

art 4310

PORTFOLIO II

This course is an advanced, Macintosh-based course. Students work on large scale assignments with multiple components in print and/or interactive media. This course focuses on developing a body of work for the student's portfolio. Projects will explore marketing and self-promotional strategies necessary for success in the professional world. Students will develop skills to communicate their ideas through verbal and written formats.

CLASS FORMATS

This is a three-credit studio class that requires at least an additional 12 hours per week of independent studio work or research. Students will be expected to participate in and document all concept development of projects and ideas. You will be expected to turn in a neatly organized notebook or folder with the process work from every project when the final project is due. Late process work equals a late project. This class will mimic the commercial Graphic Design environment through each project. This will include: a problem to solve, intermediate critiques, and a final critique or presentation.

ACADEMIC INTEGRITY

All projects and research completed by students must either be completely original ideas or all sources must be documented properly. All Middle Tennessee State University students have the responsibility to be familiar with and to observe the requirements of MTSU Code of Student Academic Integrity. Please refer to the MTSU Catalog or web site.

ATTENDANCE POLICY

Attendance is required for each class period and for the full class period as specified by the instructor. The maximum number of absences is three. A penalty will be imposed for absences in excess of three. This penalty will be the lowering of the student's final course grade by one full letter grade. For example, if you have earned a B-, you will get a C-. After three absences, your grade will drop one full letter for each subsequent absence (more than 3 absences will result in the grade of an "F"). A FOURTH absence or late after third absence will result in either an F or an unofficial withdrawal. Excused and unexcused absences count towards the final number of absences. Absences will be counted beginning with the FIRST scheduled class. Be aware of you absence count.

If you are going to be absent you must contact me before the scheduled class time and are still expected to complete the work that is due for the next class period.

Roll will be taken at the beginning of each class period. You will be considered late if you are not present for roll. Three "late" marks will equal one absence. You will also be penalized for leaving class before the instructor dismisses the class for the day. Three "left early" marks will equal one absence. Any combination of "late" and "left early" marks totaling three will equal one absence. Being late or skipping class demonstrates a lack of respect and responsibility, to both your peers and the instructor, please be on time.

CLASSROOM EXPECTATIONS

In order to create and maintain a positive and productive environment in the classroom, it is essential that each person treat other class members and the instructor in a respectful manner. Therefore, disruptive behavior will not be tolerated. Disruptive behavior includes, but is not limited to: sleeping in class, doing assignments for other courses, dressing inappropriately, taking unauthorized or overextended breaks, cell phone usage (see the penalty under "Class Etiquette") and headphone usage (see the penalty under "Class Etiquette"). Students who disrupt the class will be asked to leave for the remainder of the class period, and will be required to meet with the instructor prior to returning to class.

Sheri Selph

sheri.selph@mtsu.edu
615-898-5985
or stop by TODD 314

Office Hours for Fall 2014:

M/W:

10:00am-12:30pm

T/R:

10:00am-10:45am

and by appointment

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Class Etiquette:

Cell phone usage is not permitted in this class. If your cell phone rings or beeps during this class, or if you use the phone during class time 5 points will be subtracted from your total points for the semester.

Headphone usage is permitted during work time only. But headphones must be removed when requested. Do not let your headphones cause you to miss important instruction that may take place throughout the class period. It will be your responsibility to make sure you pay attention to all of the material presented in class. It will not be my responsibility to revisit information that you missed while listening to your headphones.

FACEBOOK or SOCIAL SITES are not permitted either, resulting in the deduction of 5 points from your total points for the semester. Class time is to be utilized only for design research and execution.

On presentation days, you are expected to give your full, undivided attention. If you appear to be doing other work while a fellow student is presenting, 5 points will be deducted for your critique grade for that day.

If any scheduled course meeting **conflicts with a mandated religious observance**, the student must notify me prior to the day of observance that the student will be absent from class.

CRITIQUES

Students are expected to participate in every critique and will be graded on their ability to verbalize their ideas regarding design considerations, technical execution, and concept development. Students should treat critiques as if they are going on a job interview or client meeting. This means proper attire. If a student is late to a critique, unprepared, or absent on the day of a critique, then their project grade will drop one full letter grade. Critiques are intended to be constructive, but also critical.

ADA NOTE

If you have special needs as addressed by the Americans with Disabilities Act (ADA), please notify me immediately (not at the end of the semester) so that appropriate accommodations can be provided. Reasonable Accommodations for Students with Disabilities: ADA

accommodation requests (temporary or permanent) are determined only by Disabled Students Services. Students are responsible for contacting the Disabled Students Services Office at 615-898-2783 to obtain ADA accommodations and for providing the instructor with the accommodation letter from Disabled Student Services.

FERPA

FERPA stands for Family Educational Rights and Privacy Act (sometimes called the Buckley Amendment).

Passed by Congress in 1974, the Act grants four specific rights to the adult student:

- the right to see the information that the institution is keeping on the student
- the right to seek amendment to those records and in certain cases append a statement to the record
- the right to consent to disclosure of his/her records
- the right to file a complaint with the FERPA office in Washington

PROJECT PRESENTATION

Presentation is an essential element in the design process, all final projects must be mounted and flapped with tracing paper. Work that doesn't meet these specifications will not be accepted. Students must also bring their digital files to submit to the instructor on presentation day!

QUIZZES & EXAMS

Students may be given quizzes and exams throughout the semester, which could include both written and digital formats. If a student is absent on the day in which a quiz or exam is given, then they will be expected to take the quiz or exam on their first day back to class and penalized 2 full letter grades. For example, if a student scored a 90% on a make-up quiz, then their final grade for that quiz would be lowered to a 70%. Pop quizzes will not be made up and the student will receive a zero for that grade.

GRADES & EVALUATION

Projects will be graded using a rubric specifically formulated for this course which can be found on Desire2Learn. They will be assigned one grade based on the following:

Conceptualization: Does the work exhibit a unique approach to solving the problem?

Process: Did you explore the topic thoroughly? Did you take the steps necessary to achieve the best possible outcome?

Visualization: How effectively did you visualize the concept through content?

Messaging: Did you engage your audience? Did you communicate effectively?

Typography: Is the typography appropriate/interesting? Did you leave widows/orphans? Have you checked the tracking/kerning?

Organization of Content: Is the content well organized? Did you proofread? Spellcheck? Are you missing copy?

Imagery/Visual Elements: Are the images/visual elements appropriate and effective?

Studio Contribution: Did you make efficient use of studio time? Did you participate in preliminary critiques?

Craftsmanship: Did the project meet the required specifications? Was it clean and on time? Were the files print-ready/web-ready?

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Academic Misconduct

Middle Tennessee State University takes a strong stance against academic misconduct. Academic Misconduct includes, but is not limited to, plagiarism, cheating, and fabrication.

Academic Misconduct: Plagiarism, cheating, fabrication, or facilitating any such act. For purposes of this section, the following definitions apply:

(1) **Plagiarism:** The adoption or reproduction of ideas, words, statements, images, or works of another person as one's own without proper attribution. This includes self-plagiarism, which occurs when an author submits material or research from a previous academic exercise to satisfy the requirements of another exercise and uses it without proper citation of its reuse.

(2) **Cheating:** Using or attempting to use unauthorized materials, information, or study aids in any academic exercise. This includes unapproved collaboration, which occurs when a student works with others on an academic exercise without the express

permission of the professor. The term academic exercise includes all forms of work submitted for credit or hours.

(3) **Fabrication:** Unauthorized falsification or invention of any information or citation in an academic exercise.

To be clear: going online and taking information without proper citations, copying parts of other student's work, creating information for the purposes of making your paper seem more official, or anything involving taking someone else's thoughts or ideas without proper attribution is **academic misconduct**. If you work together on an assignment when it is not allowed, it is **academic misconduct**. If you have a question about an assignment, please come see me to clarify. Any cases of academic misconduct will be reported to the Office of Academic Affairs for violating the academic honesty requirements in the student handbook. They will also result in failure for the course. Remember – ignorance is NOT a defense.

Professionalism:

I will be using the plus/minus grading scale that has been implemented at MTSU. Grades are not rounded up (example: a score of 85.9 will always be recorded as a B-, not a B). There will be no plus or minus grades given for A or F. To calculate your grade, add the total number of points received by the total number of points available (example: if you received a 34 out of 40 on a project, your grade for that project would be an 85%). The following is a general guideline for evaluating student effort and the professor's expectations:

A = Excellent work with class participation

B = Good work with class participation

C = Average work with required amount of involvement

D = Poor work with little or no involvement in class

F = No or little work with no or little class participation

All projects are due on the date and time and in the condition set by the instructor. Late projects will be penalized by lowering the project grade by one grade every day (not class period) that the project is not completed. Please note: If you are late for class or unprepared on the day a project is due, your grade will drop one full letter grade. There will be no redo's in this class so, make sure that the work is 100% the first time it is collected. Students are responsible for all assigned readings, lectures and class discussions.

RECOMMENDED MEMBERSHIPS

Students are encouraged to join and participate in the American Institute of Graphic Arts (AIGA) and/or the Nashville Advertising Federation (NAF). These national, professional organizations are grouped in chapters on a local and regional level and are an excellent way to meet designers and illustrators while broadening your understanding of the field. The AIGA is dedicated to the education and support of its members through events such as lectures, symposia and seminars. The AIGA also publishes books and periodicals as well as sponsoring competitions. The MTSU student chapter of AIGA meets every other week, and information on these meeting times will be provided to you during the semester.

LECTURES

Plan on attending at least two outside lectures this semester. The MTSU chapter of AIGA will have speakers throughout the semester. Watch for posters on these! The Art Department will also bring in lecturers throughout the semester as funding becomes available.

RECOMMENDED TEXTS

Student subscriptions for *Print*, *CMYK*, *Communication Arts* (CA) and *How* magazine are recommended reading to immerse you in our industry's state-of-mind and keep you involved in current trends and business matters. Also:

Becoming a Graphic Designer by Steven Heller & Teresa Fernandes

Marketing Your Creative Portfolio by Buff Hungerland

MATERIALS

Students will be expected to present their work in a professional manner. Quality tools and materials should be considered as an investment in one's future.

jump drive

(minimum 32 GB) - I also suggest getting a back-up jump drive or hard-drive.

binder or sketchbook to

organize assignments and process

pencils and erasers

markers (different sizes & colors)

x-acto knife (with extra blades)

black artist tape

cutting mat (minimum 18" x 24")

spray mount / spray adhesive

steel ruler with cork back (18" or longer)

6 pieces of 15 X 20" black presentation board

tracing paper large enough to cover 15 X 20" black presentation board

other presentation materials as needed (specialty papers, binding materials, etc.)

THIS CLASS IS YOUR OPPORTUNITY TO:

- Focus on presenting your work and ideas in a professional manner.
- Bring in complete ideas for group discussions and critique—as an opportunity to work out the flaws, predictable solutions, and tired approaches
- Practice writing design briefs
- Work to a timeline and meet deadlines
- Share techniques & build your repertoire
- Write more creative and effective tags and headlines

LOTTERY SCHOLARSHIP REMINDER

Do you have a lottery scholarship? To retain Tennessee Education Lottery Scholarship eligibility, you must earn a cumulative TELS GPA of 2.75 after 24 and 48 attempted hours and a cumulative TELS GPA of 3.0 thereafter. You may qualify with a 2.75 cumulative GPA after 72 attempted hours (and subsequent semesters), if you are enrolled full-time and maintain a semester GPA of at least 3.0. A grade of C, D, F, FA, or I in this class may negatively impact TELS eligibility. Dropping or stopping attendance in a

class may also impact eligibility; if you withdraw from or stop attending this class and it results in an enrollment status of less than full time, you may lose eligibility for your lottery scholarship. Lottery recipients are eligible to receive the scholarship for a maximum of five years from the date of initial enrollment, or until reaching 120 TELS attempted hours or earning a bachelor degree. For additional Lottery rules, please refer to your Lottery Statement of Understanding form (<http://www.mtsu.edu/financial-aid/forms/LOTFOD.pdf>) or contact your MT One Stop Enrollment Counselor (<http://www.mtsu.edu/one-stop/counselor.php>).

Exhibition Posters

Client: Todd Gallery

Portfolio II: Project 1

You will be designing posters for one of the first two gallery events of the semester.

- Monday/Wednesday's 4310 will be working on **In/finite Earth**
- Tuesday/Thursday's 4310 will be working on **CHINA**

The Todd Gallery is our client. This will be your opportunity to represent the area of graphic design and support Todd Gallery while MTSU's president and members of the Patrons Society are visiting our department.

Here are your schedules:

In/finite Earth (Exhibit Poster)

August 24 - Assets (photos, dates, times, all mandatories) from client (Eric) due

August 25 - Write creative brief. Concepting and roughs

August 27 - Comps due, First round to client due

August 28 - Feedback from client (Eric) due

Sept 1 - Labor Day holiday

Sept 3 - Finished Posters due. Creative brief due. Proofed during class. Collected files, hi-res pdfs due printer-ready at EOC.

Some basic Info: September 16 - October 1; Reception Sept 15, 5-7pm

CHINA: a decade through the eyes of an American University President (Exhibit Poster)

August 24 - Assets (photos, dates, times, all mandatories) from client (Eric) due

August 26 - Write creative brief. Concepting and roughs in class.

August 28 - Comps due. We will look at the , First round to client due

August 29 - Feedback from client (Eric) due. Sheri will email feedback/revisions.

Sept 2 - Finished Posters due. Creative brief due. Proofed during class. Collected files, hi-res pdfs due printer-ready at EOC.

Some basic Info: September 10-12, Lecture - Wed, September 10, TBA, MTSU Arts Patron Society Reception
- Thur Sept 11, 6-8pm

Now, what are the questions you need answered in order to do your job?

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Project 1 Notes:

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Introduction.

Background in DM. (Direct Marketing.) Associate Creative Director at Acxiom for 6 years and Graphic Designer for about 4 years previous to that.

I think about design projects in terms of messaging, target-audience, and response-rate. So, you'll probably hear me ask about call-to-action a lot. And we'll be writing some design briefs.

So for this project:

First, we need to come up with the questions you need answered so that you can do your job successfully.

Let's organize these questions and answers into a design brief to collect our intent before we begin a project.

In a typical agency, the relationship between the client and the designer is managed by an account representative. I will manage this client relationship for you.

The account manager also works with a traffic manager to assure the timely completion of the project. I have provided your "back-out" schedule here.

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