

ART456: Graphic Design Portfolio

TTH 1:30 – 4:20

INSTRUCTOR: Ryan Feerer

OFFICE HOURS: M-F 11-12 or upon request

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“The real issue is not talent as an independent element, but talent in relationship to will, desire, and persistence. Talent without these things vanishes and even modest talent with those characteristics grows.”

-Milton Glaser

“Design is an art of situations. Designers respond to a need, a problem, a circumstance, that arises in the world. The best work is produced in relation to interesting situations—an open-minded client, a good cause, or great content”

-Ellen Lupton

“Clients are the difference between design and art.”

-Michael Bierut

“Never stand still. If you stand still, you get lost, because someone else is always moving.”

-Armin Vit

“It is easier to talk than to listen. Pay attention to your clients, your users, your readers, and your friends. Your design will get better as you listen to other people.”

-Ellen Lupton

“Design is just language and the real issue is what you use that language to do.”

-Tibor Kalman

“Complaining is silly. Act or forget.”

-Stefan Sagmeister

University Mission

The mission of Abilene Christian University is to educate its student for Christian service and leadership throughout the world.

Course Description

Portfolio work prepared and refined for each individual, as it relates to her/his specific needs. A senior-level course dealing with the dynamics involved in the preparation of a highly professional and competitive portfolio for interviewing purposes. Discussion and analysis of student work under consideration for

portfolio inclusion is emphasized. Interviewing techniques include preparation of an appropriate resume, appropriate methods used for contacting potential employers, and attitudes relating to the interview presentation process.

Course Learning Outcomes

As a result of successfully completing this course, students will be able to:

- Develop a highly professional portfolio, which will include; the case, a “bound” portfolio book, personal identity system, follow-up letters.
- Present themselves and their work in a professional manner in order to obtain job offers from any design firm or in house group in the world.
- Apply verbal skills to help them present themselves and their work.
- Market themselves and develop tools to facilitate their self-promotion.

In Portfolio class, students are expected to display the following attitudes/professional behavior:

- Competent preparation of all projects.
- Regular attendance to the class.
- Participate in all class critiques.
- Effectively present ideas.
- Complete all assignments according to established deadlines, overcoming any technical difficulties that arise in order to do so.

Required Text

Building Design Portfolios: Innovative Concepts for Presenting Your Work

by Sara Eisenman
Publisher: Rockport Publishers (May 1, 2008)
Language: English
ISBN-10: 1592534384
ISBN-13: 978-1592534388

Available at the ACU Campus Store

Suggested Text

Hungerland, Buff. *Marketing Your Creative Portfolio*, Prentice Hall, 2003
Williams, Theo. *The Graphic Designer's Guide to Pricing, Estimating and Budgeting*, Allworth Press
Graphic Artists Guild Book: *Pricing and Ethical Guidelines*, Graphic Artists Guild

Student Requirements and Responsibilities:

Departmental Absence Policy

In Fall and Spring semesters: 3 unexcused absences from class are allowed in courses that meet twice a week (TR), and 4 are allowed in classes that meet

three times a week (MWF).

After these absences have been used, grade penalties will be assigned as followed:

1. After 1 absence, students will have their course grade lowered by one letter grade, 2 absences, two letter grades.
2. 2. Students who have more than 2 absences will be given a failing grade in the class (excused absence are death in the immediate family, documented illness, official ACU-sponsored trips).
3. 3. Arriving tardy 3 times equals one absence that counts against the permitted ones.
4. 4. Students who participate in official University activities (athletics, debate, band, etc.) must provide the required University form one week in advance.
5. 5. Leaving class early without permission from the instructor will be counted as a class absence.

Blog Requirement

1. Do you anticipate conflicts between your moral values and the work you will be asked to produce as a practicing graphic designer? Are there specific kinds of work you would refuse to produce if asked? What is your criteria for making these kinds of judgments? **(Post Due Date: January 18th, Comment Due Date: January 20th)**
2. You're in an interview with a potential employee. Knowing that you probably wouldn't get the job if you were completely honest, is it okay to accept a job when you do not meet the job requirements? Can you justify it by having the confidence in learning those requirements either before or during the job? Do you see this as being dishonest? Why or why not? **(Post Due Date: February 11th, Comment Due Date: February 13th)**
3. It's important that we practice honesty within our profession. These days it's difficult to design anything completely original. How would you respond in an event where you are accused of plagiarism? Does your faith play a role in the way you approach the problem? Would any "moral" person, that may not be religious, handle the situation in a similar manor? **(Post Due Date: March 18th, Comment Due Date: March 20th)**

Dress Code

Please follow the dress code outlined in your Student Handbook. You may be asked to leave class if you are not dressed according to the guidelines. Thanks

for your cooperation.

Standards

Students will be required to redo any work that is not up to professional and industry standards. The body of work that you produce will in essence set the tone for your career as a student.

Late work policy

Late work will NOT be accepted in this class and student will receive a failing grade to the project.

Grading – These areas/projects will be graded:
A. Research for job opportunities
B. Preparation of individual projects to be in your portfolio
C. Project execution (1: Portfolio and presentation, 2: leave-behind, 3: PDF book, 4: self-promotion)*
D. Resume' – Cover Letter – Business Card*
E. Group participation (Field trips, critiques, etc)
F. Idea file, reading of articles, and class-blog each week

*These will be averaged together as a final grade exam.

Grading criteria

Grade 1: gathering things together (*due Thursday, Feb 3*)
Grade 2: Portfolio, Leave-behind (*due Mar 08*)
Grade 3: (mid-term grade), PDF book (*due March 10*)
Grade 4: (final grade) self-promotion, final documents: resume, cards, etc. (*due Finals*)

Grade Scale: A (100-90) B (89-80) C (79-70) D (69-60) F (59-0)