POINT·LOMA NAZARENE UNIVERSITY	Department of Art + Design
	Art 4068 Portfolio Prep
	Number of Units: 3
	Fall 2021

Meeting days: Tuesday, Thursday	**Instructor title and name:** Courtney Mayer, Associate Professor
Meeting times: 9–11:20 a.m.	**Phone:** 619.733.8818
Meeting location: Ryan Library, Hughes Lab, 216	**Email:** cmayer1@pointloma.edu
Final Exam: Tuesday, December 14, 10:30am–1pm	**Office location and hours:** Ryan Library, Hughes Lab, 216 B 12:30–3pm or by appointment
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

Various articles.

Adobe Creative Suite

Ricoh color printer access in Hughes Lab **(Please add $25.00 to your Student ID for printing this semester)**

COURSE CREDIT HOUR INFORMATION

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 Campaign"
Client: Office of Sustainability Campaign

(weeks 1–6)
Thursday, August 18–final delivery + implementation Week 6 TBD

Design Challenge

How might we help the PLNU Office of Sustainability promote Creation Care Week?

How might we educate the PLNU campus community about global warming?

How might we engage and interact with the PLNU campus community?

How might we use sustainable materials?

Weeks 1–2: Inspiration Phase
Thursday, September 2– Thursday, September 9

Weeks 3–4: Ideation Phase
Tuesday, September 14– Thursday, September 23

Weeks 5–6: Implementation Phase
Tuesday, September 28– Thursday, September 30

Deliverables
TBD Informational Visual Communications + Presentation Deck

Project 2. Professional Brand Identity
(weeks 6–10) Tuesday, October 5–Thursday, November 4

Design Challenge
Design a professional brand identity for yourself. Your personal brand identity will drive the look, feel and communication of your business stationery, print and web portfolios. It must authentically and memorable evoke your brand essence.

Deliverables
Business card, letterhead, second sheet, #10 envelope, blank note, blank note envelope, social media icon + Presentation Deck

Project 3. 2022 Senior Show Campaign
(weeks 11–15) Tuesday, November 9–Thursday, December 9

(week 16) Tuesday, December 14, 10:30am–1pm Final Presentations of 2022 Senior Show Campaign

Design Challenge
Design a professional brand identity for the 2022 senior class promotions. Reflect on VA and GD common experiences, emotions, and distinctions of the department as a whole to create unique, surprising and memorable concepts. Gather and collect a kit of parts for each direction and develop sketches. Get feedback from the class to help you narrow to your best direction and develop your best idea fully.

Deliverables
18 x 28 Poster, 6 x 9 Postcard, Facebook Cover Graphic (820px by 360px),
Instagram Animated .gif or other motion design (2100px by 2100px)
+ Presentation Deck

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 towards your work and each other, attention, attendance, participation, punctuality, timeliness, work ethic

Project Grade Weights

Project 1: Creation Care Campaign (200 points) + Presentation Deck (100 points)

Project 2: Personal Brand Identity (200 points) + Presentation Deck (100 points)

Project 3: 2022 Senior Show Campaign (200 points) + Presentation Deck (100 points)

IDEA Evaluation (end semester) (50 points)

Professionalism (50 points)

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

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 PoliciesLinks to an external site. 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

Face-to-Face Format

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See Academic PoliciesLinks to an external site. in the Undergraduate Academic Catalog.

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 Links to an external site.

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* Links to an external site.information.

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