

**\\VINCENNES UNIVERSITY
FACULTY SYLLABUS**

GRAPHIC DESIGN

DESN 250

PORTFOLIO REVIEW

3 Credit Hours / 6 Contact Hours

SPRING 2020

INSTRUCTOR:

RON WISE

Office: Center for Art and Design, Room 109

Office Hours and Email: Spring 2020

Please note my daily office hours:

M	11:00 - NOON
Tu	1:00 - 2:00 PM
W	11:00 - NOON
Th	1:00 - 2:00 PM
Fri	11:00 - NOON

I am also available by appointment if the times listed do not work for you. If you do not see me in my office during these times, check the labs and classrooms in the building.

Contact beyond office hours and class time:

Email preferred: In addition, if you have a question or concern that is not addressed in class, you may contact me via email:

rwise@vinu.edu

I will reply to all email within two business days of receipt. For example, if you send me a note at 3:00 PM on Friday, I will have until the following Tuesday at 3:00 PM to respond.

(Note: the 48-hour response time excludes days that VU is not in session and/or days that faculty are not required to be on campus, such as holidays or weekends).

You may also contact me by text message on my cell: 812-677-1291.

I. Course Catalog Description

Students will finalize design projects for inclusion in their portfolios. At the completion of the course, student portfolios will be reviewed by faculty members and members of the Graphic Design Advisory Committee. Resume writing, job interview skills, and job search skills will be included in the course content.

6 studio hours.

Writing Reading Intensive Course (WR)

Prerequisite(s): A grade of C or better in DESN 205, DESN 202, and DESN 240.

II. Course Designation

This course is a:

- Major program course
- Writing/Reading (WR) intensive course

III. VU Liberal Education Outcomes met by this course:

- Engage in articulate expression through critical reading and effective written, oral, and digital communication.
- Apply quantitative reasoning and a variety of numeric data to solve problems in a variety of disciplines.
- Evaluate ethical behavior as an individual and as a member of local and global communities.
- Apply critical and creative thinking skills to solve problems.
- Integrate knowledge and perspectives of different disciplines to answer complex questions.

IV. UCC/State Outcomes met by this course:

1. *Written Communication*

- 1.1. Produce texts that use appropriate formats, genre conventions, and documentation styles while controlling tone, syntax, grammar, and spelling.
- 1.2. Demonstrate an understanding of writing as a social process that includes multiple drafts, collaboration, and reflection.
- 1.3. Read critically, summarize, apply, analyze, and synthesize information and concepts in written and visual texts as the basis for developing original ideas and claims.
- 1.4. Demonstrate an understanding of writing assignments as a series of tasks including Identifying and evaluating useful and reliable outside sources.
- 1.5. Develop, assert and support a focused thesis with appropriate reasoning and adequate evidence.
- 1.6. Compose texts that exhibit appropriate rhetorical choices, which include attention to audience, purpose, context, genre, and convention.
- 1.7. Demonstrate proficiency in reading, evaluating, analyzing, and using material collected from electronic sources (such as visual, electronic, library databases,

Internet sources, other official databases, federal government databases, reputable blogs, wikis, etc.).

2. Speaking and Listening

- 2.1. Use appropriate organization or logical sequencing to deliver an oral message.
- 2.2. Adapt an oral message for diverse audiences, contexts, and communication channels.
- 2.3. Identify and demonstrate appropriate oral and nonverbal communication practices.
- 2.4. Advance an oral argument using logical reasoning.
- 2.7. Summarize or paraphrase an oral message to demonstrate comprehension.

3. Quantitative Reasoning

Non Applicable

4. Scientific Ways of Knowing

Non Applicable

5. Social and Behavioral Ways of Knowing

- 5.1. Demonstrate knowledge of major concepts, theoretical perspectives, empirical patterns, or historical contexts within a given social or behavioral domain.
- 5.3. Demonstrate basic literacy in social, behavioral, or historical research methods and analyses.
- 5.5. Recognize the extent and impact of diversity among individuals, cultures, or societies in contemporary or historical contexts.

6. Humanistic and Artistic Ways of Knowing

- 6.1. Recognize and describe humanistic, historical, or artistic works or problems and patterns of the human experience.
- 6.2. Apply disciplinary methodologies, epistemologies, and traditions of the humanities and the arts, including the ability to distinguish primary and secondary sources.
- 6.3. Analyze and evaluate texts, objects, events, or ideas in their cultural, intellectual or historical contexts
- 6.4. Analyze the concepts and principles of various types of humanistic or artistic expression.
- 6.5. Create, interpret, or reinterpret artistic and/or humanistic works through performance or criticism.
- 6.6. Develop arguments about forms of human agency or expression grounded in rational analysis and in an understanding of and respect for spatial, temporal, and cultural contexts.
- 6.7. Analyze diverse narratives and evidence in order to explore the complexity of human experience across space and time.

V. Course Outcomes

- The student will develop a personal brand and identity
- The student will write a resume and cover letter

- The student will design a personal business card and letterhead
- The student will gather portfolio samples from previous courses and make final preparations and revisions for inclusion in the student's portfolio
- The student will design and produce a digital portfolio that will be made active on the internet
- The student will practice job application and interview skills
- The student will participate in the annual portfolio review event
- The student will write a research paper on a graphic design related subject that is at least 2,000 word long with at least three reliable and identified outside sources

VI. Course Content

This course is designed to prepare students to qualify for entry-level designer positions in the graphic design industry. Preparation will include designing a personal identity package, writing and designing a resume with customizable cover letter, understanding the interview process and assembling a portfolio of their work appropriate for their own area of interest. This course will be run as a design studio environment in which project assignments, class discussions and employment exercises will also help prepare the student for job placement. The course will cover job descriptions, employability skills and interview skills. Each student will participate in the Senior Portfolio Review where they will present and discuss their work with the Graphic Design Program Advisory Committee Members.

VII. Course Text and Materials Policy

- TEXT: None required, however, library research and internet research will be required.
- REQUIRED MATERIALS (TOOLS):
At least one flash drive – 2 GB or larger or Dropbox or other cloud account

Students are responsible for bringing all of the necessary tools and materials required for class. The instructor may provide some items and materials.

- ADDITIONAL RECOMMENDED MATERIALS:
Flash drive/storage device at least 8GB capacity.

VIII. Course Grading Policy

A "C" final grade or better must be received in this course or any course in the Graphic Design Occupational major or they must be retaken. At least a 70% final average must be met to receive a "C" final grade.

All work will be evaluated against standards that reflect the quality of what students in previous years have typically been capable of producing. Work that does not meet this standard will receive substantially reduced credit. The instructor reserves the right to ask the student to reproduce a project if the project fails to meet these standards and time allows for him or her to do so.

Your final grade will be determined in weighted proportions as follows:

- 20% Printed Portfolio
- 20% Online Portfolio
- 20% Participation in Portfolio Review
- 20% Research Paper (WR)
- 10% Business Card / Job Search and Interview Practice
- 5% Resume (WR)
- 5% Cover Letter (WR)

As a Writing Reading (WR) Intensive course, this class meets the following requirements:

- Writing assignments total a minimum of 2000 words;
- At least one assignment requires use and documentation of outside sources;
- Writing assignments determine at least 30% of the final grade.

All writing assignments will be grading according to the provided grading rubric.

IX. Course Policies

(1) Vincennes University Attendance Policy

The Vincennes University policy is premised upon the notion that students will attend all sessions of the classes in which they are enrolled. This policy supports Vincennes University's philosophy that students benefit most from the people and facilities provided by the citizens of Indiana through proper and adequate class attendance. Consequently, missing class for any reason will be regarded as an absence. When absences result from an approved and required University activity, they will not be counted against a student, and the work missed may be made up.

Vincennes University believes that students who participate in University-sponsored activities and faculty-developed field trips must develop habits of attendance consistent with such participation, or voluntarily refrain from such participation. For whatever reason an absence occurs, the student is responsible for the work missed.

Class time will be used for instruction and working on assignments. Students who are not present for a class cannot benefit from the instruction and guidance available in that class. If a student leaves the class early, the student may be counted absent. Class begins on the hour. Students arriving after the first five minutes of class will be counted tardy. Students may be considered absent if they are not in attendance within fifteen minutes of the beginning of class. Students may not be admitted to class after fifteen minutes from the start of class. If a student leaves the class early, the student may be counted absent. Responsibilities for other courses or appointments are not an excuse for absence from a class. A consistent pattern of being late for class WILL adversely affect your grade. When the amount of time that a student is absent from class by being late or leaving early

reaches the equivalent of one class time, the student will be assessed an absence, for instance 100 minutes for a MWF course. Special consideration may be made in special situations.

Students who miss class hours totaling twice the number of credit hours awarded for the course, or the equivalent of two weeks of class instruction are eligible to be dropped from class. The first warning card will be sent after missing 3 MWF classes or 2 TR classes. The second warning card will be sent after missing 6 MWF classes or 4 TR classes. The student may be dropped from class after the next absence in either class. If a student is readmitted to a class after appealing to the Dean of Students, the student may be dropped after the next absence with no appeal available.

(2) Make-up work and late work

All work is due at the specified deadline. Late work (if approved by the instructor) will receive a daily grade reduction. No work will be accepted after seven calendar days past the due date. Late work may only be turned in with the permission of the instructor. Missing a critique or client presentation will result in a substantial grade reduction for the assignment.

(3) Use of electronic devices in class and other student responsibilities

The use of cell phones, pagers and other electronic devices are prohibited in the classroom or lab, unless the instructor authorizes their use for course related activities. You may have these devices with you during class, but they must be turned off or on silent mode. In case of an emergency, you should take a call outside of the classroom or lab. This is required as a courtesy to your instructor and fellow students. Activities that are unrelated to the learning process for this course, such as texting, instant messaging, email, Facebook, watching videos, tweeting, etc, will not be acceptable. If you are regularly engaged in these activities during class time, you will lose all or a portion of the 15% professional conduct portion of your grade at the end of the semester. If these activities persist, you may be asked to leave the classroom and will receive an absence for the day.

The use of MP3 players and headphones or ear buds will be allowed when working on projects, but will be prohibited from use during times when you are being spoken to, such as during lectures, critiques and discussion. Please remember to keep the volume low enough to be able to hear what is happening around you. This is important for safety issues, as well as for educational reasons. Oftentimes, you can benefit from what is being discussed in the classroom regarding assignments and projects. Your instructor may also have pertinent information to share with the group during work session, which may be very important to hear.

You are responsible for being an active participant in the professional conduct of this course. It will take cooperation from every student enrolled in the course to make this an invaluable learning experience. We must work as a team to ensure that everyone in the

class is shown respect and receives the educational experience that they expect and deserve. This cooperative effort includes the following course rules.

If you have been tardy or absent, it is your responsibility to discuss what course content you have missed during that time. Please see the instructor during office hours or before or after class. The work may be made up at the discretion of the instructor. Failure to speak to your instructor about make-up work may result in a loss of credit for this work. This will adversely affect your grade.

You are responsible for bringing the proper tools, equipment and materials necessary to complete the assigned work. A writing instrument and paper for note taking and written assignments is required every class meeting.

Food and drink will not be allowed close to the computers in the labs. You may leave them on the tables on which there are no computers. With the exception of fonts, you are not allowed to download or install software on the lab computers.

Do not cut on any of the tabletops without having a cutting mat under your work. Do not use spray adhesive anywhere, except in the spray booths. You must clean up any excess rubber cement, graphite or other materials from your work area before you leave.

(4) Instructor's Academic Dishonesty Policy/Statement

Plagiarism of any kind will not be tolerated in this course or in the graphic design industry. It is unethical and illegal. It is essential that the student become self-reliant on his or her own creativity for the source of ideas and concepts. Students who are guilty of plagiarism of design concepts, use other students' work, plagiarize themselves or use copyrighted material in their work will be referred to the Dean of Students and dropped from the class with a failing grade.

(5) Disabilities Services Policy

The Office of Disability Services reviews requests and determines appropriate accommodations for students with disabilities. Students with psychological, physical, sensory, communicative and/or learning disabilities should seek out this office as soon as possible after admission to VU if they require academic accommodations. The student will be required to provide copies of medical or psychometric evaluations that document the presence of a disability and the impact of the disability on the student's level of functioning. The Office of Disability Services also coordinates the availability of assistive technology at various campus locations to provide accessible classroom materials and equipment. Vincennes University complies with the requirements set forth by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act to assure the rights of individuals with disabilities to fair, non-discriminatory treatment. The Office of Disability Services is located at the South Entrance of Vigo Hall. The phone number is 812-888-4501. Specific procedures for requesting an accommodation for a disability may be found at the Office of Disability Services website at

www.vinu.edu/DisabilityServices . Students that will be requesting accommodations should view the Disability Services website for documentation requirements.

(6) Standard of Student Behavior

Students need to be aware that violations of the University Standard of Student Behavior as listed in the VU Catalog may result in some form or disciplinary action.

You will be immediately asked to leave the classroom if you demonstrate any behavior that is seen as threatening to any individual or interferes with the conduct of this course.

(7) Content/Schedule change statement

Assignment deadlines and assignments content are subject to change at the discretion of the instructor. Changes of due dates will be announced with sufficient notice that everyone can make adjustments in their production schedule. Students who are not present when the announcement of a change is made are still responsible for meeting the new deadline or making whatever changes were announced to their work.

(8) Safety

Art and Design studios and courses include working with potentially hazardous materials and processes. All students are required to follow all safety guidelines, best practices and common sense to maintain a safe and secure working environment for all students. This includes:

- Reading and understanding VU's Emergency Response Guide
- Knowing the location and proper use of the First Aid kit, Fire Extinguisher and any other relevant safety equipment and supplies in the studio
- Paying attention to all safety signage, instruction and training on proper use of materials and tools in studio areas
- Use of caution, consideration and common sense when working in Art and Design studios.
- See instructor for more details on this topic

X. Instructional Methodologies/Activities/Grading Specifics

(1) Methodologies and Activities

The work performed in this course will be assigned projects that will provide you with the tools necessary to begin your job search in the graphic design field. These projects will include:

- ☐ Design a personal brand, including a logo, letterhead and business card
- ☐ Write a resume (WR)
- ☐ Write a cover letter (WR)
- ☐ Develop a printed portfolio
- ☐ Develop an online portfolio website

Another project that is required is the writing of a research paper on a particular graphic design related subject. (WR)

All of these projects must be successfully completed in order to fulfill the final and most important activity: participation the Annual Senior Portfolio Review event. If any of the projects listed above is not completed with a passing grade, the student may not be allowed to participate in the Review. Participation in the Annual Senior Portfolio Review event is required to receive a passing grade for this course.

Other methodologies may include self-evaluation of existing designs, lectures, critical discussion, verbally critiquing as a group.

Portfolio Review is a Writing Reading Intensive course. This means that the student should have completed English Composition I (ENGL 101) for this course to count as a writing reading intensive course. As part of the writing reading intensive requirement, the student should demonstrate written communications skills beyond normal class assignments. The student will write a research paper that includes cited outside sources, which will require reading and writing skills to be demonstrated.

(2) Grading Specifics

Assignments will be graded in point value. Letter grades will be equivalent to the following percentages of total points:

100 --- 97 A
 96 --- 92 A-
 91 --- 89 B+
 88 --- 85 B
 84 --- 82 B-
 81 --- 77 C+
 76 --- 71 C
 70 --- 61 D
 60 --> F

Completing work within a given schedule of time is extremely important. Missing a critique or presentation cannot be made up. Missing these activities will substantially lower your grade. Students are expected to devote full class time to their work and additional time outside of class, if needed. Taking notes during lectures is highly recommended. Regular attendance is EXTREMELY IMPORTANT to your grades!

Without the information and skills that are covered in classes that are missed, a thorough understanding of procedures and proper development of personal skills will be impossible. If you are not in class, using your work time efficiently, you will fall behind and miss deadlines. Therefore, attendance and class participation will be included as part of the course grade.

Critiquing assignments offers students the chance to see how other students solved a design problem and discuss positive and negative aspects of the work presented. This is an integral part of the learning process and students are expected to be present to present and explain their work and join in the class discussion. Work not finished and ready for the scheduled critique or presentation will be considered late. No late work will be accepted unless approved by the instructor prior to the due date for each assignment. Incomplete work will receive partial credit or no credit based on the quality and extent of what has been finished.

15% of your total grade will be determined by your professionalism. Professional conduct is an essential requirement for any cooperative endeavor, such as teaching and learning in the classroom. You must conduct in manner that reflects your desire to learn and be a serious student. Professional conduct will consist of:

- Good Attendance
- Being present at the start of class time
- Being present at the end of class time
- Paying attention during lectures, demonstrations, presentation or whenever anyone is speaking to you
- Taking notes about assignments and other important information
- Asking questions – get help before you really feel you need it
- Willingly helping others – being cooperative
- Demonstrating respect to your instructor and fellow students
- Using class time in an efficient and productive manner
- Following the course policies and procedures
- Accepting responsibility for your actions
- Maintaining your work area by keeping it clean and functional
- Completing each assignment to the best of your ability

The behaviors listed above can be read as principles for success in any situation and will certainly be very important in getting the most out of this class. Your overall conduct will be documented throughout the semester and assessed at the end of the semester. The above criteria will be used to determine whether you will receive all, or a portion, of the possible 15% penalty on your grade. For instance, if you had an 80% average at the end of the semester but had been habitually late or regularly texted during class time, you could receive a final grade as low as 65%. This would mean that you failed the course and would be required to repeat it next year!

XI. Course Calendar/Schedule/Assignments

Please refer to www.wiseguy-studios.net/201/250-20.html for the course schedule reference material and assignments. See next page to preview the schedule.

DESN 250 Portfolio Review

COURSE CALENDAR/SCHEDULE/ASSIGNMENTS

Syllabus / Portfolio & Job Search Discussion / Resume Discussion / Brand Development Project / Writing Assignment	WEEK 1
MARTIN LUTHER KING & PRESIDENTS DAY – no classes	WEEK 2 – 1/20
Brand Development Project / Writing Assignment / Resume	WEEK 2
Brand Development Project / Writing Assignment / Resume / Individual Portfolio Meetings /	WEEK 3
Brand Development Project DONE / Writing Assignment / Resume / Individual Portfolio Meetings	WEEK 4
Stationery Project / Writing Assignment / Resume DONE / Individual Portfolio Meetings / Website Project / Refine Projects	WEEK 5
Stationery Project / Writing Assignment / Cover Letter Development / Website Project / Refine Projects	WEEK 6
Stationery Project / Writing Assignment / Website Project / Cover Letter Development / Portfolio Development / Refine Projects	WEEK 7
Stationery Project DONE / Writing Assignment DONE / Website Project / Portfolio Development / Refine Projects	WEEK 8
MID-TERM BREAK – no classes	3/9-3/15
Cover Letter DONE / Job Search & Interview / Website Project / Portfolio Development / Refine Projects	WEEK 9
Job Search & Interview / Website Project / Portfolio Development / Refine Projects	WEEK 10
Website Project / Portfolio Development	WEEK 11
Website Project DONE / Portfolio DONE	WEEK 12
GOOD FRIDAY – no classes	WEEK 12 – 4/10
Mock Interviews	WEEK 13
Mock Interviews / Portfolio and Website Refinement	WEEK 14
PORTFOLIO REVIEW	WEEK 15
Finals Week – Receive Portfolio Review Results – Mon. 5/4/20	WEEK 16 – 5/5-5/8