	Department of Art + Design
	==**Art 4071: Portfolio Review**==
	Number of Units: 3
Spring 2024	

Meeting days: Tuesday and Thursday	**Instructor title and name: Courtney Mayer, Professor, Graphic Design**
Meeting times: 9am–11:20am	**Phone: 619.733.8818**
Meeting location: Ryan Library, Hughes Lab, Room 216	**Email: cmayer1@pointloma.edu**
Portfolio Review: **Saturday, April 27** | 9am–2pm | Latter Hall Room 101 + 104 (Required) **Final Exam:** **Tuesday, April 30** | 7:30–10am (Required) **Senior Show:** **Friday, May, 3** | 10am–Noon | Keller VA Center (Required) **Graduation:** **Saturday, May, 4**	
Office Hours Ryan Library, Hughes Lab, 216 B Tuesday, Noon–5pm, Thursday, Noon–5pm, by appointment To schedule a Zoom or in-person meeting: [Go to appointment page for this calendar (Links 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.	**Additional info:**

To Join Zoom Meeting https://pointloma.zoom.us/j/93836555087	

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 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 [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 COURSE SUPPLIES

- 1–2 TB Portable External Drive
- Binder to stay organized
- $25 on your PLNU ID Print Card

RECOMMENDED STUDY RESOURCES

Various electronic articles related to portfolios and professional practice.

COURSE SCHEDULE + ASSIGNMENTS

Design a comprehensive branded professional print portfolio, letterhead for your resume, business card, and thank you note. You will design your web portfolio in ART 4050 Interactive Web with Angelo Outlaw in the final 1/3 of the semester.

Weeks 1–4
(Tuesday, January 9 – Thursday, February 1)
Weekly individual/peer reviews and feedback
Part I: Portfolio Project Refinement + Passion Project + Writing
Deliverables due week 4, Thursday, February 1
200 Points (**Progress + Quality**)

Deliverables: Thursday, February 1
1. Create a Semester Plan with hours to commit each week for design and writing. I recommend 10 hours a week devoted to class and portfolio design and writing tasks. Commit to small weekly goals. Stay organized. Stay focused. Have fun!

2. Design Tasks (100 points for progress and quality)
Portfolio Project Refinement + Passion Project (You must fully finish Senior Show + Personal Brand)

- Begin thinking of creative direction for portfolio, research materials, binding methods
- Identify 6–10 projects, 8–10 is ideal, 10–12 is required if you enter the Chronicle Books Design Fellowship Refine past projects
- Collect all design assets
- Refine old projects
- Design dream/passion project

3. Writing Tasks (100 points for progress and quality)
(On Google Doc—shared with me)

- Project/case study descriptions
- Professional Pitch/Statement of Purpose
- Table of Contents: Project names and page numbers
- Colophon: Designed by, Printed by, Ink, Paper Stock, Binding
- Optional Thank You
- Resume

Place printed writing + design progress on Thursday mornings for feedback in your file folder in the design lab 216. (Print + trim all design work neatly)

Project Design + Writing — Week 1 | Tuesday, January 9 + Thursday, January 11
Project Design + Writing — Week 2 | Tuesday, January 16 + Thursday, January 18

Project Design + Writing — Week 3 | Tuesday, January 23 + Thursday, January 25
Project Design + Writing — Week 4 | Tuesday, January 30 + Thursday, February 1

<mark>**Week 5–8**</mark>
(Tuesday, February 6 – Thursday, February 29)
Weekly individual/peer reviews and feedback
Part II: Portfolio Layout Design + Passion Project
<mark>**Deliverables due Thursday, February 29**</mark>
200 Points (Progress + Quality)
Place printed writing + design progress on Thursday mornings for feedback in your file folder in the design lab 216.
(Print + trim all design work neatly)
Deliverables: Thursday, February 29
1. Portfolio layout design system: Grid, type, image, message, hierarchy
2. Refined Projects + Passion Project
3. Writing

Design Ph. I— Week 5 | Tuesday, February 6 + Thursday, February 8
Design Ph. II— Week 6 | Tuesday, February 13 + Thursday, February 15
Design Ph. III— Week 7 | Tuesday, February 20+ Thursday, February 22
Design Ph. IV— Week 8 | Tuesday, February 27 + Thursday, February 29

S P R I N G   B R E A K   <mark>**(Order Business Cards and Thank You Notes/Blank Notes)**</mark>

<mark>**Week 9–13**</mark>
(Tuesday, March 12 – Tuesday, April 11)
Weekly individual/peer reviews and feedback
Part III: Portfolio Layout Design + Production
<mark>**200 points**</mark>
<mark>**Release final portfolio e-files Tuesday, April 9–11**</mark>
Place printed writing + design progress on Thursday mornings for feedback in your file folder in the design lab 216.
(Print + trim all design work neatly)

Deliverables: Tuesday April 11
1. Production Ph. I — Week 9 | Tuesday, March 12 + Thursday, March 14
2. Production Ph. II — Week 10 | Tuesday, March 19 + Thursday, March 21
3. Production Ph. III — Week 11 | Tuesday, March 26
E A S T E R   B R E A K   <mark>**(Finish resumes)**</mark>

4. Production Ph. IV — Week 12 | Tuesday, April 2 + Thursday, April 4
<mark>**5. Release e-files to Print Vendor — Week 13 | Tuesday, April 9 + Thursday, April 11**</mark>

Weeks 14
(Tuesday, April 16 + Thursday April 18)
Proofing and following up with printer | Alumni Share | Job and Professional Advice
Portfolio binding, practice presenting, portfolio table planning

Weeks 15
(Tuesday, April 23 + Thursday April 25)
Portfolio binding, practice presenting, portfolio table planning
(Friday, April 26, 3pm required table set-up)

Portfolio Review (Required)
(Saturday, April 27, 10am–2ishpm / Latter Hall Room 101 + 104)
100 points
Deliverables: (Print + Web Portfolio + Business Cards + Resumes)
Required clean-up afterward around 2 pm

Weeks 16

Final Exam: Tuesday, April 30 | 7:30–10am (Location TBD)

Senior Show for family and friends (Required)
100 points
Friday, May 3, 9:30am Set-up, 10am–noon
Deliverables: (Print Portfolio)

Graduation!
Saturday, May 4

ASSESSMENT AND GRADING

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:
Part I Design + Writing: 200 Points (Progress + Quality)
Part II Design + Writing: 200 Points (Progress + Quality)
Part II Production: Portfolio Design + Writing: 200 Points (Progress + Quality)
Required Portfolio Review Participation: 100 points
Required Senior Show Participation: 100 points
Professionalism: 100 points
End Semester: IDEA Evaluation 100 points (look for an email from the Dean's Office)

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. 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!