

## Department of Art Syllabus

- I. ART 416 *Graphic Design Portfolio II*, 3 Credit Hours
- II. PREREQUISITES  
ART 415
- III. TEXTBOOK  
None
- IV. COURSE DESCRIPTION  
As a continuation of its prerequisite, this course is an intensive lab primarily focused on continuing to hone the graphic design student's portfolio for professional review at the end of the term as well as learning job-seeking protocols. (Lab fee required)
- V. RATIONALE  
The purpose of all courses in graphic design is to build up in the student all the skills, knowledge base, creative methodology, and thought processes needed for the successful entry into the modern graphic design profession. In light of that purpose, this course reviews design concepts, layout, typography, illustration, and reproduction processes, which are to be mastered according to course level and student achievement. Each course in the curriculum is planned so that the student will be gaining skills and instruction at the appropriate level while developing their own personal abilities and theoretical integration.
- VI. LEARNING OBJECTIVES AND OUTCOMES  
This course will enable the student to:
  - A. Demonstrate the design process as developed and enhanced in ART 215, 216, 315, 316, and 415.
  - B. Show mastery of the Apple computer and appropriate software as tools in the production of graphic design.
  - C. Distinguish between developmental stages of graphic design documents and the finished document ready to be delivered to the printer.
  - D. Show personal, advanced mastery of the creative process in graphic design through the execution of design projects leading to the final development of a portfolio.
  - E. Demonstrate awareness of the need for developing problem-solving skills by creating professional work utilizing graphic design tools and software.
  - F. Analyze graphic design needs and how they relate to the job market.

The major goal of this class is to prepare the senior graphic design student and his/her portfolio for potential entry into the professional field of graphic design. The course will additionally reinforce the concepts of work flow maintenance and client interaction, fundamental graphic design practices that include skills for conception design work, the creative process, and a knowledge of computer layout and design utilizing a variety of software.

VII. COURSE TOPICS

- A. Techniques and principles covering the need and application of portfolio production
- B. Selection of and procurement of appropriate physical portfolio
- C. Research related to the development of personal brand as it relates to the presentation of the portfolio
- D. Portfolio editing as it relates to the best possible staging of the best possible entries
- E. Online portfolio development
- F. Proper presentation methods relating to personalization of the individual reviews.

VIII. INSTRUCTIONAL METHODS AND ACTIVITIES

- A. Lecture/demonstration/discussion
- B. Practical learning activities
- C. Videos
- D. Evaluation: written comments and critiques

IX. GRADING SCALE

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

X. LIST OF MATERIALS

Materials list will be provided by the instructor.

XI. REFERENCES

Airey, D. (2015). *Logo design love: A guide to creating iconic brand identities*. San Francisco, CA: New Riders.

Bringhurst, R. (2004). *The elements of typographic style*. Point Roberts, WA: Hartley & Marks.

Carter, R. (2012). *Typographic design: Form and communication*. Hoboken, NJ: John Wiley & Sons.

- Cullen, K. (2007). *Layout workbook: a real-world guide to building pages in graphic design*. Gloucester, MA: Rockport Publishers.
- Glitschka, V. (2011). *Vector basic training: A systematic creative process for building precision vector artwork*. Berkeley, CA: New Riders.
- Graphic Artists Guild (U.S.). (2010). *Graphic Artists Guild handbook: Pricing & ethical guidelines*. New York: Graphic Artist Guild. Newton Abbot.
- Jefferson, M. (2005). *Breaking into graphic design: Tips from the pros on finding the right position for you*. New York: Allworth Press.
- McWade, J. (2010). *Before & after: How to design cool stuff*. Berkeley, CA: PeachPit Press.
- Meggs, P. B. (2012). *Meggs' history of graphic design*. Hoboken, NJ: John Wiley & Sons.
- Müller-Brockmann, J. (2012). *Grid systems in graphic design: A visual communication manual for graphic designers*. Zürich, Switzerland: Niggli.
- Pipes, A. (2011). *How to design websites*. London: Laurence King Publishing.
- Samara, T. (2014). *Design elements: Understanding the rules and knowing when to break them*. Gloucester, MA: Rockport Publishers.
- Smith, C. (2012). *Adobe Indesign CS6 digital classroom*. Indianapolis, IN: John Wiley & Sons.
- Smith, J. (2012). *Adobe Photoshop CS6 digital classroom*. Indianapolis, IN: John Wiley & Sons.
- Williams, R. (2007). *Robin Williams design workshop*. Berkeley, CA: PeachPit Press.