ARTC 2335-101
Portfolio Development for Graphic Design
Spring 2022
Monday and Wednesday 9:30 AM - 10:50 AM
STEAM 137

INSTRUCTOR INFORMATION

Instructor: Coleena Jackson
E-mail: cjackson@com.edu
Phone: 409.933.8535 direct line to my office
409.938.1211 main college number (ext. 8535)
1.888.258.8859 toll-free (works from most parts of Texas but not within the 409 area code)
Office: 225-62 STEAM Building

Office Hours: MW 2:00 PM-3:00 PM, Tuesday 9:00 AM-2:00 PM

Course Communication: In Blackboard, you will find an email link to correspond with me and other students. My school email is cjackson@com.edu. Please keep in mind I will most likely not respond past 6 pm and on weekends. So please plan ahead if you need help. Also, please note that you MUST check your COM email daily.

Communicating with your instructor: ALL electronic communication with the instructor must be through your COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means.

COURSE INFORMATION

Required Textbook: None

Lynda.com: Required, see below for titles.

Optional Textbook: The Graphic Designer's Guide to Portfolio Design (second edition) by Debbie Rose Myers, John Wiley & Sons, Inc. ISBN: 978-0-470-18476-9

Textbook Purchasing Statement: A student attending College of the Mainland is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

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. Prerequisites: GRPH 2309 or IMED 2315 with a grade of "C" or better.

In addition, this course provides a student with an individualized program to develop a portfolio through the use of research, production, written support, and oral presentation. The course places a high emphasis on researching the job market for applicable positions as well as enhancing the student's interviewing skills.

At the completion of the course, the student will conduct a mock interview held with industry professionals to obtain feedback on their portfolio presentation and interviewing procedures. This is a Capstone course that should be taken in the last spring semester of a certificate or degree program.

COURSE REQUIREMENTS

Goals of this Course

An Advisory Committee of professionals that work within the Graphic Arts industry has determined goals for this course. This course is designed to help prepare a student for employment. Students will develop their traditional and digital portfolios. Develop a resume brand that includes a resume and cover letter. Students will prepare for and participate in a mock interview.

Required Supplies

1. Traditional Portfolio
2. A site to Host your online Portfolio
3. 3M Spray 77 Adhesive
4. Mounting Boards
5. Xacto Knife with additional blades
6. Flash Drive or External Hard Drive(recommended)
7. Earbuds for viewing lynda.com videos when in the lab
8. Sketch Pad

Required Subscription:

Mandatory Lynda.com Video Training

1. Insights from a College Career Coach 27m
2. Your Resume 45m
3. Writing a Resume 2h 27m
4. Designing a resume for Creatives 1h 34m
5. Job Search Strategies 37m
6. Job Hunting for College Grads 26m
7. Job Hunting Online 38m
8. Acing Your Interview 38m

9. [Building Self-Confidence 21m](#) OR
   [How to Crush Self-Doubt and Build Self-Confidence](#)21m
10. [Overcoming Your Fear of Public Speaking 19m](#)
11. [Developing Identity Collateral 1h](#)
12. [Linkedin for Designers](#) 1h
13. [Learning Linkedin for Students](#) 1h 33m
14. [Publishing on Linkedin for College Students and Young Professionals](#) 32m
15. [Building an Online Portfolio](#) 52m
16. [Building a Portfolio with Adobe Portfolio](#) 1h 48m

Titles subject to change as necessary

Student Personal Responsibilities
1. Participate in course discussions and critiques, both in the classroom and online.
2. Purchase Portfolio
3. Complete Lynda.com certificates
4. You **MUST** participate in the Mock Interview it is mandatory and you will not pass this class unless you attend during your assigned time, are prepared, and complete the interview.

DETERMINATION OF GRADE

IMPORTANT INFORMATION:
Students must allocate sufficient funds to purchase their own domain name and web page hosting service for the duration of this course. It is highly recommended that you keep the domain as your **permanent** *portfolio domain.*

Grading System

Items	Points	% Of Grade	Location
Traditional Portfolio	100	20	Online
Digital Portfolio	100	30	Online
Personal SWOT and Resume Brand Package	100	15	Online
Interview	100	25	Online
Lynda.com Certificates	100	10	Online
Total	**450**	**100**	

Please Note: (grades and projects subject to change)
All typos will represent -5 points. (Typos include misspelled words, superfluous words/letters, extra spaces, double returns, etc.)

In an effort to give back to our community, and give students real-world client experiences, we may take on a "real community" project. This changes from semester to semester, but if the instructor has the opportunity to work with a "real client" we will. Grading will be realigned to the outcomes of that project, and students will be made aware of changes via blackboard grade center and class discussion.

In the classroom as in business, the need may arise for students to go beyond the given instructions or directions. Therefore, additional resources will be helpful to the student. These may include additional Lynda.com videos, textbooks resources in the studio area, videos, help from classmates and instructor.

This course has a grade for class participation including attendance, ability to work with little assistance, participating in classroom discussion, and working as a peer proctor for other students

Assignments will address the following Core Objectives:
1. **Critical thinking skills** – to include creative thinking, innovation, inquiry, analysis, evaluation and synthesis of information
2. **Communication skills** – to include effective written, oral, and visual communication
3. **Personal responsibility** – to include the ability to connect choices, actions, and consequences to   ethical decision-making

Traditional Portfolio, Digital Portfolio, Interview, SWOT and Resume Brand will be graded using the following formula: **See Project Rubric on Course Menu**		
Professional	Dedication, effort, Commitment to refine project, Process, Strategy and Communication, Meets client needs	30
Conceptual	Originality and innovation, Concept**,** Understanding, Audience, Aesthetics	40
Technical	Craftsmanship, Medium, Presentation	30
		Total 100

Grading Scale:
90 - 100%   = A
80 - 89%   = B
70 - 79%   = C
60 - 69%   = D
Any grade below 60 is an F

COURSE POLICIES AND GUIDELINES
Attendance:
This is an Hybrid class and you are required to participate and complete all assigned work. You are expected to log into your course at least twice a week and complete all Lynda.com assignments. **I do not allow late projects so be on time with your assignments.**

Make-Up Policy: Make-up Exams or Assignments are not allowed without the consent of the instructor. Any deviation from this policy would be only for extenuating circumstances, which are substantiated and approved as a special case by the instructor at the request of the student.
All instruction missed is the responsibility of the student.
If a project IS accepted past the deadline there will be -10 points for late work.

Withdrawal Policy: Students may withdraw from this course for any reason prior to the last eligible day for a "W" grade. Before withdrawing students should speak with the instructor and consult an advisor. Students are permitted to withdraw only six times during their college career by state law. The last date to withdraw from the 1st 8-week session is March 2. The last date to withdraw from the 16-week session is April 25. The last date to withdraw for the 2nd 8-week session is May 4.

FN Grading: The FN grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The FN grade may be issued for cases in which the student ceases or fails to attend class, submit assignments, or participate in required capacities, and for which the student has failed to withdraw. The issuing of the FN grade is at the discretion of the instructor.

Concerns/Questions Statement: If you have any questions or concerns about any aspect of this course, please contact me using the contact information previously provided. If, after discussing your concern with me, you continue to have questions, please contact the Fine Arts Department Chair, Paul Boyd at 409-933-8342, pboyd@com.edu

Student Rights
Please visit the COM website and download the current Student Handbook. There you will find helpful information. http://www.com.edu/student-services/student-handbook

Technology Outages
When taking quizzes please make sure you are not using Wi-Fi. It is recommended that you are at a workstation that is hardwired to the Internet. Wi-Fi can fluctuate and you may lose connection. If the College loses power and servers are down. I will be made aware of the issues by the Educational Technology Dept. and will reopen a quiz if I need to. Please be proactive and take your test before the deadline to avoid issues. If you forget to take a quiz that is not a technology issue and you will have a zero

Early Alert Program: The Student Success Center at College of the Mainland has implemented an Early Alert Program because student success and retention are very important to us. I have been asked to refer students to the program throughout the semester if they are having difficulty completing assignments or have poor attendance. If you are referred to the Early Alert Program you will be contacted by someone in the Student Success Center who will schedule a meeting with you to see what assistance they can offer in order for you to meet your academic goals.

COVID-19 Statement: All students, faculty, and staff are expected to familiarize themselves with materials and information contained on the College of the Mainland's Coronavirus Information site at www.com.edu/coronavirus. In compliance with Governor Abbott's May 18 Executive Order, face coverings/masks will no longer be required on COM campus. Protocols and college signage are being updated. We will no longer enforce any COM protocol that requires face coverings. We continue to encourage all members of the COM community to distance when possible, use hygiene measures, and get vaccinated to protect against COVID-19. Please visit com.edu/coronavirus for future updates.

Classroom Conduct Policy: College of the Mainland requires that students enrolled at COM be familiar with the Standards of Student Conduct, which can be found in the online Student Handbook. http://www.com.edu/student-services/student-handbook.php . Students should act in a professional manner at all times. Disruptive students will be held accountable according to college policy. Any violations of the Code of Conduct will result in a referral to the Office for student Conduct and may result in dismissal from this class.

Academic Dishonesty: Any incident of academic policy will be dealt with in accordance with college policy and the Student Handbook. Academic dishonesty – such as cheating on exams is an extremely serious offense and will result in a **grade of zero** on that exam and the student will be referred to the Office of Student Conduct for the appropriate disciplinary action.

Plagiarism: Plagiarism is using someone else's words or ideas and claiming them as your own. Plagiarism is a very serious offense. Plagiarism includes paraphrasing someone else's words without giving proper citation, copying directly from a website and pasting it into your paper, using someone else's words without quotation marks. Any assignment containing any plagiarized material will receive a **grade of zero** and the student will be referred to the Office of Student Conduct for the appropriate discipline action.

COURSE SCHEDULE

Week 1

Objective	LYNDA.COM	Assessment
Introduction and Overview of the Portfolio Process	**Lynda.com:** Insights from a College Career Coach, Your Resume *Production work*	

Week 2

Objective	LYNDA.COM	Assessment
Evaluation of Existing Portfolio Pieces, SWOT analysis	**Lynda.com:** Writing a Resume, Designing a Resume for Creatives *Production work*	

Week 3

Objective	LYNDA.COM	Assessment
Planning your Traditional Portfolio	**Lynda.com:** Job Search Strategies, Job Hunting for College Grads *Production work*	

Week 4

Objective	LYNDA.COM	Assessment
Advanced Design Techniques	**Lynda.com:** Job Hunting Online, Acing Your Interview *Production work*	SWOT analysis due

Week 5

Objective	LYNDA.COM	Assessment
The Traditional Portfolio: Design, Writing and Art Projects	**Lynda.com:** Building Self-Confidence, Overcoming your fear of Public Speaking *Production work*	

Week 6

Objective	LYNDA.COM	Assessment
The Resume, Cover Letter and Business Card	**Lynda.com:** Developing Identity Collateral, Linkedin for Designers *Production work*	

Week 7

Objective	LYNDA.COM	Assessment
Resume, Cover Letter and Business Card cont.	**Lynda.com** Learning Linkedin for Students, Publishing on Linkedin for College Students and Young Professionals *Production work*	

Week 8

Objective	LYNDA.COM	Assessment
Designer Checklists	**Lynda.com** Building an Online Portfolio *Production work*	

Week 9

Objective	LYNDA.COM	Assessment
The Digital Portfolio: CDs and Web Site	**Lynda.com:** Building a Portfolio with Adobe Portfolio *Production work*	Resume, Cover Letter and Business Card due

Week 10

Objective	LYNDA.COM	Assessment
The Digital Portfolio: Technical Elements	**Lynda.com:** complete *Production work*	Traditional Portfolio due

Week 11

Objective	LYNDA.COM	Assessment
The Digital Portfolio: The Design Phase	**Lynda.com:** complete *Production work*	

Week 12

Objective	LYNDA.COM	Assessment
Working with Type and Site Navigation	**Lynda.com:** complete *Production work*	Digital Portfolio due

Week 13

Objective	LYNDA.COM	
Class presentation of Traditional and Digital Portfolios	**Lynda.com:** complete *Production work*	

Week 14

Objective	LYNDA.COM	
Interviews and Presenting Your Portfolio	**Turn in Lynda.com Certificate**	

Week 15 -16

Objective	LYNDA.COM	
Interviews and Presenting Your Portfolio Cont. Conclusion and Evaluation	**Turn in all files to the server**	

NOTE: Course Schedule is subject to change. But, will be communicated online and in class.

COURSE COMMUNICATION

In-Class
Please feel free to approach me with questions in class. Communication between us regarding your designs will be much easier if we handle it within the classroom. Please discuss your design ideas, show me your thumbnails, layouts etc. during class time or during my office hours when we can work one-on-one.

FORMAT OF LEARNING ACTIVITIES & ASSIGNMENTS
Teaching Methods:
In order to accomplish the educational purpose, this course will provide multiple instructional tools to assist in your learning including online video training and the Internet.

Lectures/Demonstrations:
Important material from the text and outside sources will be covered in this course. You should plan to take careful notes as not all material can be found in the texts or readings.

Backup Copies of Assignments:
You are responsible for keeping copies of all assignments.

File Management:
You are expected to have intermediate or higher-level skills at file management: the ability to create folders, move & rename folders & files, identify type of file by its file extension, attach files to emails, and download plug-ins required for the course.

STUDENT LEARNER OUTCOMES

Upon successful completion of this course, students will:
1. Arrange and refine projects for inclusion in a graphic design portfolio.
2. Identify industry requirements for employment.
3. Identify current events, skills, attitudes, and behaviors pertinent to the graphic arts industry.

Additional Student Learner Outcomes:
1. Prepare and brand a resume, cover letter and business card

Core Objectives: Students successfully completing this course will demonstrate competency in the following **Bolded Core Objectives**

1. **Critical thinking skills** – to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.
2. Empirical and quantitative skills – to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
3. **Communication skills** – to include effective written, oral, and visual communication
4. Teamwork – to include the ability to consider different points of view and to work effectively with   others to support a shared purpose or goal

5. Social responsibility – to include intercultural competency, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.
6. **Personal responsibility** – to include the ability to connect choices, actions, and consequences to ethical decision-making

Student Learner Outcome	Maps to Core Objective	Assessed via this Assignment
1. Arrange and refine projects for inclusion in a graphic design portfolio.	Communication skills	Traditional Portfolio
2. Identify industry requirements for employment	Critical thinking skills	Digital working uploaded/hosted digital portfolio
3. Identify current events, skills, attitudes and behaviors pertinent to the graphic arts industry	Personal Responsibility	Interview and Lynda.com
4. Create a Presentation Portfolio	Personal Responsibility	Brand Package Portfolio

Additional Student Learner Outcomes	Assessed Via this Assignment
1. Prepare and brand a resume, cover letter and business card	Personal SWOT and Resume Brand Package