	Department of Art + Design **Art 4068 Portfolio Prep** **Number of Units: 3**
Fall 2023	

Meeting days: Tuesday, Thursday	**Instructor title and name:** Courtney Mayer, Associate Professor
Meeting times: 9–11:20am	**Phone:** 619.733.8818
Meeting location: Ryan Library, Hughes Lab, 216	**Email:** cmayer1@pointloma.edu
Final Exam: Thursday, December 14, 7:30am–10am	**Office location and hours:** Ryan Library, Hughes Lab, 216 B **Tuesday**, Noon–5pm, **Thursday**, Noon–5pm, or by appointment for another time if needed. To schedule a Zoom or in-person meeting: [Go to appointment page for this calendar](#) 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/93836555087
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 build empathy, and to iterate scores of ideas. Projects will focus on campaign, information, and experience design, as well as, brand identity design.

COURSE LEARNING OUTCOMES

Practice Design Process:

1. Identify and define the design problem

2. Gather, analyze and synthesize information [Develop research and ideation skills]

3. Determine performance criteria for measuring success [Project rubrics]

4. Develop content and context [Cognitive, social, cultural, technological and economic issues]

5. Generate multiple solutions using a variety of media, technology, and critical thinking [of typographic and compositional design principles, formal structures and theories] to build prototypes for phase reviews

6. Evaluate and select appropriate solutions

7. Implement choices

8. Evaluate outcomes [Constructively critique and evaluate your work and the work of other designers both orally and in writing]

Practice Professionalism:

1. Learn to be flexible, nimble and dynamic

2. Practice attention to detail, organizational skills, and meet deadlines

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

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

You must use computers in Hughes Design Lab during class!

Purchase a thumb drive or portable drive

Various articles related to your project topics

Adobe Creative Suite

COURSE SCHEDULE AND ASSIGNMENTS

Project 1. Creation Care Climate Communications

Creation Care Newspaper Club Mini Publication (2 page spread) (200 points) + Animation (approximately 7–10 seconds, keep under 15MB) (100 points) (save as .psd layered file, .gif, quicktime, or mp4)

Page 1 — Subject Illustration
Page 2 — Info graphics + QR code that leads to looping animation to show an important part of your data or other information.

(weeks 1–6)
Tuesday, August 29–Thursday, October 5

Design Challenge
Part I. Design a 2 page spread for Newspaper Club Mini publication. Choose a (**T/Th class: San Diego + Climate Change** or **Friday class: PLNU + Climate Change**. We will use design thinking's human-centered research methods to share your sustainability story. You will use research data, storytelling, comparison infographics, and expert interview information. Use design principals and theories. You must use InDesign for your publication. You may use photography, video, or illustration to support your story. Include a bibliography of all cited sources, and a QR Code to link to an animation.

The Criteria:

1. Good news (how your topic impacts us in a positive way: humanity, planet, finances, health, etc.)

2. Bad news (how your topic impacts us in a negative way: humanity, planet, finances, health, etc.)

3. What you can do about it. Link people to resources to act

4. Include a QR code that would connect a smart phone to an animation you design to illuminate an important change or show a comparison

5. Inspirational quote

6. Bibliography with cited resources

Part II. Design a short looping animation to illuminate an important change or show a comparison that can be viewed on a smart phone, social media, or website. Use a (RISOgraph animation technique I learned this summer) Use video/or illustration and typography), then output frames to contact sheets. Next, print using any printer (11x 17) (1 color on white or colored paper). Scan contact sheet prints in at 1200 ppi. Copy + paste frames to a single layered PS file and make a looping animated .gif.

Purpose of Climate Communications:

Creation Care Week—Exhibit publication + animation at the Creation Care Academic Fair, **Wednesday, Oct. 4, Cunningham Lawn**

World Design Capital Exhibition (Host San Diego/Tijuana)— Exhibit publication + animation, **Spring 2024**. **UCSD Park + Market** downtown.

Schedule

Weeks 1–2: Laying the Foundation / Planning / Research / Analysis / Planning / Content + Asset Dev.
Tuesday, August 28, Thursday, August 30, Friday, September 1

Weeks 2: Publication Design Phase I
Tuesday, September 5, Thursday, September 7, Friday, September 8

Weeks 3: Publication Design Phase II
Tuesday, September 12, Thursday, September 14, Friday, September 15

Weeks 4: Publication Design Phase III
Tuesday, September 19, Thursday, September 21, Friday, September 22

Weeks 5: Animation Design using content from publication
Tuesday, September 26, Thursday, September 28, Friday, September 29 (Release e-files)

Weeks 6: QR Code to connect animation with Publication (print, stamp, sticker?)
Tuesday, October 3, Wednesday, October 4 Academic Fair, Thursday, October 5, Friday, October 6

Deliverables
Creation Care Tabloid Publication (2-page spread) + Animation (approximately 7–10 seconds, keep under 15MB) (100 points) (save as .psd layered file, .gif, quicktime, or mp4) There will be a **PLNU Sustainability Report Card Publication** (Tuesday/Thursday class is San Diego) and a **San Diego Sustainability Report Card Publication**. (Friday class is PLNU) Each person must purchase 1 copy for $15.00. All copies will be exhibited at the fair and later for the World Design Capital Exhibition.

Project 2. Professional Brand Identity

Professional Brand Identity (200 points) + Presentation Deck (100 points)

(weeks 7–11)
Tuesday, October 10–Thursday, November 9

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 memorably communicate your brand essence. (What you stand for and what you promise to deliver)

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

Project 3. Senior Show Campaign

2024 Senior Show Campaign (200 points) + Presentation Deck (100 points)

(weeks 12–15)
Tuesday, November 14–Thursday, December 7

(week 16) Tuesday, December 12, 10:30am–1pm
Final Presentations and critique 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. 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. Use a Presentation Deck to present your ideas.

Deliverables
22 x 34 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: Professional Brand Identity (200 points) + Presentation Deck (100 points)

Project 3: 2024 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.

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 one 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. I will *not accept* an assignment later than 3 days past the due date, 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 online (distance education) outside of 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 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.

ARTIFICIAL INTELLIGENCE (AI) POLICY

Use of Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski) is not permitted, and use of these tools will be treated as plagiarism.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. 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 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

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 and/or if they do not wish to utilize some or all of the elements of their AP in that course.

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.

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.

You may report an incident(s) using the [Bias Incident Reporting Form](#).

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.

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 (3 days) of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent (6 days), the student may be de-enrolled without notice until the university **withdrawal** date or, after that date, receive an "F" grade."

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.

No cellphone use other than for classroom project needs. No personal social media use, texting, or watching videos are allowed. Thank you!