


Course Syllabus

Department: Art + Design

Art 4090 Special Studies—Portfolio Review

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|---|--|
| Meeting days: Friday | Instructor title and name: Courtney Mayer, Associate Professor |
| Meeting times: 9am–11:20am | Phone: 619.733.8818 |
| Meeting location: Ryan Library, Hughes Lab, Room 216 | Email: cmayer1@pointloma.edu |
| Final Exam/Portfolio Review Saturday, May 5 10 am | Office location: Ryan Library, Hughes Lab, Room 216B, Tuesday and Thursday noon–2:30pm or by Zoom appointment: Zoom Office Hours Tuesday, March 9-12:00 – 2:30pm, 30 minutes appointment slots Weekly on Tuesday, Thursday, until Jun 4, 2021 Join Zoom Meeting (Links to an external site.)  Go to appointment page for this calendar (Links to an external site.) Location: https://pointloma.zoom.us/j/95034541690 (Links 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.

COURSE DESCRIPTION

Art 4090 Special Studies—Portfolio Review

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 Professionalism: interpersonal skills showing kindness and caring for one another and for the work that you do; Take personal responsibility for your success; Practice healthy habits of working

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Note: (This book is a fantastic professional reference. \$31–\$35 on Amazon) It is a very helpful strategic business communication writing resource.

1. Cohen, Emily. [Brutally Honest: No Bullshit Strategies To Evolve Your Creative Business \(Links to an external site.\)](#), Bookseller's Daughter, New Jersey. 2018

COURSE CREDIT HOUR INFORMATION

Distribution of Student Learning Hours

| Category | Time Expectation in Hours |
|---|---------------------------|
| Lab time in person or online participation in discussions, groups, etc. | 4 hours 40 minutes/wk |
| Reading Assignments | 2–4 hours / first 2 wks |
| Written Assignments | 2–4 hours/ first 2 wks |
| Brand Identity Program Development | 9–12 hours/ wk |
| Quizzes, Surveys | ○ |
| Total Hours | 14–24 hours/wk |

COURSE SCHEDULE + ASSIGNMENTS

Design a comprehensive professional portfolio across media.

Weeks 1-8 (Friday, March 5 – Thursday, April 23)

Part I: Portfolio Projects + Writing

Deliverables: Weekly revisions of individual projects for design excellence
(turn in on Thursday or Friday mornings for feedback)

Weeks 5–12 (Friday, May 2 – Thursday, May 21)

Part II: Design and Production Phases

Deliverables: Weekly revisions of individual projects for design excellence
(turn in on Thursday or Friday mornings for feedback)

Weeks 14 (Saturday, June 5, 10am)

Part III: Portfolio Review Participation

Part III: Portfolio

Deliverables: (Print + Web Portfolio Presentation to Reviewers)

Weeks 15 (Friday, June 11, 10am)

Senior Show for family and friends

Deliverables: (Print Portfolio)

Graduation!

ASSESSMENT AND GRADING

Student grades will be posted in the Canvas grade book no later than midnight on Tuesday of each week beginning in Week Two of this course. It is important to read the comments posted in the grade book as these comments are intended to help students improve their work. Final grades will be posted within one week of the end of the class. Grades will be based on the following:

Assessment and grading is based on the 6 criteria below. Grades for will be averaged over the course of the semester.

1. Conceptual ideas and originality: smart, appropriate, unexpected or surprising, memorable
2. Design and layout quality: use of elements and formal design principles of design
3. Content quality: 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: organizational skills, coming to class on time and prepared with everything you need, taking personal responsibility, meeting deadlines, independently motivated, independent thinker, attendance, good attitude, strong work ethic, care of your work and each other, and active class participation

Projects Weights (1000 point total)

Design and Production Phase Reviews: 8 weekly reviews at 50 points each / 400 points total

Print Portfolio: 300 points

Portfolio Review: 100 points

Professionalism: 100 points

End Semester: IDEA Evaluation 100 points

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 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.

Hybrid Format

At Point Loma Nazarene University, attendance is required at all scheduled classes. Adult Degree Completion courses are taught in the hybrid format, which means some class meetings will be face-to-face and some will be online.

Attendance in the face-to-face classes is to be for the entire time of the class. Arriving late or leaving early will be considered a partial absence. A day of attendance in an online class is determined as contributing a substantive note, assignment, discussion, or submission that adds value to the course as determined by the instructor. Three days of attendance are required each week. (It may be any three days during the week.)

Face-to-face Portion of the Hybrid course

In blended or hybrid courses, if a student misses one face-to-face class 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 two face-to-face classes, 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.

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 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.