

COURSE NUMBER: CA4102
COURSE NAME: Print Portfolio Presentation
COURSE LENGTH: 11 weeks
CONTACT HOURS: 44 hours
CLASSROOM #: ROOM # TBA
STUDENT LOGIN: <http://stu.aii.edu>

INSTRUCTOR: Krishna Sadasivam
WEB SITE: www.sivamstudios.com/ait
TWITTER: twitter.com/krishna_ait
EMAIL: krishna.at.ait@gmail.com
OFFICE HOURS: upon request
CREDITS: 2
DATE OF SYLLABUS: 01/01/2010

COURSE DESCRIPTION:

This course focuses on the completion of the print portion of a student's portfolio. During the course, students develop skills to initiate their career search. Through this course, students complete the digital portion of their portfolio. The students assess the strengths and weaknesses of their work to augment the final presentation. The course stresses the importance of professional presentation.

PREREQUISITES: ADD approval

STUDENT LEARNING OBJECTIVES / COURSE OBJECTIVES:

- Produce a portfolio
- Employ oral and writing skills to gather and communicate critical project information to clients and associates
- Respond to criticism and other forms of instruction from a colleague or client in a professional and proactive manner
- Explore self-promotional strategies
- Evaluate personal and professional skills and interests relative to application in possible career path
- Develop a portfolio website, business card, and flatbook

STUDENT LEARNING OUTCOMES:

- Deliver three key elements: demo reel, flatbook (portfolio), and web site
- Understand the importance of branding as it applies to self-promotion
- Show confidence in both team based interviews/critiques and in individual interviews/critiques within academics and career services

GRADING OPPORTUNITIES:

A total of six grading opportunities will be given:

- six (6) checkpoints (20% of final grade)
- one (1) evaluation of final business card (10% of final grade)
- one (1) evaluation of final flatbook pages (digital format) (30% of final grade) due on Week 6
- one (1) evaluation of final website (20% of final grade) due on Week 11
- one (1) final presentation (20% of final grade): completed portfolio presentation by week 11

STUDENT LEARNING ASSESSMENT:

- Rubrics will be used for the following projects:
 - concept
 - design
 - execution
 - presentation

GRADING CRITERION:

This general grading criterion might not be applicable to all projects, but can be used as the projects' guide in relation to the overall student learning objectives for the course:

- concept 25%
- design 25%
- execution 25%
- presentation 25%

Concept is based on your ideas leading up to the project. Did you explore all viable options for the project? Did you solve all design problems/issues with the given project? The start of your process is the concept.

Design is based on artistic rendering of the project. Did you aesthetically layout the project in a manner keeping true to what the project called for?

Execution is based on your technical aspects of the project. Do you have any typos? Are there technical issues with your project that take away from its design? The end of your process is the execution.

Presentation is based on your physical presentation of your project and when you are presenting the project for critique. Did you make certain the project was properly mounted to specifications (if applicable)? Are there any prints that came out off tonal value either on a projector, screen, and/or print? If yes, did you make note of the differences in your journal for next time? Did you use tissue paper to protect your project (if applicable)? Did you practice for the presentation of your project?

HANDWRITTEN WORK, no matter how neat you think it is, is not accepted.

GRADING SCALE:

A 4.0	93-100	B- 2.7	80-83	D+ 1.4	67-69
A- 3.7	90-92	C+ 2.4	77-79	D 1.0	60-66
B+ 3.4	87-89	C 2.0	74-76	D-	N/A
B 3.0	84-86	C- 1.7	70-73	F 0.0	0-59

CLASSROOM POLICIES:

Holidays: This quarter has no holidays.

Required Text(s): none

Recommended Text(s): Throughout the quarter, the instructor will bring in books that students may consider adding to their own libraries.

Required Supplies (as needed throughout the quarter): Note pad or sketch book, web hosting, domain name, professional portfolio case, printed business cards (please budget accordingly)

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.

Sleeping in Class: Sleeping in class is not permitted and will not be tolerated.

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 absolute emergency.

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.

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.**

CAMPUS POLICIES:

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.

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 will be taken twice in a class period. Once at the beginning of the 4 hour period and once after returning from the second break. Every student is required to remain for the full class period. If you are not present within 10 minutes of each roll call, you will be marked as half absent. Two half absences will function as the equivalent of 1 absence.

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.

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

CA4102: Print Portfolio Presentation

11 Week Course Breakdown

Week 1:

Review requirements of course and portfolio (as appropriate to career path and geographic market), class schedule of events, and deadlines.

Discuss realistic entry-level jobs and appropriate portfolio pieces.

Discuss the importance of branding and consistency as it applies to self-promotion.

Discuss elements of an effective logo.

Look at samples of business cards and flat/book portfolios.

Understanding readability, usability, colors, contrast and layout as it applies to self-promotion.

Setting up a Process Blog

Assignment:

create 10 thumbnail concepts for your logo / identity

work up an electronic draft for your business card

work up an electronic draft for your flatbook page template

create a Process Blog and e-mail the URL to me

Week 2:

Due today: Class critique of logo concepts, business card design and portfolio / flatbook page template

Preparing your business card for printing (design considerations to be aware of)

Preparing your flatbook pages for printing (design considerations to be aware of)

Starting your job search (resources to be aware of)

Tips on Networking: LinkedIn, ArtBistro

Tips on Making an Impression

Applying your brand to your resume

Assignment:

Based on feedback, finalize the logo and integrate it into your business card and flatbook page template

Bring in a revised flatbook page template and revised business card in electronic format

Week 3:

Due today: Review and critique of final business card and flatbook page templates.

What to put in / what to leave out of your flatbook

Preparing your work effectively for your flatbook

Showcasing your work - recommended cases for holding your flatbook pages.

Creating an online presence for showcasing your work.

Who is your target audience?

Web basics: FTP, domain names, web hosts, etc., HTTP, HTML : What's it all mean?

What to look for in a good hosting company.

The importance of a domain name.

Assignment:

Bring in all your work in digital format

Week 4:

Due today: A review of your work - what should you keep in your flatbook, what you should leave out based on your intended career target

Assignment:

Procure web hosting, a domain name, and research at least 20 portfolio websites that inspire YOU

Week 5:

Due today: Procure web hosting, a domain name, and research at least 20 portfolio websites that inspire YOU

Diving into HTML Headfirst.
Writing your First HTML code.
Creating an HTML file.
File naming conventions
What is CSS?
Basic structure of a website.
Domain names and URLs.
Working with basic tags (h1, h2, p, br, em, head, body, html, etc.)
Adding images to a page.
Internal links vs external links.
File / folder organization.
Relative vs Absolute Paths.

Assignment: At least 10 finalized flatbook pages due in digital format.

Week 6:

Due today: At least 10 finalized flatbook pages due in digital format.

The hallmarks of good web design: readability / accessibility / attractivity
Inspiring Examples.
When to Flash and when not to Flash.
The Importance of the Almighty Search Engines.
Planning the structure of your site.
Creating a web template.
Tying in your brand: Creating an effective header.
Creating a working navigation bar.
Working with Image Maps to create hotspots.

Assignment: HTML page templates for three pages of your site and a working navigation bar.

Week 7:

Due today: HTML page templates for three pages of your site and a working navigation bar.

Working with images. JPEG vs GIF vs PNG.
Introduction to the img tag
Optimizing images for the web
Creating thumbnails
Making a custom gallery
Using Photoshop's galleries.
Using Flickr galleries.
Adding content to your site.
Customizing the look of your content with CSS (font size, font weight, color, etc.)
CSS classes
Working with padding, margins, and borders.
Dividing a page into logical sections using the div tag.

Assignment: add content to at least 3 pages of your site, add an image gallery, and integrate with CSS.
Work on refining your website. Start printing out your flatbook pages and integrate them into your portfolio case. Start printing your business cards.

Week 8:

In-class help / work session

Week 9:

Due today: add content to at least 3 pages of your site, add an image gallery, and integrate with CSS.

Integrating your demo reel with your website
Flash video compression.
Vimeo.
YouTube.
Getting your work online. How to FTP your site to your host.
In-class one-on-one help.

Assignment: Upload at least 3 pages of your site to your host. Have a video integrated into your site.

Week 10:

Due today: Upload at least 3 pages of your site to your web host. Have a video integrated into your site.

Studio Time.

Assignment: All deliverables due next week: printed flatbook pages, printed business cards, functional website that can be accessed from the web.

Week 11:

Final Presentations
Closing remarks.

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INSTRUCTOR: Krishna M. Sadasivam

- 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: _____

Print, sign and return this sheet at the beginning of class Week 2 to receive **20 points of Extra Credit.**