

**PLNU Art + Design / Art 471: Portfolio (3 unit) + Art 490: Advanced Studies (1-3 units) / Spring 2018**

Art 471 Tuesday/Thursday 8-9:20am and Art 490 Tuesday/Thursday 9:30 am-10:20 / Ryan Learning Center Computer, Mac Lab / Courtney Mayer / Cell Phone: 619.733.8818

courtneymayer@pointloma.edu / Salomon Theatre, Room 101 / Office Hours in Mac Lab: Fridays 8 am-2 pm

**Portfolio Review: Saturday, April 28, 2018, 10-noon, Latter Hall, Room 101**

**Senior Show / Family + Friends Reception: Friday, May 4, 2018, 10-noon, Keller Gallery and K1-09**

**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 becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

## Art 471 Portfolio + Art 490 Advanced Studies

This course investigates the process building of a comprehensive professional portfolio across media.

### 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
- › Develop **project evaluation criteria** by using the provided creative brief to guide all projects
- › Understand **design contexts**: cognitive, social, cultural, technological and economic
- › Respond to **audience contexts**: physical, cognitive, cultural and social factors that shape design decisions
- › Experiment with **visual principles, formal structures and media**
- › Demonstrate **highly developed use** of **typography, image and message**
- › Practice advanced level **visual problem solving** and **critical thinking**
- › Develop advanced level **research** and **ideation skills**
- › Design **rich visual experiences** with **meaningful messages**
- › Constructively **critique** and **evaluate** your work and the work of others
- › Develop and apply **technical skills** through the **use of tools** and **technology**
- › Learn to be **flexible, nimble** and **dynamic** in practice using organizational skills and meeting deadlines
- › Develop design with an understanding of **unified visual systems**
- › Be mindful of sustainable products, strategies and practices
- › **Collaborate productively in teams**
- › Practice **interpersonal skills showing kindness and caring for one another and for the work that you do**
- › Complete a **comprehensive body of work** (typically 8-10 projects) across media, with the highest standards of excellence
- › **Develop soft skills** such as, positive attitude, ability to listen, personal responsibility, being prepared, meeting deadlines, self-initiative, attention to detail, organization, discipline, dedication, humility, happiness, honesty, integrity, flexibility, care, love, agility to work through difficulty, and the effort to give your all.

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**COURSE CONTENT**

- > **Selected reading I will provide via email:** *Flaunt: Designing effective, compelling and memorable portfolios of creative work.*, Bryony Gomez-Palacio and Armin Vit. Second Edition. [www.underconsideration.com/flaunt](http://www.underconsideration.com/flaunt) (PDF readings emailed to you)
- > **Discussions, critiques (individual, small group, class)**
- > **Studio**

**COURSE MATERIALS**

- > Mac computer and access to Adobe Creative Cloud
- > Access to a wide variety of mixed-media and art supplies appropriate for your projects
- > Digital camera of your choice
- > 3M Spraymount
- > X-acto knife
- > Tracing paper
- > Process book: 3-ring binder of your choice.

## Portfolio Project Ideas

**TYPE, IMAGE, MESSAGE | DESIGN FOR SCREEN, PRINT AND THE BUILD ENVIRONMENT**

1. **Integrated brand program:** Hotel, restaurant, museum, school, church, store, product – corporate or non-profit brand identity with standards manual and include the following: Introduction, primary elements, logo and its application to business card, letterhead, second sheet, 10# envelope, promotional materials, packaging, t-shirt, hat, vehicle, environment, signage, website, social media.
2. **Information Design:** Explore strategies for enhancing and visually presenting complex statistics. Choose a public awareness issue where various information subjects are selected and formed into charts, diagrams, graphs, tables, directories and maps to tell a compelling or persuasive story.
3. **Symbol/mark:** Design a complete series of symbols or pictograms for a specific use, need and particular audience.
4. **Communication program:** Design a campaign for a conference or event; posters, brochures, directional signage
5. **Environmental:** Explore the built environment and human interaction to improve wayfinding. Design a revised navigation system, exhibition or signage project.
6. **Packaging:** Redesign or create an original packaging project of your choice. Series of branded Chocolate bars, coffee, tea, soda, toys, game, anything that interests you
7. **Digital interactive web/app/blog/motion:** Film Trailer, Senior Show animation with sound, or other
8. **Publication:** Brochure, Catalog, Children's Book, Book Cover Series, Annual Report, magazine, cookbook
9. **Advertising/Poster:** Design a poster series with a theme of your choice: Annual fund raiser for a non-profit, or theatre, film, music, or food festival
10. **Entrepreneurial:** Branded product, packaging, self-promotion, etc.
11. **Design for good:** Find a local cause, social, or public awareness issue you would like to explore and create visual communications for the improvement of a community. Public Service Announcement
12. **Typeface:** choose a creative theme and design a typeface that communicates the attributes and distinctions of that theme. How could you expand on it for an actual branded project for print, web, or the environment?
13. **Stationery/invitations/calendar:** personal and as product design
14. **Calligraphy/hand-lettering:** personal and as product design

## Portfolio Projects

### Information

1. Project Name	Due Date	Feb. 8	Completed Date
2. Project Name	Due Date	Feb. 8	Completed Date
3. Project Name	Due Date	Feb. 8	Completed Date
4. Project Name	Due Date	Feb. 8	Completed Date
5. Project Name	Due Date	Feb. 8	Completed Date
6. Project Name	Due Date	Feb. 8	Completed Date
7. Project Name	Due Date	Feb. 8	Completed Date
8. Project Name	Due Date	Feb. 8	Completed Date
9. Project Name	Due Date	Feb. 8	Completed Date
10. Project Name	Due Date	Feb. 8	Completed Date

## Portfolio

### Elements to Customize

- › Unify creative direction/theme through Print and Web Portfolios and branded personal identity
- › Front cover (FC), Inside front cover (IFC), Inside back cover, (IBC), Back cover (BC)
- › Copyright page
- › Personal statement
- › Table of Contents
- › Project Description:
  - Name/Title
  - Category
  - Design Challenge: Process and Strategy
  - Creative Solution or Outcome
  - Typefaces, colors used, or other supportive elements
- › Header or Footer
- › Photograph Project Inspiration / Mood Board / Research Sketches / Ideation
- › Page numbers
- › Thank you. Personal thanks to important people in your life and to the portfolio reviewers.
- › Colophon (Print)
  - Design
  - Photography
  - Printer
  - Paper Stock
  - Binding
  - Typeface
  - Software
- › **Additional elements:** Case? Box? Resume, Business Cards, Giveaway?

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TENTATIVE PLAN

January

- Wk 1 > Th 11 Introduction/Plan 8-10 Project  
Refine / Senior Show, Personal Brand ID  
Portfolio Planning/Project Refinement/  
New projects  
Appt w/OSV: resume, cover letter  
Appt w/ Clearstory: Portfolio  
> F 12 **Master Plan, Personal Statement**
- Wk 2 > T 16 **All Senior Show Collateral Due**  
Project Refinement/New Projects  
> Th 18 Project Refinement/New Projects  
> F 19 **Personal Statement, Copy,  
Conceptual Direction, Layout**
- Wk 3 > T 23 Project Refinement/New Projects  
> Th 25 Project Refinement/New Projects  
> F 26 **Personal Statement, Copy,  
Conceptual Direction, Layout**

February

- Wk 4 > T 30 Portfolio Concept and Layout  
> Th 1 Portfolios Concept and Layout  
> F 2 **Portfolios concept and layout**
- Wk 5 > T 6 Portfolio Layout **Design Ph. 1 Review**  
> Th 8 Portfolio Layout **Design Ph. 1 Review**  
> F 9 **Refinement: copy, layout**
- Wk 6 > T 13 Portfolio Layout **Design Ph. 2 Review**  
> Th 15 Portfolio Layout **Design Ph. 2 Review**  
> F 16 **Refinement: copy, layout**
- Wk 7 > T 20 Portfolio Layout **Design Ph. 3 Review**  
> Th 22 Portfolio Layout **Design Ph. 3 Review**  
> F 23 **Refinement: copy, layout**

March

- Wk 8 > T 27 Portfolio Layout **Design Ph. 4 Review**  
> Th 1 Portfolio Layout **Design Ph. 4 Review**  
> F 2 **Refinement: copy, layout**
- > T 6 Spring Break / Editing/proofing  
> Th 8 Spring Break / Editing/proofing  
> F 9 Spring Break / Editing/proofing
- Wk 9 > T 13 **Production Ph. 1**  
> Th 15 **Production Ph. 1**  
> F 16 **Print Editing/Web Portfolio**
- Wk 10 > T 20 **Production Ph. 2**  
> Th 22 **Production Ph. 2**  
> F 23 **Print Editing/Web Portfolio**
- Wk 11 > T 27 Easter Break  
> Th 29 Easter Break

April

- Wk 12 > T 3 Final Editing/proofing  
> Th 5 Final Editing/proofing  
> F 6 Final Editing/proofing
- Wk 13 > T 10 **Release e-files to printer**  
> Th 12 **Release e-files to printer**  
> F 13 **Release e-files to printer**
- Wk 14 > T 17 web/print proofing/table/interview prep  
> Th 19 web/print proofing/table/interview prep  
> F 20 web/print proofing/table/interview prep
- Wk 15 > T 24 web/print proofing/table/interview prep  
> Th 26 web/print proofing/table/interview prep  
> S 28 **Portfolio Review**
- Wk 16 > T 29 **Celebration Lunch/Mayer House**  
> F 4 **Senior Show Family + Friends Reception**

## Print Portfolio Resources

**Link to PLNU 2014-2015 Portfolios:**  
<http://www.pointloma.edu/news/student-portfolios-issuu>

**Build visual unity** with your personal brand identity, business card, letterhead/resume, thank you note, envelope, print portfolio, and website. You are a complete package—think about all of this, along with your personality and interpersonal skills to sell YOU and your TALENTS.

Work with print rep to choose stock, binding, and cover, schedule and cost estimates

### CLEARSTORY

Rebekah Smithson  
[rsmithson@myclearstory.com](mailto:rsmithson@myclearstory.com)  
858.526.3600

### DEPARTMENT COLOR PRINTER

Canon Pixma (K101)

### TUESDAY MORNINGS

Magnetic paperboard storage boxes

### PINA ZANGARO

Portfolio binders, cases or boxes

### OTHER IDEAS

Look around in unusual places like used book stores, antique shops and other places to find one-of-a kind pieces that may support the spirit of your creative direction and work.

### PAPER STOCK/BINDING

Considerations:

Form and function

Feeling

Paper texture and contrast

Consider varying page sizes

How well will it lay flat?

Develop a prototype with actual number of pages and paper

Layout the whole thing quickly, then refine, refine, refine.

Consider permanency of pages when deciding binding

Consider number of books—I recommend 2 or more if you can afford it for leave behind occasions.

## Web Portfolio Resources

### Squarespace.com

Other Content Management Systems  
Or

**Custom-built in  
Art 450 Interactive Web**

## Inspiration while you work!

[debbiemillman.com/designmatters/designobserver.com](http://debbiemillman.com/designmatters/designobserver.com)

### BINDING TYPES

Coptic Stitch



Wire-O



Perfect binding



Wire-O



Saddle-stitch



3-ring binders



## Portfolio + Website / PLNU Alumni Examples

**Channin Fulton, '14**

channinfulton.com

[https://issuu.com/channinfulton/docs/3\\_31\\_14\\_channinportfolio\\_issuu](https://issuu.com/channinfulton/docs/3_31_14_channinportfolio_issuu)

**Josh Topp, '14**

[issuu.com/joshuatopp/docs/josh\\_topp\\_final\\_portfolio](https://issuu.com/joshuatopp/docs/josh_topp_final_portfolio)

**Taylor Roy, '15**

taylorjaneroy.com

[https://issuu.com/taylorroy/docs/portfoolio-final-issu\\_fd285b039eae2](https://issuu.com/taylorroy/docs/portfoolio-final-issu_fd285b039eae2)

**Jenae Loofbourrow, '15**

[https://issuu.com/jenaeeeliseloofbourrow/docs/issuu\\_loofbourrow\\_portfolio](https://issuu.com/jenaeeeliseloofbourrow/docs/issuu_loofbourrow_portfolio)

**Katie Kindness, '15**

katiekindnessdesign.com

[https://issuu.com/katiekindness/docs/portfolio\\_7.7x9](https://issuu.com/katiekindness/docs/portfolio_7.7x9)

**Melanie Voigt, '15**

melanievoigt.com

[https://issuu.com/melanievoigt/docs/melanievoigt\\_plnuportfolio\\_issuu](https://issuu.com/melanievoigt/docs/melanievoigt_plnuportfolio_issuu)

**Tara Tuls, '17**

taratuls.com

[https://issuu.com/taratuls/docs/issuutaratuls\\_vox.com](https://issuu.com/taratuls/docs/issuutaratuls_vox.com)

**Olivia Armitage, '16**

oliviaarmitage.com

[https://issuu.com/oliviaarmitage/docs/armitage\\_issuu](https://issuu.com/oliviaarmitage/docs/armitage_issuu)

**Luke Armitage, '16, City College**

[https://issuu.com/lukearmitage/docs/lukearmitage\\_portfolio](https://issuu.com/lukearmitage/docs/lukearmitage_portfolio)

(A brother of Oliva Armitage)

**Rachel Harrell, '15**

rachelharrelldesign.com

[https://issuu.com/rachelharrell/docs/rh\\_portfoliox\\_6130d2d0b80103](https://issuu.com/rachelharrell/docs/rh_portfoliox_6130d2d0b80103)

**Emma Lenz, '16**

[https://issuu.com/emmalenzdesign/docs/portfolio\\_issuu\\_pdffinal](https://issuu.com/emmalenzdesign/docs/portfolio_issuu_pdffinal)

**PaigeFratzke, '17**

<https://issuu.com/paigefratzke/docs/issuu>

**Eric Lange, '16**

<https://issuu.com/ericlange/docs/issyuuuuu2> <https://issuu.com/ericlange/docs/issyuuuuu2>

**Sierra Hamilton, '17**

sierrahamiltondesign.com

[https://issuu.com/sierrahamilton/docs/portfolio\\_hamilton\\_spreads\\_59fe28f57b708b](https://issuu.com/sierrahamilton/docs/portfolio_hamilton_spreads_59fe28f57b708b)

**Talia Moyer, '16**

taliamoyerdesign.com

[https://issuu.com/taliamoyer/docs/moyer\\_portfolio\\_issuu7](https://issuu.com/taliamoyer/docs/moyer_portfolio_issuu7)

**Tom Williams, '16**

www.tomconcepts.com

## Creative Brief

### Information

Designer Name

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Project Name

Date

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### Describe

- > What is the design challenge?
- > What are you trying to communicate and why?
- > What is the purpose?
- > How will you connect with your audience?
- > Who needs this information and why? Describe your audience.
- > Describe your competition.
- > Describe the user experience.
- > What conceptual direction will you take?
- > What is the personality and tone?
- > What does the user know? What do they need to know?
- > How do you want your audience to respond?
- > How will this visual communication be used?
- > Give rationale behind your approach—is it informational or persuasive? How does your design solve the problem?



## Assessment and Grading

### ASSESSMENT

1. **Conceptual ideas** and **originality**: smart, appropriate, fun, unexpected or surprising...
2. **Design** and **layout quality**: use of elements and formal design principles
3. **Content quality**: design, writing, photography or illustration
4. **Context**: design solution appropriate for audience and needs—cognitive, social, cultural, technological and economic
5. **Technical execution** and **craft**: excellence and care for every detail
6. **Professionalism**: positive attitude, ability to listen, personal responsibility, being prepared, meeting deadlines, self-initiative, attention to detail, organization, discipline, dedication, humility, happiness, honesty, integrity, flexibility, care, love, agility to work through difficulty, and the effort to give it your all.

### GRADING

Mid-Semester Progress	100 possible points
Print Portfolio	300 possible points
Website Portfolio	300 possible points
Portfolio Review	100 possible points
Professionalism	100 possible points
End-Semester Evaluation	100 possible points

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A	93-100%	Given to the student who consistently presents work of <b>exceptional quality</b> and who demonstrates a thorough understanding of all concepts presented. This student seeks out additional information independently, is always on time, never misses class, and always participates actively during critique and class discussions.
A-	92-90%	

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B+	87-89%	Given to the student who presents work of overall <b>good quality</b> which demonstrates a consistent understanding of all concepts. This student is always on time, rarely misses class and usually participates actively during critiques.
B	83-86%	
B-	80-82%	

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C+	77-79%	Given to the student who presents work with <b>average quality</b> , demonstrates the minimum amount of research needed to complete projects. This student has an inconsistent understanding of the concepts being presented, is usually on time, has occasionally missed class and occasionally participates during critiques.
C	73-76%	
C-	70-72%	

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D+	67-69%	Given to the student who presents work of <b>poor quality</b> , where projects are incomplete or missing. This student does not understand the majority of concepts being presented, is rarely on time, misses class frequently, and rarely participates during critiques.
D	63-66%	
D-	60-62%	

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F	0-59%	Failing
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## PLNU Policies

### **ATTENDANCE**

Consistent attendance is critical to your success. You are expected to arrive on time with all your materials ready to work. If an emergency arises you must send me an email prior to our class meeting. Due to the intensity of the course daily attendance is essential. If you are absent from more than 10 percent of class meetings, I have the option of filing a written report which may result in de-enrollment. If the absences exceed 20 percent, you may be de-enrolled without notice. If the date of the de-enrollment is past the last date to withdraw from a class, the student will be assigned a grade W or WF consistent with university policy in the grading section of the catalog. See Academic Policies in the undergraduate student catalog.

### **LATE ASSIGNMENTS**

All assignments are to be submitted/turned in by the beginning of the class session when they are due. If you need special consideration please submit a written request. I reserve the right to modify the schedule as necessary.

### **ACADEMIC DISHONESTY**

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As stated in the university catalog, "Academic dishonesty is the act of presenting information, ideas, and/or concepts as ones own when in reality they are the results of another person's creativity and effort. Such acts include plagiarism, copying of class assignments, and copying or other fraudulent behavior on examinations. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for a) that particular assignment or examination, and/or b) the course." See Academic Policies in the undergraduate catalog.

### **ACADEMIC ACCOMMODATIONS**

While all students are expected to meet the minimum academic standards for completion of this course as established by the instructor, students with disabilities may require academic accommodations. At Point Loma Nazarene University, students requesting academic accommodations must file documentation with the Disability Resource Center (DRC), located in the Bond Academic center. Once the student files documentation, the Disability Resource Center will contact the student's instructors and provide written recommendations for reasonable and appropriate accommodations to meet the individual needs of the student. See Academic Policies in the undergraduate student catalog.

### **FERPA POLICY**

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by distributing all grades and papers individually). Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the "Information Release" section of the student portal. See Policy Statements in the undergraduate student catalog.

### **FINAL EXAMINATION POLICY**

Final portfolios are due for grading Friday, April 29.

### **USE OF TECHNOLOGY**

I encourage all personal media devices for "learning." Please be respectful and professional by abstaining from media use during class time if it is unrelated to the course. Food is not permitted in the Mac Lab.

### **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.