Portfolio Development for Graphic Design | ARTC 2335.1A1

CREDIT
3 Semester Credit Hours (2 hours lecture, 4 hours lab)

MODE OF INSTRUCTION
Face to Face

PREREQUISITE/CO-REQUISITE:
None

COURSE DESCRIPTION
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.

COURSE OBJECTIVES
Upon completion of this course, the student will be able to
• 	Arrange and refine projects for inclusion in a graphic design portfolio.
• 	Identify industry requirements for employment.
• 	Identify current events, skill, attitudes and behaviors pertinent to the industry and relevant to the professional development of the student.
• 	Create a presentation portfolio.

INSTRUCTOR CONTACT INFORMATION

Instructor:	Susannah N. Dingmon, B.F.A.
Email:	sndingmon@eagle.lit.edu
Office Phone:	(409) 247-5328
Office Location:	TA4 100B
Office Hours:	MWF: 2:00pm – 3:00pm, TR: 8:00am – 9:00am

REQUIRED TEXTBOOK AND MATERIALS
No Textbook

Materials: External Drive with Minimal Storage Capacity of 1TB (Solid State Preferred), Camera (modern cellphone may be used), Portfolio Cover & Clear Sleeve inserts (Do not buy this immediately until we start planning your branding)

ATTENDANCE POLICY
Regular and punctual, class and laboratory attendance are expected of all students.

Approved: Initials/date

If you're unable to come to class, you will be counted absent. You are allowed 4 absences total without penalty.
You will be counted absent if you:
- Are not present in class
- Leave class early without instructor permission
- Disappear in the middle of class for a significant length of time

Each absence after three will result in your final grade being dropped by half a letter.

If you arrive 15 minutes past class start time, you will be counted tardy. Being tardy 3 times will equal to 1 absence.

Excused absences, such as, illness, bereavement, school activities or weather conditions that cause the school to be closed are accepted. Supporting documentation will need to be provided to prove your absence is excused.

If you are absent on the due date of an assignment you are still responsible for turning it in via Blackboard. No exceptions.

***Bonus: If you have perfect attendance by the end of the semester, your lowest graded project will receive 10pts.

DROP POLICY
If you wish to drop a course, you are responsible for initiating and completing the drop process. If you stop coming to class and fail to drop the course, you will earn an "F" in the course.

COURSE CALENDAR – *Dates are subject to change with proper notice given.*

DATE	TOPIC	READINGS (Due on this Date)	ASSIGNMENTS (Due on this Date)
8/22/2023	Syllabus Review, Getting Started		
8/24/2023	Brand Building; Identifying your audience, Competitor Research, Purpose and Position		
8/29/2023	Brand Building; Mood Boards, Personality and Voice		Research Due
8/31/2023	Brand Building; Looking over Mood Boards, Mind Map for name and		Mood Boards Due

	Slogans, Checking Availability		
9/5/2023	Branding Project; Introduction to Branding Project		
9/7/2023	Branding Project; Work in Class		
9/12/2023	Branding Project; Work in Class		
9/14/2023	Branding Project; Work in Class		
9/19/2023	Branding Project; Work in Class		
9/21/2023	Critique, Preview for Portfolio Project		Branding Project Due
9/26/2023	Portfolio Project; What goes in a Portfolio, Digital vs. Printed Portfolio, Portfolio Cases		
9/28/2023	Portfolio Project; Work in Class		
10/3/2023	Portfolio Project; Work in Class; First Day to Apply for Graduation		
10/5/2023	Portfolio Project; Work in Class		
10/10/2023	Portfolio Project; Work in Class		
10/12/2023	Portfolio Project; Work in Class		
10/17/2023	Portfolio Project; Work in Class		
10/19/2023	Critique		Half way Progress Check for Portfolio, Website, and Resume
10/24/2023	Portfolio Project; Work in Class		
10/26/2023	Portfolio Project; Work in Class		
10/31/2023	Portfolio Project; Work in Class		
11/2/2023	Portfolio Project; Work in Class		

11/7/2023	Portfolio Project; Work in Class		
11/9/2023	Last Day to Apply for Graduation, Critique, Preview for Mock Interview		Portfolio Project Due
11/14/2023	Mock Interview; Presentation & Practice Questions; Communication Practices		
11/16/2023	Practice Mock Interview for Employee		
11/21/2023	Practice Mock Interview for Contractor		
11/23/2023	NO CLASS (THANKSGIVING)		
11/28/2023	Mock Interview; Practice and Portfolio Assembly; Self Study Time		
11/30/2023	Final Mock Interview		Mock Interview - Final
12/5/2023	Final Grades		

COURSE EVALUATION

Personal growth and development in software usage and familiarity of computer related terminology as well as design will be used to gauge the student's effort into the subject materials. Their level of growth will be a significant variable to the evaluation of the student and their grade. It is expected that each student participates effectively and often during critiques and discussions. A well thought out idea shall be researched and understood by the student so that they will defend their choices in their works during critique while accepting constructive criticism from their peers.

Final grades will be calculated according to the following criteria:

Project 1: Brand	25%
Project 2: Portfolio	25%
Project 3: Interviews	25%
Progress Assignments/Critiques	25%

GRADE SCALE
- 90-100   A
- 80-89   B
- 70-79   C

- 60-69   D
- 0-59   F

TECHNICAL REQUIREMENTS

The latest technical requirements, including hardware, compatible browsers, operating systems, etc. can be online at https://lit.edu/online-learning/online-learning-minimum-computer-requirements. A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of online technology and resources.

DISABILITIES STATEMENT

The Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. LIT provides reasonable accommodations as defined in the Rehabilitation Act of 1973, Section 504 and the Americans with Disabilities Act of 1990, to students with a diagnosed disability. The Special Populations Office is located in the Eagles' Nest Room 129 and helps foster a supportive and inclusive educational environment by maintaining partnerships with faculty and staff, as well as promoting awareness among all members of the Lamar Institute of Technology community. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409)-951-5708 or email specialpopulations@lit.edu. You may also visit the online resource at Special Populations - Lamar Institute of Technology (lit.edu).

STUDENT CODE OF CONDUCT STATEMENT

It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the *LIT Catalog and Student Handbook*. The *LIT Catalog and Student Handbook* may be accessed at www.lit.edu. Please note that the online version of the *LIT Catalog and Student Handbook* supersedes all other versions of the same document.

STARFISH

LIT utilizes an early alert system called Starfish. Throughout the semester, you may receive emails from Starfish regarding your course grades, attendance, or academic performance. Faculty members record student attendance, raise flags and kudos to express concern or give praise, and you can make an appointment with faculty and staff all through the Starfish home page. You can also login to Blackboard or MyLIT and click on the Starfish link to view academic alerts and detailed information. It is the responsibility of the student to pay attention to these emails and information in Starfish and consider taking the recommended actions. Starfish is used to help you be a successful student at LIT.

ADDITIONAL COURSE POLICIES/INFORMATION
Naming Convention

Assignments are to be turned in via Blackboard following a prescribed naming convention. Use your last name, then an underscore, then the name of the exercise or project. Everything submitted to Blackboard must use this naming conventions. For instance, the first project of the semester submitted by Jane Doe would be Doe_Logo.pdf

Missed or Late Work
Projects that are to be critiqued are due at the beginning of class periods. If turned in after that, the project is late. I will lower a project one letter grade for each class day that it is late.

In class assignments/exercises, tests, and quizzes that are missed due to absence will receive a 0%.

Scholastic Dishonesty
A student attending LIT assumes responsibility for conduct compatible with the Academic Honesty statement in the LIT handbook. Students have the responsibility to submit coursework that is the result of their own thought, research, or self-expression. Students must follow all instructions given by faculty or designated college representatives when taking examination, placement assessments, tests, quizzes, and evaluations. Plagiarism, copyright infringement, trademark infringement, or cheating, in any form, IS NOT acceptable. You instructor reserves the right to check any and all submitted work for plagiarism.

Cell Phone Policy
Cellphones and other electronic devices must be turned off while in class or used only with permission of the instructor.

Computer Requirements
Computer lab hours will be allotted to the students for the completion of classroom assignments and projects so please use your time wisely while on campus. Please bring a personal set of headphones to use when reviewing lesson tutorials/working ahead. Adobe Creative Cloud can be accessed on your personal home computer as well, but you will need to meet minimum application specifications for the programs to run properly. Problems with your personal devices are not the instructor's responsibility. All in-class assignments, tests, and quizzes must be performed on the computers provided in class.

Computer Literacy
It is expected that you have working knowledge of basic computer skills. These skills include but are not limited to powering up your computer, uploading and downloading files, opening and closing web browsers and programs, saving your work, knowing the difference between hardware and software. These simple concepts will not be taught in this course.

Classroom Policies
1. No food, drinks, or use of tobacco (including vape) products in class.
2. You must be registered in the course to be in the class. No additional lab hours are allotted without instructor's permission.

3. Internet Usage – Students are expected to use proper net etiquette while participating in course emails, assignment submissions, and online discussions.

Netiquette (Online Etiquette)
Please adhere to the same standards of behavior and professional respect online that you would follow in face-to-face communication with others, but most particularly when writing emails or when taking part in collaborative and discussion board activities.

General Guidelines to Respect All Participants
- Respect the right of each person to disagree with others.
- Treat people the same as you would face-to-face.
- Respect the time of others.

Guidelines When Communicating with Others (Email, Discussions, Blogging, and etc)
- Always sign your name to any contribution you choose to make.
- Be constructive in your responses to others in the class.
- Do not use all caps (Doing so may be interpreted as shouting)
- Re-read your postings before sending them.
- Always think before you write.
- Respond carefully.
- Use appropriate grammar and structure.
- Spell-check your postings.
- Use appropriate business language at all time. (No text lingo)

Instructor Communication
For all forms of communication with me (Email and Phone calls):
Please allow 24-hours for me to get back to your inquiry. Note: If you email or leave me a message on Friday, I will get back to you Monday morning.

Optional Material Resources
The following resources are not required for this course, but will give you a more in-depth understanding in regard to subject matter will be covering.

AIGA membership - *$50/year for students*
AIGA is the professional association for design. This membership will give you opportunities to have your portfolio reviewed, invites to design conferences, and access to other creative professionals.

I reserve the right to make adjustments to the syllabus with proper notice to students.