Department of Art Syllabus

I.      ART 6806 *Digital Portfolio,* 3 Credit Hours, Online

        *This course is fully online. Online instruction is a formal, Internet-based or Internet-supported educational process in which instruction occurs between instructor and learner in an online environment. Online instruction for this course is asynchronous. With asynchronous instruction, the instructors and the students interact, but not at the same time. There usually is a time delay in communication between the instructors and students in asynchronous instruction.*

II.     PREREQUISITES
        None

III.    TEXTBOOK
        None

IV.     COURSE DESCRIPTION
        This course is intended to comprehensively review each graduate student's portfolio for missing works that the industry favors, as well as to review existing works and expand them into more relevant and competitive works.

V.      RATIONALE
        In this course, students will deal directly with the portfolio as a live document that needs to be renewed regularly as career designers. Design professionals will aid in the development of portfolios through reviews and advising.

VI.     LEARNING OBJECTIVES AND OUTCOMES
        A.  Complete pieces required for a professional online portfolio as determined by portfolio practicing designers.
        B.  Staging works for building a portfolio.
        C.  Prepare finished works for portfolio inclusion by staging and shooting works if necessary.

VII.    COURSE TOPICS
        A.  Base components for a professional portfolio.
        B.  Research online digital portfolio solutions to determine which ones are best per designer.
        C.  Produce professional quality works that demonstrate distinguishable creative application.
        D.  Resume development and portfolio development.

VIII.    INSTRUCTIONAL METHODS AND ACTIVITIES
A. Lectures/Online
B. Presentations
C. Responses to assigned readings via Moodle
D. Client project work
E. Group discussion and critique
F. Portfolio reviews

IX.    ASSIGNMENTS
The assignments will consist of various campaigns with one ongoing design commitment to edifying a portfolio in various formats throughout the duration of the course. Details and grading criteria for each project will be made available at the start of the semester and modified as necessary for each unit.

X.    EVALUATION
*See Department of Art Syllabus Addendum for Grading Scale and Evaluation.*

XI.    REFERENCES

Burton, P. W. (1990). *Advertising copywriting.* Lincolnwood, IL: NTC Business Books.

Campbell, A. (1993). *The new graphic's designer's handbook.* Philadelphia, PA: Running Press.

Cullinane, R. (1990). *The complete book of comprehensives.* New York: Van Nostrand Reinhold.

Davis, S. P. (1991). *The graphics artist's guide to marketing and self-promotion.* Cincinnati, OH: North Light Books.

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Keding, A. (1991). *How to produce creative advertising: Proven techniques and computer applications.* Lincolnwood, IL: NTC Business Books.

Labuz, R. (1993). *The computer in graphic design.* New York: Van Nostrand Reinhold.

McLendon, C. B. (1982). *Signage: Graphic communications in the*

*build world.* New York: McGraw-Hill.

Scher, P. (1992). *The graphic design portfolio.* New York: Watson-Guptill.

Swann, A. (1991). *Graphic design school*. New York: Van Nostrand
        Reinhold.


Stankowski, A. (1967). *Visual presentation of invisible processes.* New
        York: Hastings House.

Strong, L. V. (1990). *The how to book of advertising: Creating it, preparing
        it, presenting it.* New York: Fairchild Publications.

Wilde, J. & R. (1991). *Visual literacy: A conceptual approach to graphic
        problem solving.* New York: Watson-Guptill.