	Department of Art + Design
POINT LOMA NAZARENE UNIVERSITY	Art 4068 Portfolio Prep
	Number of Units: 3
Fall 2020	

Meeting days: Tuesday, Thursday	Instructor title and name: Courtney Mayer, Associate Professor
Meeting times: 8–9:20 a.m.	Phone: 619.733.8818
Meeting location: Ryan Library, Hughes Lab, 216	Email: cmayer1@pointloma.edu
Final Exam: Tuesday, December 1, 7:30–10am	Office location and hours: Ryan Library, Hughes Lab, 216 B and Zoom (T/Th 9:30–11:30am)
Additional info:	Additional info:

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

COURSE DESCRIPTION

This course investigates the process of building 3 comprehensive projects for your professional print and web portfolio. You will practice advanced-level design processes and methods, to design "for," and "with" communities, to build empathy, and to iterate scores of ideas. You will focus on information, experience, and brand identity design.

COURSE LEARNING OUTCOMES

> Practice the process of design:

1. Identify and define the design problem

2. Gather, analyze and synthesize information

3. Determine performance criteria for measuring success

4. Develop content and context

5. Generate alternative solutions and build prototypes

6. Evaluate and select appropriate solutions

7. Implement choices

8. Evaluate outcomes

> Use knowledge of history, theory, visual principles and formal structures to practice advanced-level design skills using type, image and message across media

> Experiment with visual principles, formal structures and media

> Develop project evaluation criteria

> Practice business strategy by writing creative briefs

> Understand how visual systems/programs work

> Understand and respond to varying audience need and design context such as: cognitive, social, cultural, technological and/or economic

> Constructively critique and evaluate your work and the work of other designers both orally and in writing

> Develop and apply technical skills through the use of design tools and technology

> Learn to be flexible, nimble and dynamic in practice using organizational skills and meeting deadlines

> Complete a comprehensive body of work across media, with the highest standards of excellence

> Demonstrate care for yourself, your work, and for your neighbor

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Cohen, Emily, *Brutally Honest: No Bullshit Strategies To Evolve Your Creative Business*, and selected readings on Canvas

Adobe Creative Suite access to software tutorials: Primary software—After Effects, InDesign, Illustrator, Photoshop

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3unit class delivered over 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request. (Based on 37.5 hours of student engagement per credit hour.)

Distribution of Student Learning Hours	
Category	Time Expectation in Hours
Online Participation in Discussions, Groups, etc.	4 hours 40 minutes
Reading Assignments	1–2 hours / week
Written Assignments	1–2 hours / week
Other Assignments & Learning Activities	9–12 hours / week
Quizzes, Surveys	0
Total Hours	14–24 hours / week

COURSE SCHEDULE AND ASSIGNMENTS

Project 1. "Creation Care Instagram Campaign"
Client: Office of Sustainability Instagram Campaign

(weeks 1–6)
August 18–September 22, final delivery, Oct. 1

How might we support the Office of Sustainability in their efforts to visually communicate and inform the PLNU community about climate change?

Design Challenge

Design a 26 second or less animated short or motion graphic using Adobe After Effects or another preferred software. Each day during Creation Care Week the Office of Sustainability social media coordinator will post student animation shorts and URL links to learn more about your subject on their PLNU instagram.

Using the assigned topics below, develop a storyboard. Develop your story with a logical beginning, middle and end flow. Develop your story assets in your own style. It is your choice of illustration style, videography, photography, typography, and sound). Digitize and use Adobe After Effects or other preferred software.

Deliverables
(**Animated short or motion graphic**—**26 seconds or less** + suggest **2 URL links** to learn more about your your topic.

Project 2. Professional Brand Identity
(weeks 6–10) September 22–October 27

Design Challenge
Design a professional brand identity for yourself. Use the digital Presentation Decks on Canvas to develop your work.

Deliverables
Business card, letterhead, second sheet, #10 envelope, blank note, blank note envelope, social media icon (digital mock-ups only)

Project 3. Senior Show Brand Identity Collateral
(weeks 11–15) October 27–December 1

Design Challenge
Design a professional brand identity for your senior class promotions.
(4 weeks) Tuesday, November 12–Thursday, December 19

Deliverables
8 x 28 Poster, 6 x 9 Postcard, Facebook Cover Graphic (820px by 360px),
Instagram Animated .gif or other motion design (1080px by 1080px)

ASSESSMENT AND GRADING

Assessment and grading is based on the projects below. Grades will be averaged over the course of the semester. Design specific projects are assessed on a rubric addressing the following:

1. Conceptual ideas

2. Design and layout using formal design principles and theory

3. Craft/Technical execution

4. Professionalism: critiques, demonstrated care towar2ds your work and each other, attention, attendance, participation, punctuality, timeliness, work ethic

Project Grade Weights

Project 1: Information Design, Creation Care (200 points)

Project 2: Personal Brand Identity (200 points)

Project 2: Professional Brand Identity Presentation Deck (100 points)

Project 3: Senior Show Brand Identity (200 points)

Project 3: Event Identity Presentation Deck (100 points)

IDEA Evaluation (end semester) (100 points)

Professionalism (100 points)

Ungraded Process Book (all projects: ideation, research, and development). Keep for yourself to help you stay organized. Process and development are beneficial to substantiate your portfolio projects.

Standard Grade Scale Based on Percentages				
A	B	C	D	F
A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F Less than 59
A- 90-92	B 83-86	C 73-76	D 63-66	
	B- 80-82	C- 70-72	D- 60-62	

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on State Authorization to view which states allow online (distance education) outside of California.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using

the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Online Portion of the Hybrid Course

If a student misses two online classes (fails to contribute to a discussion board) during the course, then the faculty member will send an email to the student and the Director of Student Success warning of attendance jeopardy. There are no exceptions to this policy.

If a student misses three online classes (fails to contribute to a discussion board by the due date) during the course, then the faculty member or Vice Provost for Academic Administration (VPAA) will initiate the student's de-enrollment from the course without further advanced notice to the student. If the date of de-enrollment is past the last date to withdraw from a class, the student will be assigned a grade of "F" and there will be no refund of tuition for that course.

1 missed F2F class = warning

2 missed F2F classes = de-enrollment

2 missed online classes = warning

3 missed online classes = de-enrollment

Online Format

Students taking online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.)

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance.

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.
 If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the Office of Spiritual Development

USE OF TECHNOLOGY

In order to be successful in the online environment, you'll need to meet the minimum technology and system requirements; please refer to the *Technology and System Requirements* information.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your classwork.