Department of Art + Design

Art 4068: Portfolio Prep

Number of Units: 3

Fall 2025

Meeting days: Tuesday, Thursday	**Instructor title and name:** Courtney Mayer, Professor
Meeting times: 9–11:20am	**Phone:** 619.733.8818
Meeting location: Ryan Library, Hughes Lab, 216	**Email:** cmayer1@pointloma.edu
Final Exam: Tuesday, December 16, 10:30am–1pm	**Office location and hours:** Ryan Library, Hughes Lab, 216 B **Tuesday/Thursday**, Noon–2pm, **Monday/Wednesday**, 10am–noon, **Friday** 1–2pm, or by appointment for another time if needed. To schedule a Zoom or in-person meeting: Go to appointment page for this calendarLinks to an external site. Links to an external site.Next, select a block of time by typing your name in it. Let me know if this appointment will be in-person or Zoom. Then save. To Join Zoom Meeting https://pointloma.zoom.us/j/93836555087Links to an external site.
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.

Art 4068 Portfolio Prep

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, including "Design Thinking" that uses human-centered approaches to design "for" and "with" communities. You will learn to build empathy, and to iterate scores of ideas. Projects will focus on campaigns, information and experience design, as well as, personal brand identity design.

COURSE LEARNING OUTCOMES

Practice the process of design:

1. Identify and define the design problem

2. Gather, analyze and synthesize information for research

3. Determine performance criteria for measuring success

4. Develop content and context by being mindful of cognitive, social, cultural, technological and economic factors

5. Develop ideation skills by generating alternative solutions. Use problem solving and critical thinking with type, image, message. Build prototypes using tools and technology

6. Evaluate and select appropriate solutions both orally and in writing

7. Implement choices

8. Evaluate outcomes

Practice Professionalism for success:

1. Demonstrate care for yourself, your work, and others

2. Be punctual and attend class regularly

3. Learn to be flexible, nimble and dynamic in practice

4. Practice attention to detail, organizational skills, and meeting deadlines in a timely manner

5. Participate and communicate!

REQUIRED MATERIALS

Start with minimum $25 on your print card (Epson printing for class projects is free)

Purchase an external portable drive to store all portfolio projects and portfolio! [This is the one I highly recommendLinks to an external site.](#)

You must use computers in Hughes Design Lab during class!

Adobe Creative Suite

COURSE SCHEDULE AND ASSIGNMENTS

Project 1. Creation Care Campaign

2025 Year Theme: Ocean-related, with the title "**Living Water, Living Earth**" a nod to biblical themes of water, life, and stewardship. All of our events will tie into ocean sustainability in some way, including topics like sustainable seafood and fishing, partnerships with local marine conservation nonprofits, snorkeling in La Jolla with an educational speaker, and more.

You are required to setup your campus column site with banner, physical take-away, and working social media posts by Sunday night, October 5!

(weeks 1–5)
Tuesday, September 2–Thursday, October 2

Design Challenge
We will team up with the PLNU Office of Sustainability to contribute to Creation Care Week. Our audience is the PLNU campus community which includes, administrators, faculty, staff, students and visitors. How might we reflect on our Christian values to shed light on the effects of climate change and its impact on people, biodiversity, and the planet? Our goal is to engage, spark conversation, create awareness, and inspire action through our visual communications across media.

Deliverables

• Design Thinking **Creation Care Deck** | 100 points

• 24" x 72" Interactive **Banner** for a campus column, **Take-away**, and **Digital Post/s** to learn more | 100 points

• **Oral Presentation** | 100 points

Project 2. Professional Brand Identity

(weeks 5–11)

Thursday, October 2–Thursday, November 13

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 authentic and memorable evoke your brand essence. Done well, it will more quickly and effectively connect you with your target audience.

Deliverables

- Brand Identity applied to Business Stationery: Business card, letterhead, second sheet, #10 envelope, blank note, blank note envelope, social media icon (100 points)

- Discovery Phase Presentation Deck (100 points)
- Professional Brand Identity Deck (100 Points)

Project 3. 2026 Senior Show Campaign
(weeks 12–16)

Tuesday, November 18–Tuesday, December 16

(week 16) Tuesday, December 16, 10:30am–1pm
Final Presentations and critique of 2025 Senior Show Campaign

Design Challenge
Design a professional brand identity for the 2026 Senior Show class promotions. Reflect on visual art and graphic design shared experiences and emotions (at this moment between school and professional life). Develop 3 creative directions. Make your creative directions unique, surprising and memorable. Gather and collect a kit of parts for each direction and develop sketches using your presentation deck. Get feedback from the class to help you narrow to your choices, then develop your best idea to fruition.

Deliverables and **Point Values**

- Discovery Phase Presentation Deck + Oral Critiques (houses your research, strategy and identity development of 3 creative directions) (100 points)
- Designed Campaign Oral Presentation (100 points)
- Designed Campaign Collateral (100 points)
    - Poster size 18" x 28"
    - Postcard 6" x 9"
    - Facebook Cover Photo 820 px x 312 px
    - Instagram Graphic (animated .GIF with sound) 2100 px x 2100 px

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

- Design Thinking Creation Care Deck (100 points)
- 24" x 72" Interactive Banner for Campus Column, Interactive social media component (100 points)

- Oral Presentation at Final Critique (100 points)

Project 2: Professional Brand Identity

- Discovery Phase Presentation Deck (100 points)
- Professional Brand Identity Deck (100 Points)
- Brand Identity applied to Business Stationery: Business card, letterhead, second sheet, #10 envelope, blank note, blank note envelope, social media icon (100 points)

Project 3: 2026 Senior Show Campaign

- Discovery Phase Presentation Deck + Oral Critiques (houses your research, strategy and identity development of 3 creative directions) (100 points)
- Designed Campaign Oral Presentation (100 points)
- Designed Campaign Collateral (100 points)
  - Poster size 18" x 28"
  - Postcard 6" x 9"
  - Facebook Cover Photo 820 px x 312 px
  - Instagram Graphic (animated .GIF with sound) 2100 px x 2100 px

Professionalism: 50 points

IDEA Evaluation: 50 points

Grades will be based on the following:

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	

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination on its scheduled day. The final examination schedule is posted on the Class Schedules site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for <u>one</u> of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in at the *beginning of the class session* when they are due. For each day you miss a deadline you will loose one grade point down, unless you have a legitimate event, illness, or death in the family and have contacted me. Please see me if you have questions or concerns. A semester Incomplete will only be assigned in extremely unusual circumstances.

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 your professor or the Office of Spiritual Life and Formation.

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 distance education outside California.

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 RECORDING NOTIFICATION
In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel. Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

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. For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See Academic Policies for definitions of kinds of academic dishonesty and for further policy information.

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro 1.5, GrammarlyGo, Perplexity, etc.) in this course. Any work that utilizes AI-based tools must be clearly identified as such, including the specific tool(s) used. Please use the following sources to guide your citations when using AI.

MLA Style Center: Citing Generative AILinks to an external site.
APA Style: How to Cite ChatGPTLinks to an external site.
Chicago Manual of Style: Citing Content Developed or Generated by AILinks to an external site.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2533). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. Professors are able to view a student's approved accommodations through Accommodate.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course. Accommodations are not retroactive so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any accommodations.

LANGUAGE AND BELONGING

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced other forms of discrimination, you can find more information on reporting and resources at

Bias Incident Reporting Form. Links to an external site.

SEXUAL MISCONDUCT AND DISCRIMINATION

In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that accommodations and resources are available through the Title IX Office at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/Title-IX.

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at www.pointloma.edu/bias

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university withdrawal date or, after that date, receive an "F" grade.

LOMA WRITING CENTER

The Loma Writing Center exists to help all members of the PLNU community cultivate transferable writing skills to engage their academic, professional, personal, and spiritual communities. We work toward this goal by conducting one-on-one consultation sessions, supporting writing education across the PLNU community, and participating in ongoing writing center research.

Getting feedback from the Loma Writing Center while you're in the process of working on an assignment is a great way to improve the quality of your writing and develop as a writer. You are encouraged to talk with a trained writing consultant about getting started on an assignment, organizing your ideas, finding and citing sources, revising, editing for grammar and polishing final drafts, and more. For information about how to make in-person or online appointments, see Loma Writing Center webpage or visit the Loma Writer Center on the first floor of the Ryan Library, room 221.

- Appointment CalendarLinks to an external site.
- Website
- Email: writingcenter@pointloma.edu