GRDS 4310.001
Portfolio & Professional Practices SPRING 2017

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office hrs: T/TH 12:30-2:30 Bay Hall 224C
meeting time: M/W 12:30-3:30 a.m. Bay Hall 234

Professionalism

Professional communication is critical to projecting a professional image, establishing positive, professional relationships and is an expected element within the curriculum. All projects, as well as written and verbal correspondence, should be appropriate for a professional setting in content, tone, and format. Professional expectations include timeliness, respectfulness, preparation, attentiveness, and compliance.

Late Work

No late work is accepted

Plagiarism

Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review.

Class Participation

You are encouraged to participate in group critiques. Remember, all criticism is not bad. We are here to help you become a better communicator—please do not take any criticism personally. Also, you will be working in various small groups according to each project. This will count toward the final grade of your projects.

Attendance

Attendance is mandatory for your success, will be recorded during each class session and is considered as part of the professionalism element of your final grade.
- You will lose a single letter grade on your fourth (4) absence.
- Five (5) absences will result in the drop of another letter grade.
- Six (6) absences will result in the failure of the course.
- Three (3) late arrivals or early departures will result in the recording of one (1) full absence.
- Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
- Attending critiques are mandatory.

Studio Work Time

We share BH 234 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects. There is very little outside of class time opportunities to work in BH 234. Therefore, you must make the most of your time in the studio. The Think Tank is also available with 5 computers.

Cell Phones

You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.

Email Addresses
You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

Social Networking
Accessing social media as well as email is not allowed during lecture or studio work time, only on breaks.

Disability Services
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall, Room #116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Academic Advising
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information, please call 361-825-3466.

Grade Appeal Process
As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures (available at http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C2.01_student_grade_appeal_procedure.pdf). For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean's Office.

Course Description

This studio course teaches students the importance of self-promotion while focusing on professional practices. Guest speakers will join the class for discussion, critique and lecture pertaining to various facets of the fine art and digital art professions. Students will develop printed and digital self-promotion packages, and engage with visiting professionals to practice presenting themselves and their capabilities at the highest level of professionalism.

Course Objectives & Purpose

- To research the appropriate ways to present your artwork professionally
- To establish a self-promotion package
- To create a printed, digital and website portfolio
- To establish professional presence on leading industry networking platforms, Behance & LinkedIn
- To create a strategy for entering the work force
- To learn from various professionals, the best way to get a job/interview

Course Pre-Requisites

Must have software experience in Adobe Creative Cloud

Required Texts

Stand Out: Design a personal brand. Build a killer portfolio. Find a great design job, Denise Anderson

Suggested Texts

The Business Side of Creativity, Cameron Foote

Required Materials

- Portable media: Jump drive/USB drive. (At least 1 GB)
- Web-based portfolio: Students may incur monthly hosting fees.
- Small run of personal business cards to be printed. Students will incur small fee from an online printer of their choice.

Grading Opportunities

100–90 A, 89–80 B, 79–70 C, 69–60 D, below F

- Outlined projects and assignments will total 95 points of your final grade.
- Class participation will total 5 points of your final grade.

Projects

There will be 2 major projects. Each project is broken down into a point system based on process and outcome. You will receive a grading rubric for each project that will outline the points break down for that specific project. Additionally, you will be graded on small assignments.

Class Work Time

We will meet in Bay Hall 234 for our lectures. We also have a 1/2-day computer work time scheduled. You are expected to work during these computer lab time to complete assignments and critiques. If you need additional lab time, please work in the Think Tank.

Graded Activity

Grading Opportunities
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F
- Outlined projects and assignments will total 95 points of your final grade.
- Class participation will total 5 points of your final grade.

Major Project One: Self Promotion Collateral (20 pts.)
Resume & Artist Statement
Students will create their resume on professional letterhead. If applying for fine art jobs/graduate school, an artist's statement is also required.

Identity Package Design (Self Promo)
This package includes: (1) Personal Logo (1) Business Cards (professional printed/ordered), (1) letterhead design with resume printed on it.

Students will each be graded on the following:
Information Design:10 pts
Overall Aesthetic Appeal:10 pts

Major Project Two: Portfolio Design (Printed, Digital PDF & Web) (25 pts.)
Portfolio Design (PDF and Printed)
Must create a printed portfolio of at least 10 works. See examples for specific printing options. Must also convert your printed portfolio into a digital PDF that can be emailed to potential employers. Finally, a website portfolio using Squarespace, WIX, WordPress, HTML5, Myportfolio or other platform is required.

Students will each be graded on the following:
Process: 5 pts
Technical Work:10 pts
Overall Design:10 pts

Other graded work will include
- QUIZ: STANDOUT reading material (10 pts)
- Assignment: Portfolio Examples/Discussion (5 pts)
- Assignment: Self Assessment Packet (5 pts)
- Assignment: Job Market Worksheet & STANDOUT Job Plan Worksheet (5 pts)
- Assignment: Rate Worksheet (5 pts)
- Assignment: Personal Portfolio Website Sitemap & Planning (5 pts)
- Complete Behance Profile with no less than 10 portfolio works (10 pts)
- Complete LinkedIn profile with comprehensive work history and involvement (5 pts)
- Class participation: (5 points)

Class Schedule
This schedule is tentative and may change at any time. Always check Blackboard for any schedule revisions or updates.

WEEK 1 Introduction, Syllabus, Course Overview.

- Lecture :: Reality Check
- Discuss :: class objectives, personal goals
- Discuss :: Guest Lecturers/schedule
- Buy :: *Stand Out: Design a personal brand. Build a killer portfolio. Find a great design job.*
   :) QUIZ Week 10

WEEK 2 JAN 23/25

- Lecture :: Standing Out
- Assignment :: Project One kickoff: Self Promotion
- Begin to compile content for resume
- Homework :: Read *S.O. 14. Employ the tools for Dynamic Job Search*

- Lecture :: Self Branding
- Assignment :: Self Assessment Packet
- Homework :: Read *S.O. 1. Get Personal with Your Brand, 2. Develop Your Brand Story*
- Checkpoint :: First draft of resume/artist statement content only

WEEK 3 JAN 30/FEB 1

- Lecture :: Creative Jobs / Money, Money, Money, Money
- Assignment :: Job Worksheet/Planning Doc

- Guest Lecturer :: Professional Graphic Designer "What to expect."
- Lecture :: Rates
- Job market sheets, search plan due week 5
- **DUE ::** Self Assessment Package
- Homework :: Read *S.O. 3. Design Your Brand Identity*

WEEK 4 FEB 6/8

- Lecture: Your brand >> Your visual identity, Creating your logo & look
- Handout :: Stand Out Personal Moodboard
- Complete resume and artist statement content
- Begin work on self promo package (logo, business card, letterhead)

- Checkpoint :: Logo Iterations
- Checkpoint :: First Draft, Designed Resume, letterhead
- Homework :: Read S.O. *4. Promote Your Brand*

WEEK 5 FEB 13/15

- Checkpoint:: Second Draft, Designed Resume, letterhead
- **DUE** :: Job Market worksheet, Job Search plan
- Guest Lecturer :: Advertising Professional "What we look for."

- Continue work on on self promo package (logo, business card, letterhead, branded rate sheet)
- Lecture :: Collecting & Polishing Your Work
- Homework :: S.O. *6. Prepare to Build Your Portfolio*

WEEK 6 FEB 20/22

- Lecture :: What Makes a Great Portfolio
- Discussion:: appropriate executions for professional portfolios, books & websites

- Assignment :: 3 examples of successful portfolios & 1 paragraph about each of them
- Homework :: *Read S.O. 12. Case studies Student Portfolios, 7. Select Killer Work for Your Book, 8. Create New Projects*
- Homework :: Make a list of items to include in your portfolio, categorized

- Field Trip :: Local Advertising Agency
- Homework :: Continue work on on self promo package (logo, business card, letterhead, branded rate sheet) Compile and Organize Work for Portfolio

WEEK 7 FEB 27/MAR 1

- DUE :: Group Discussion :: Successful Portfolios, your 3 examples & reflections
- Guest Lecturer :: Freelance Professional "Motivation for Personal Success."
- Homework :: S.O. *Read 9. Develop Your Presentation Layout, 10. Make Images That Show Off Your Work, 11. Produce Your Pieces,* Collect your work, bring to next class

- Group Discussion :: Bring in electronic images, files of work for portfolio consideration
- Compile final portfolio list by end of week
- Continue work on on self promo package (logo, business card, letterhead, branded rate sheet)
- Checkpoint :: Rate worksheet

WEEK 8 MAR 6/8

- **DUE** :: self promo package (logo, business card, letterhead, branded rate sheet) class presentations
- Take/create images of portfolio pieces for web site
- Lecture :: The online Portfolio
- Discussion :: DIY website platforms: Squarespace, Crevado, WIX, WordPress.

WEEK 9 MAR 20/22

- Discussion :: Printing online. Students to order biz cards (vistaprint, moo, print place)
- Assignment :: Personal Portfolio sitemap, planning
- Homework :: *Read S.O. 13. Prepare Your Presentation*

- Lecture :: Formatting images, text, content for web
- Work on web portfolio in class
- Work on print portfolio in class

WEEK 10 MAR 27/29

- Guest Lecturer :: Professional Digital Designer "Design has gone digital"
- Define self promotional design techniques to web template
- **DUE** :: Personal Portfolio sitemap, planning
- Work on web portfolio in class
- Work on print portfolio in class
- Discussion :: lecture series to this point
- QUIZ :: *Stand Out: Design a personal brand. Build a killer portfolio. Find a great design job.* (20 questions)

WEEK 11 APRIL 3/5

- Work on web portfolio in class
- Work on print portfolio in class
- Checkpoint :: Web and Print Portfolios, Group Discussion
- Discussion :: Interview questions and scenarios

WEEK 12 APRIL 10/12

- Work on web portfolio in class
- Work on print portfolio in class

- Begin setting up Behance Profile & Portfolio & LinkedIn Profile

- Discussion :: Interview questions and scenarios
- Individual Discussion :: Web and print portfolio progress
- Homework :: Read *S.O. 15. Interview Strategies, 16. Manage Your Career, 17. Career Case Studies*

WEEK 13 APRIL 17/19

- Lecture :: Selling yourself / Speaking in front of groups
- Work on web portfolio in class
- Work on print portfolio in class
- Tweak all self promotional assets
- Prepare for final presentation to jury panel

WEEK 14 APRIL 24/26

- Finalize portfolio(s), practice presentation/interview in class
- **DUE ::** Behance Profile & Portfolio & LinkedIn Profile
- *Manage Your Career Like A START UP* Kevin Fullerton Lecture
- Lecture :: Ethics in Design

WEEK 15 MAY 1

- Finalize portfolio(s), practice presentation/interview in class

FINAL
- Final: Present your final self promotional materials (resume, cover letter, biz card, portfolio book, online portfolio, Behance profile & LinkedIn profile in a mock interview setting with local industry professionals.