

COURSE NUMBER: FV4101
COURSE NAME: Portfolio Preparation
COURSE LENGTH: 11 weeks
CONTACT HOURS: 44 hours
CLASSROOM #: TBD
INSTRUCTOR: KRISHNA M. SADASIVAM

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OFFICE HOURS: Meetings by Appointment
CREDITS: 4
DATE OF SYLLABUS: July 6, 2010

COURSE DESCRIPTION:

In this first portfolio course, students will assess personal strengths to establish a career goal and decide how to organize their digital filmmaking and video production work in a graduation portfolio. Guided by a faculty or a team of faculty, each student assembles a preliminary portfolio and identifies areas for more work and/or content enhancement.

PREREQUISITES: ADD Approval

STUDENT LEARNING OBJECTIVES /COURSE OBJECTIVES:

The student will: Assess personal strengths to develop a career goal.

- Assess personal and professional strengths and limitations.
- Identify short-term, medium-range, and long-term career goals.
- State verbally and in writing a clearly-envisioned and realistically-achievable career goal.
- Maintain a current professional awareness through learning and networking.
- Practice life-long learning.
- Keep up with latest development of technologies and their implications and applications in the field of digital filmmaking and video production.
 - Read professional journals and participate in networking activities.
 - Develop and organize an effective portfolio for professional use.
 - Develop the necessary work for a portfolio that best exhibits one's own talent, achievements, and strengths.
 - Organize the portfolio materials effectively.
 - Present the portfolio articulately and compellingly.
 - Produce and deliver effective presentations.
 - Determine the format of presentation.
 - Generate the necessary documents, visual aids, and other appropriate content materials for presentation.
 - Apply production tools to create effective presentations.
 - Choose the proper media for effective presentation.
 - Deliver a verbal presentation with emotion, intelligence, and eloquence.
 - Prioritize tasks to meet deadlines.
 - Recognize the importance of meeting deadlines.
 - Develop a schedule to meet deadlines.
 - Prioritize tasks and activities to ensure completion of projects on time.

STUDENT LEARNING OUTCOMES:

Upon successful completion of the course the student will be able to: Research, write and pitch a script for a short film project for a desired audience. Create a detailed storyboard in preparation for the production of a script. Create a production budget, schedule, and plan.

GRADING OPPORTUNITIES:

Assessment

This is a highly interactive and discussion-oriented course. Students will learn from one another as well as from the instructor, guest lecturers, the text, readings, exercises, presentations weekly assignments and projects. Professionalism will be put into practice through the students' promptness, class attendance, willingness to create a forum for shared ideas, quality and creativity of work, and the meeting of deadlines. See the attached grading rubrics for specific criteria on specific assignments.

CLASS ASSIGNMENTS

Portfolio Plan/ Assets	40%
Wireframe Design	20%
Interface Design	20%
Attendance Participation	20%

OVERALL CLASS PARTICIPATION 10% of your grade

Grading Criteria: (i.e. thoroughness, neatness, concept, design, execution, professionalism, presentation, craft, cleanliness, following instructions) applies to all presentations and individual assignments. **All written assignments must be typed.**

Grading Scale:

A= 93-100
A-= 90-92
B+= 87-89
B= 83-86
B-= 80-82
C+= 77-79

CLASSROOM POLICIES:

Late Work: Assignments must be in on the date identified in the syllabus (or project sheet) and at the beginning of class. Late projects will not be accepted. Any deviation of this policy will be extremely rare and at the discretion of the instructor.

Attendance:

The Art Institute of Tampa policy requires students to attend a minimum of 82% (36 hours) of scheduled course hours in order to receive a passing grade in a course. Attendance is taken twice throughout the class. Attendance will be taken at the beginning and end of class. Arriving late or leaving early, will be marked down as a half (1/2) of absence. *Missing two or more classes may result in failing the class.*

Email: The Art Institute sends communications through the Ai Online Services System. Students are responsible for checking email and following up with the instructor. Students should periodically clear out email account to prevent mailboxes from filling up. If using a forwarding address, adjust forwarding address if you change Internet providers. The instructor will correspond with the class often via email.

Plagiarism: Plagiarism will not be tolerated and may lead to immediate expulsion from the class and/or college. Plagiarism includes taking words, ideas, or artwork from anyone else and presenting it as your own, or not citing properly in accordance with APA Style Guide.

Food/Beverages: Food and non-sealed beverage containers are NOT permitted in any classroom, lab or studio.

Cell Phones and other electronic devices: Cell phone usage is not permitted in any classroom, lab or studio. All cell phones, beepers, games, two-way radios (Nextel), or any other communication device must be turned off before entering the classroom. Leaving the class to take/make a phone call is not permitted unless it is an emergency.

Add/Drop: The first six (6) academic days (not including Saturdays, Sundays and holidays) of each quarter are designated as the schedule adjustment period. During this time, students may make registration adjustments (adding, dropping, or changing days/times of courses) without financial penalty.

Holidays: TBD

Required Text(s):

Head First HTML with CSS & XHTML, Elizabeth Freeman & Eric Freeman. ISBN 0-596-10197-X

Required Supplies:

- Scripting and Storyboarding Materials
- Backup Storage Device

Recommended Supplies:

- An open mind
- Note taking materials

ADA Statement: To meet the needs of our students with disabilities, The Art Institute offers reasonable accommodations for qualified students with disabilities. Students or applicants who would like to request reasonable accommodations should contact the Student Services Coordinator for the school. Students with disabilities are encouraged to contact your instructor and the Dean of Student Affairs in advance of the quarter of study when accommodations are needed.

Saving Work: It is the student's responsibility to save his or her work to disk. Multiple copies should be saved and verified prior to leaving the classroom. The teacher is in no way responsible for the work saved on hard drives, nor is he/she bound to give an extension on work improperly saved. The hard drives will get purged regularly. **Students are expected to back up all work. Loss, theft, computer failure, etc. are not acceptable excuses.**

| PARTICIPATION CRITERIA

Excellent

A (93-100)

A- (90-92)

Outstanding participation. The student is actively engaged in every facet of the class. He/She comes to every class session ready to engage in informed discussion based on a thorough and critical reading of their homework assigned material (if applicable), and he/she maintains complete critical reading notes and brings it to every class session and keeps copies of everything in their journal. The student makes extraordinary contribution to the class through consistently thoughtful, well focused, and original examples. The student works collaboratively with his/her classmates and instructor and the student seeks assistance should he/she need it. **The student misses no classes.**

Very Good/Good

B+ (87-89)

B (83-86)

B- (80-82)

Good participation. The student is actively engaged in most facets of the class. He/She comes to every class session ready to engage in informed discussion based on a careful reading of the assigned material, and he/she maintains substantial number of critical reading notes and brings it to most class sessions. The student makes a solid contribution to the class through regular relevant and thoughtful comments, questions and examples. The student works collaboratively with his/her classmates and instructor and the student is likely to seek assistance should he/she need it. The student misses the maximum of **one** class.

Satisfactory

C+ (77-79)

C (73-76)

C- (70-72)

Average participation. The student is actively engaged in some facet of the class. He/She comes to many class sessions ready to engage in informed discussion based on a general reading of the assigned material, including few critical reading notes and brings it to many class sessions. The student makes a contribution to the class through general, incomplete and/or tangential comments. The student, for the most part, works collaboratively with his/her classmates and instructor and is not likely to seek assistance on his/her own. The student misses **two** class sessions.

Below Average

D (60-64)

Poor participation. The student rarely demonstrated an active engagement in some facets of the class. He/She comes to many class sessions unprepared for informed discussion, and his/her critical reading notes are substantially incomplete and rarely bring it to the class sessions. The student does not collaborate with his/her classmates and instructor and the student is not likely to seek assistance on his/her own or even with direction. The student misses two-three class sessions.

Failure

F (0-59)

Unacceptable participation. The student is not an active member of the class.

Syllabus Changes: Syllabus is subject to change at the instructor's discretion. Awareness of these changes is the student's responsibility

CLASS SCHEDULE:

WEEK 1:

Topics:

- Introductions
- Course Overview
- What goes into a Film-making Demo Reel?
- Identifying your strengths and goals within the industry
- Claiming Your Professional Title
- Focus! What stays and what goes?
- The importance of a good brand identity and self-promotion
- Assembling and organizing your footage
- Targeting your audience

Assignment Due Next Week:

- Logo / Brand Identity exploration Due
- Screening: Bring your External drive with your film-making projects!

WEEK 2:

Topics:

- Critique: Screening your work
- Critique: Your Logo / Brand Identity
- Being ruthless: Editing Content
- Show and Tell: Effective business card design: Your Calling Card

Due Today:

- Your previous film-projects (for critique)
- Your logo / brand identity concepts

Assignment Due Next Week:

- Business card design layout comps Due

WEEK 3:

Topics:

- In-class analysis: A Look at Professional sites in your field
- Developing a Site Map for your website
- Useful resources for fonts / color swatches and more
- Flash / HTML5 and what its ramifications for film-makers on the web
- The Pros and Cons of Content Management solutions (Wordpress, SquareSpace, etc.)
- Domain names / hosting / bandwidth issues for film

Due Today:

- Critique: Business card layout comps

Assignment Due Next Week:

- Site Map for website due
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WEEK 4:

Topics:

- Critique: Site Maps
- Demo: Color comps for websites / What they Are / Why they're important
- Hierarchical navigation (vertical vs horizontal layouts)
- Good site design vs. bad site design
- The importance of color and navigation in site design
- CSS for site layout
- In-class time for portfolio refinement

Assignment Due Next Week:

- Color comps for website layout

WEEK 5:

Topics:

- Critique: Color Comps for website layout
- Creating a working template HTML page
- Using Dreamweaver: Organizing your assets and file-naming conventions
- blocking content with tables and dummy text
- In-class time for portfolio refinement

Due Today:

- Color Comps for website layout

Assignment Due Next Week:

- Working Navigation with pages roughly blocked
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WEEK 6:

Topics:

- Developing a Wireframe for your DVD interface
- Critique: Color Comps for website
- Usability, functionality, and polish
- Using Encore to make a flowchart of your DVD's structure
- Blu-Ray: The advantage of Encore over DVD Studio Pro
- In-class time for portfolio refinement

Due Today: Working website navigation with pages roughly blocked

Assignment Due Next Week:

- Wireframe outline for DVD interface

WEEK 7:

Topics:

- Critique: Wireframe diagram for DVD interface
- In-class time for portfolio refinement

Due Today:

- Wireframe diagram for DVD interface

Assignment Due Next Week:

- Interface design for DVD - at least 50% progress

WEEK 8:

Topics:

- The Lost Art of DVD packaging
- In-class time for portfolio refinement (Final touches should be complete by today!)

Due Today:

- Milestone checkpoint (DVD interface design must be 50% complete by this time)

Assignment Due Next Week:

- Interface Design Due

WEEK 9:

Topics:

- Critique: DVD interface design
- Professionalism - getting ready to market yourself in the workforce

- Understanding and Using Contracts
- Methods of networking
- Resources

Due Today:

- DVD interface Due

WEEK 10:

Topics:

- Last minute fixes to website / DVD interface
- Final tweaks of portfolio assets

Assignment Due Next Week:

- Final Presentation, with printed Business cards, DVD interface and website framework in place
- DVD containing all assets for course

WEEK 11:

- Final Presentation. Dress professionally!
- Turn in DVD containing all assets for course

Congratulations!

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- I have completely read and fully understand the contents of this syllabus
- I take full responsibility for living up to these obligations including, but not limited to attendance, participation, notes, quizzes, projects, etc.
- I will ask for help/assistance (both in and out of class) if needed

Student Signature: _____ Instructor Signature: _____

Print Name: _____ Print Name: **Krishna M. Sadasivam**

Date: _____ Date: _____