, assignments, grading procedures and other related policies as circumstances so indicate.

**CATALOG DESCRIPTION: ARTC 2335 Portfolio Development for Graphic Design (3)**
Preparation of a portfolio comprised of completed graphic design projects. Evaluation and demonstration of portfolio presentation methods based on the student’s specific area of study. (2 Lec., 4 Lab.)

Prerequisite: This is an advanced course. Instructor approval required.

Objectives: To prepare the student for the job search process by completing portfolios of work, resumés and other materials necessary to obtain employment in the Visual Communications or related fields.

Overview: Students will review and refine existing work from all classes completed in the VCOM degree program. Projects will be revised or reworked to improve each piece as professionally as possible. Both a traditional portfolio and a digital presentation will be created using industry standard presentation software and website delivery. A current resumé, personal identity package (business card, letterhead, envelope) and a self-promotional piece will also be created to be used in the search process for employment or advanced study beyond the AAS degree.

**Required Textbooks:**

**Optional Textbooks:**

Learning Outcomes:
Successful completion of this course will enable the student to:

Arrange and refine projects for inclusion in a graphic design portfolio
Identify industry requirements for employment
 Identify current events, skills, attitudes and behaviors pertinent to the industry and relevant to the professional development of the student
Digitize, organize and sequence artwork through storyboard slide presentation
Create a print presentation portfolio
Create a website and/or digital portfolio presentation
Prepare and present a professional resume in creative form, as well as a text-based form for inclusion in e-mail documents
Job search in a variety of resources to gain interviews
Research potential job positions by studying documents regarding an employer
Present himself or herself in a professional manner for an interview
Document job searches for future reference
Evaluate effects of reproduction methods within design layouts and concepts
Exhibit professionalism through meeting stated deadlines, presentation criteria and craftsmanship.

Course Outline:
Week 1: Orientation, Syllabus, Course objectives; Steps to Developing a Cohesive portfolio
Week 2: Portfolio Preparation: Audit of coursework for inclusion in portfolio
Week 3: Digitizing your work and Organizing files; Creating a slide presentation; Selecting and Editing Work
Week 4: Developing a Cohesive Concept; Creating a Personal identity & Resume Package and Leave-Behinds
Week 5: Personal identity & Resume/Promo-Production
Week 6: Personal identity & Resume/Promo-Production
Week 7: Developing Layout and Sequence: Creating a Presentation Storyboard Process & sketch inclusion
Week 8: Establishing Form of the book: Page sizes, binding & presentation methods for Traditional Portfolios
Spring Break
Week 9: Traditional Portfolio- Production
Week 10: Traditional Portfolio- Production
Week 11: Traditional Portfolio- Production
Week 12: Presentation software & techniques; Digital and internet presentations
Week 13: Digital/Internet Portfolio- Production
Week 14: Digital/Internet Portfolio- Production
Week 15: Presentation & Interview Techniques
Evaluation and Grading Policy:
Evaluation of assignments will be based on concept, design and composition as well as craftsmanship and/or technical achievement. Active participation in critique is mandatory and will affect the overall grade for each assignment.

Identity, Leave-behind & Resumé Package: 25%
  (includes and creating unifying design elements)
Interactive PDF: 25%
  Slide Presentation & Storyboard for sequencing order of work: 10%
    (Includes digitizing and reworking artwork for inclusion in portfolio)
Final Interactive PDF: 15%
Print Portfolio Presentation: 25%
Web Portfolio Presentation: 25%

% GRADING SCALE:
90 - 100 = A  80 - 89 = B  70 - 79 = C  60 - 69 = D  Less than 60% = F

Course Requirements: This section of this class is self-paced and uses the ecampus blackboard system as a component. All course materials, the syllabus and the course schedule listing due dates and reading assignments are delivered through ecampus. To reach ecampus, go to: http://ecampus.dcccd.edu. Login using your student id number, with a lower case “e” in front for your user name and password. Once inside, click on the class which will most likely show up on the right side of your screen. Announcements are posted as needed to inform the class of due dates and any other special requirements needed for the class.

You are required to meet with your instructor on a bi-weekly basis as scheduled. Any class requirements requiring critique with the other students are required to be posted online, through the ecampus discussion board, by the assigned due date. Active participation in critiques and on the discussion board is required.

You are also required to have an email address, list it in your student profile on ecampus, and keep it current. If you do not have an email address, you can obtain one through the DCCCD website.

Please note that this is not a software class. Students are required to work independently on projects and class requirements. Instruction in the software is beyond the scope of this class, so use what you are comfortable and familiar with, including Illustrator, Photoshop, InDesign, Dreamweaver and/or Flash. The objective lies in the creative concept and design in producing your portfolios. All software is available in the computer lab.
**Supplies:** Besides a notebook for taking notes when meeting with your instructor, you will also need a **USB “flash” drive.** You will use this drive to transfer scan files from the scanning computer to your work station and/or to save your files to bring home, etc. If you have a video iPod, or another type of disk, you can use this as well. Supplies also include any paper, specialty paper, portfolio cases, book making supplies, matt/mounting supplies and matt board, and/or any other supplies as required according to your design for the traditional portfolio and leave-behind. More will be discussed in class. Due to the nature of the projects, work is self-paced however this class requires at least 6-10 hours per week, which usually depends on individual student study habits and skill level.

Final presentation of your complete portfolio, leave behinds, digital presentation and website is required at the end of the semester. Presentations will be made to several Visual Communications faculty, not just the instructor.

**Course Policies:**

**Late work:** Late work is not accepted. Due to the nature of the class all work must be turned in when due.

**Submitting Required work:** This class is not a software oriented class. Due to the nature of the class, Projects are completed and submitted to instructor for assessment in both digital and printed format. Digital JPGs, presentations and PDF files will be submitted to ecampus.

**Examination Policy:** There are no written exams or tests in the class, however active participation in critiques is required. Critical analysis expressed through verbal discussion of conceptual, compositional and technical aspects of each project is expected. Although written tests are not required at this time, the instructor reserves the right to add this element as necessary during the semester.

**Class Participation:** Students are required to attend scheduled class lectures, meetings and class critiques. Announcements will be posted on ecampus indicating scheduled class meetings and lecture topics. Due to the nature of this class, work will be completed on an individual basis. Students are required to work independently on projects and class requirements either at home or in open lab times. The instructor is available for consultation and arranged individual meetings throughout the semester.

**Religious Holidays:** Students desiring to observe a religious holy day, which will result in a class absence, must notify instructors in writing, for each class, no later than the 15th
calendar day after the first class day of the semester in which the absence will occur. Students are required, at a time assigned by the instructor, to complete assignments or take examinations that may be missed as a result of the absence.

**Campus/District Policies:**

**Third Attempt Policy:** Effective since Fall Semester 2005, the Dallas County Community Colleges charges a higher tuition rate to students registering the third or subsequent time for a course. All third and subsequent attempts of the majority of credit and Continuing Education/Workforce Training courses will result in higher tuition to be charged. Developmental Studies and some other courses will not be charged a higher tuition rate. Third attempts include courses taken at any of the Dallas County Community Colleges since the Fall 2002 semester. Note: A “course” refered to above is NOT the course number and name, but the course CONTENT, so even if the course number/name is different, the third attempt policy is in effect due to the course CONTENT. To read more about the policy, visit the www.dcccd.edu website, or click on the Third Attempt Policy link above.

**Drop Policy:** If you do not wish to complete this course, you are responsible for withdrawing yourself from the class. If you are unable to complete this course you must withdraw from it by April 18, 2013. Withdrawing from this course is a formal procedure which you must initiate. The instructor or instructional associate cannot do it for you. You may do this in admissions or counseling. If you stop attending and do not withdraw, you will receive a performance grade, usually an “F”. Students sometimes drop courses when help is available that would enable them to continue. If you feel the need to withdraw, please discuss your plans with the instructor first.

6 Drop Policy: STOP BEFORE YOU DROP
For students who enrolled in college level courses for the first time beginning in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop. You may drop no more than 6 courses during your entire undergraduate career unless the drop qualifies as an exception. Your campus counseling/advising center will give you more information on the allowable exceptions. Remember that once you have accumulated 6 non-exempt drops, you cannot drop any other courses with a “W”. Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges. For more information, you may access: https://www1.dcccd.edu/coursedrops

**Internal Transfer:** A credit student may transfer to non-credit status after the refund period and on or before the final drop date of the semester. No student will be permitted to transfer after that date. Please consult with your instructor if you wish to utilize this transfer process.

**Sexual Harassment Policy:** No student or employee of the college shall engage in sexual harassment, which is a form of discrimination on the basis of sex. For general policy and procedure, purposes, sexual harassment may be described as unwelcome sexual advances, requests for sexual favors, or other physical and expressive behavior of
a sexual nature. A complaint alleging a violation of one or more of the foregoing provisions may be filed by any employee or student affected by the conduct or action. Any person may report an alleged violation of this procedure, whether or not the person is affected by the conduct or action. Reports of sexual harassment shall be made informally to Brookhaven College Human Resources personnel or De. Claude Caffee at 972-860-4832 or Mildred Kelley at 972-860-4195, or formally, in writing, to the DCCCD Vice Chancellor of Educational Affairs. Investigations of complaints will be initiated only with the consent of the individual who filed the complaint. To the extent possible, the proceedings will be conducted in a confidential manner in order to best protect the interests of both parties.

**Americans with Disabilities Policy Statement:** If you feel you may need an academic adjustment, such as help with taking notes, etc., because of any type of physical disability or learning difference, please talk with your instructor during office hours or by appointment before the end of the second week of classes. You may also contact Special Services at 972-860-4847 for advisement and counseling. Information can be found online at http://www.brookhavencollege.edu/campserv/specialservice/specialsvc.htm.

**Financial Aid:** Students who are receiving any form of financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy. Please note: If you are receiving Financial Aid grants or loans, you must begin attendance in all classes before the certification date. You also must attend or participate after the drop date in order not to be marked as non-attending in the event that you fail the course. Do not drop or stop attending any class without consulting the Financial Aid Office. Changes in your enrollment level and failing grades may require that you repay financial aid.

**Academic Integrity:** The purpose of the Student Code of Conduct is to provide guidelines for the educational environment of The Dallas County Community College District. Such an environment presupposes both rights and responsibilities. Disciplinary regulations at the college are set forth in writing in order to give students general notice of prohibited conduct. Students should be aware of disciplinary actions for all forms of academic dishonesty, including cheating, fabrication, facilitating academic dishonesty, plagiarism and collusion. Your College Catalog and the DCCCD Catalog contain the entire Student Code of Conduct or go online at https://www1.dcccd.edu/cat0608/ss/code.cfm?loc=2 and scroll down to Responsibility, #11, for detailed information.

**Academic Honesty Policy:** All course work in this class is undertaken with the understanding that academic honesty is the only acceptable behavior at Brookhaven College or any college in the DCCCD. Further, it is understood that the instructor sets the standards of academic honesty in the classroom, determines when these standards have been violated, and determines the consequences of that behavior by the student. The following instances of academic dishonesty will not be tolerated:
Cheating - intentionally using or attempting to use unauthorized materials, information or study aids in any academic exercise.

Collusion - unauthorized collaboration with another person in preparing work offered for credit, i.e.: providing exam information to another student, working collectively on assignments intended as individual tasks.

Fabrication - intentional and unauthorized falsification or invention of any information in an academic exercise.

Plagiarism - intentionally representing the words, art, design and/or ideas of another as one’s own in any academic exercise.

Receiving your grades:
End-of-semester grades are not mailed to you by the college. To receive your grades you have two options: through the Internet or through the Telephone Touch-Tone System. Depending on your choice use the following directions:

Internet Access to Grades:
1. Go to the Dallas County Community College website (http://www.dcccd.edu)
2. Next, look at the Online Services heading.
3. Under the Online Services heading click on eConnect-Register, Pay, Check Grades.
4. You are now on the student menu.
5. Next click on My Personal Information (this will expand the menu)
6. Now click on My Grades
7. Enter your seven digit student ID (not your social security #)
8. Enter your password or if it is your first time to use the system enter your date of birth. (Example: Feb 16, 1965 021665)
9. Now select the grade type you wish to review (CR-Credit Grades) and click on submit.
10. Grades start with “oldest” term... now find yours.

Telephone Access to Grades:
1. Dial 972-613-1818.
2. Press 2 for grades.
3. Press 1 and wait for directions to enter your seven digit Student ID#.
4. Enter PIN (Six digit -- Example: Date of birth Feb 16, 1965 021665)
5. Select correct option for the semester grades you are inquiring about.

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