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:	Monday – Thursday: 2:00 PM – 4:30 PM Friday: 8:00 AM – 9:00 AM/11:00 AM – 3:00 PM

REQUIRED TEXTBOOK AND MATERIALS
• External Drive with a Minimum Storage Capacity of 1TB
    o Do not rely on the computers or strictly cloud services to save your work
    o Note: You may need to purchase a USB Adapter to plug your hard drive into the school's computers. The port on the school computers are USB C
• Camera
    o You may use your cell phone

Approved: Initials/date

- Portfolio Cover & Clear Sleeve inserts
    - Do NOT purchase immediately. We will discuss this piece in more depth when we start assembling your physical portfolio.

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

Attendance will be graded as an item under progress/participation assignments. You are allowed 3 free absences before your grade begins declining.

If you arrive 15 minutes past class start time, you will be counted tardy.

Excused absences, such as, illness, bereavement, school activities, religious holidays 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. If you miss class, it is your responsibility to get with me or a classmate on what you missed.

***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)
1/19/2024	Week 1 – Building your Brand Introduction to Project 1: Branding Part 1	What Graphic Design industry do you want to work in? Show 3 examples of companies/people that communicate the specific field of Graphic Design	

		that you wish to work in. How do they advertise themselves? What do they charge?	
1/26/2024	Week 2 – Building your Brand (cont)	Logo Sketches or Mood Boards to communicate concept ideas	
2/2/2024	Week 3 – Building your Brand (cont)		Soft Critique – Black and White Logo
2/9/2024	Week 4 – Building your Brand (cont) Introduction to Project 1: Branding Part 2		Soft Critique – Colorized Logo
2/16/2024	Week 5 – Building your Brand (cont)	Continue working on additional branding elements	
2/23/2024	Week 6 – Building your Brand (cont) Introduction to Project 2: Portfolio Research Portfolio formats and cases		Final Critique – Branding Project
3/1/2024	Week 7 – Portfolio	Bring past work to class to select best work and revise as necessary	
3/8/2024	Week 8 – Portfolio (cont)	Portfolio concept layouts, test prints	
3/15/2024	Week 9 NO CLASS – Spring Break		
3/22/2024	Week 10 – Portfolio (cont)		Soft Critique – Portfolio
3/29/2024	Week 11 – Portfolio (cont)	Revise your portfolio	
4/5/2024	Week 12 – Portfolio (cont)		Final Critique – Portfolio Project

	Introduction to Project 3: Website		
4/12/2024	Week 13 – Website (cont)	Concept layouts and wireframes	
4/19/2024	Week 14 – Website (cont)		Soft Critique – Website
4/26/2024	Week 15 – Website (cont)	Revise Website	
5/3/2024	Week 16 – Website (cont)		Final Critique – Portfolio Project

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: Branding	25%
Project 2: Portfolio	25%
Project 3: Website	25%
Critiques	15%
Progress/Participation	10%

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
How to submit projects
Assignments are to be turned in via Blackboard following a prescribed naming convention and save format that will be outlined in the project brief and the assignment submission folder. If a project requires a physical submission then you submit files to Blackboard and provide the physical project to me directly. It will be returned when grades are posted.

Missed or Late Work
In class assignments, quizzes, and soft critiques that are missed due to absence or lack of submission will receive an F. Late work for assignment that fall under the above descriptor will not be accepted.

Projects will receive a letter grade penalty for each day after the due date. You are responsible for turning in your work on Blackboard even if you do not participate in final critique.

Critique

Projects will be turned in within 30 minutes of class time start, then critique will start. If your project is not submitted within 30 minutes of class start, critique will start without you and you will not receive credit for presenting your project.

There will be three critiques and they account for 15% of your final grade. You will be graded on presenting your project and providing feedback to your peers.

Critique Rules
1. Be ready with your work
   a. Critiques are a learning environment the readier your work is the more feedback you are able to receive for improvement.
2. Be ready to say something about your work
   a. Describe your concept - what inspired you to create your piece, why do you think it fits the brief? Don't "poison the well" with what you think you did wrong, present your piece as if talking to a client.
3. Invite constructive criticism
   a. Ask questions, such as, what do you think is the least successful part of my design? Where do you think I can make improvements?
4. Keep an open mind and avoid being defensive
   a. Feedback is to help you improve, but it allows you to learn the perceptions of others to adjust how your design communicates to others. Feedback are also suggestions for improvement, not condemnation of you've done something wrong.
5. Don't take it personally
   a. You are not your artwork. If your piece does not communicate the way you intended it is not the end of the world as you have learned the view point of an audience. The lack of success in a design does not equate to the lack of success to you as an individual.
6. Takes notes or have someone take notes for you
   a. If you would like to record audio feedback that is acceptable as long as you voice the request to record the session to the class.
7. Be positive and polite
   a. We are professionals. When giving feedback touch on what you believe works and what doesn't. Do not launch into problem solving mode when delivering feedback, ask first, "May I make a suggestion?"
8. Critiques are suggestions, not the final say
   a. Not every idea is a good one or you may end up with conflicting ideas when you receive feedback. I suggest you listen to feedback, but you do not have to implement every single actionable item that is discussed. Choose how you want to revise your piece.

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.

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 concepts will not be taught in this course.

Classroom Policies
1. Food and bottled drink are allowed but keep them away from the computers.
2. Internet Usage – Students are expected to use proper net etiquette while participating in course emails, assignment submissions, and online discussions.
3. Headphones are encouraged if you are watching videos or listening to music, but during lecture/tutorials please take them off. If you require headphones for sensory purposes notify me ahead of time.

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.