

Bergen Community College
Division of Business, Art & Social
Sciences
Department of Visual Art

ART-271 Folio Presentation

Semester and Year:
Course and Section Number:
Meeting Times and Locations:

Instructor:
Office Location:
Phone:
Departmental Secretary:
Office Hours:
Email Address:

Course Description

ART-271 This course is a class in the selection, arrangement, and presentation of visual communication material. From designing a “how-to-get-your-foot-in-the-door” resume/cover letter to a how-to in visual arts business practices. This class is a must for freelancers and transfer/graduate aspirants alike. Topics covered include: current portfolio and presentation types, creating a portfolio, brand and personal ID kit, interview techniques, writing resume and cover letters, how artwork is priced, business and legal practices for commissioned artwork, employment issues, salaries and freelance pricing.

1 lecture, _2_ labs, _2_ credits

Prerequisites: ART-122, ART-189, ART-197, and any 3 courses from the following: ART-127, ART-260, ART-226, ART-192, ART-287, ART-290, ART-298, MUS-151.

Student Learning Objectives: As a result of meeting the requirements in this course, students will be able to

- Prepare interview ready portfolios
- Prepare resume/cover letter/reference list
- Explore various careers in the graphics field
- Practice job interviewing techniques
- Research good business practices of a graphic designer

List means of assessment of student learning in pursuit of goals/objectives/outcomes.
Assignments are evaluated based on achievement of technical concepts, attention to detail, and originality of approach.
Class participation is evaluated based on contributions to discussions, presentation of work and group interaction.
The major assessment types utilized in this course are class discussions, graded homework assignments, and a final project (portfolio).

Means of Assessment

The major assessment types utilized in this course are graded homework assignments, class projects, meeting deadlines, participation in class discussions, critiques and attendance.

Course Content

Portfolio Development

- Develop and plan concept/format for individualized portfolio presentation
- Evaluate, select, and edit “older” projects to polish for the final portfolio
- Prepare interview ready portfolios with 12-15 finished pieces, concept development, demo reel, &/or printed stills
- Discuss portfolio pdfs/websites

Personal Branding

- Design personal ID kit: logo, letterhead, envelope, and business card
- Prepare resume/cover letter/reference list
- Design self promotional piece(s) as “leave behind(s)”

Job Search

- Explore various careers in the graphics field
- Research employers and job opportunities
- Discuss and practice job interviewing techniques
- Develop verbal and interpersonal skills to enhance professionalism and marketability

Good Business Practices

- Learn how to negotiate salaries/fees
- Discuss freelance work contracting, invoicing, & marketing
- Discuss working in a design studio atmosphere

Special Features of the Course

Portfolios will be developed using Adobe graphic design applications. These portfolios will be published as pdfs and also professionally printed portfolio books from outside vendors.

Materials:

- folder to hold handouts
- felt tip pens, markers, pencils, Staedtler white plastic eraser
- blank sketch book for note taking, journaling, and brainstorming ideas
- large white drawing paper pad (9" x 12" or 11" x 14") for development of ideas
- 2 flash drives: one master, one back-up
- metal ruler with cork back
- self healing cutting mat
- Xacto knife and #11 blades
- plastic triangle: 30°/60° or 45°/90°
- white artist's tape
- adhesive of choice: spray mount, rubber cement, double-sided tape, etc.
- Other materials may be required throughout the course as your portfolio format is decided and will be discussed further in class.

Research, Writing, and/or Examination Requirement(s)

Students will create traditional portfolios, that are professionally printed portfolio books from outside vendors, and digital versions. They will also create a personal branding ID kit consisting of logo, letterhead, business card, resume, cover letter and self promotional materials as "leave behind(s)". Research in graphic design careers and good business practices will be part of the course. And students will practice job interviewing techniques.

Grading Policy

A student's final grade for the course is based primarily on his or her performance on the required work for the course and on his or her overall mastery of the material covered in the course. A student's class participation will also be evaluated, and the grade thereon will be used as a factor in determining the student's final grade for the course; but a class participation grade will count for no more than thirty percent (30%) of the final grade.

Grades follow these criteria:

A = Student whose work and work ethics display exceptional effort and care

B = Student displays good work ethic, completes assignments with thought and care

C = Average work and average effort

D = Student presents below average work and displays little effort in completing assignments

F = Student does not complete assignments and/or attend class

For final grading purposes:

- | | |
|---|-----|
| ● Homework, class projects, meeting deadlines | 70% |
| ● Class participation | 30% |

Attendance Policy**BCC Attendance Policy:**

All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.

Attendance policy for the course.

10-30 minutes tardy = LATE

Three Lates = ABSENCE

Over 30 minutes late = PARTIAL ABSENCE

3 unexcused absences, grade cannot be better than a "C"

4 unexcused absences = F

If you arrive late to class, you are responsible for not being marked absent.

If you are absent from class, you are responsible for getting class assignments. You are also still responsible for completing the work by the assigned deadline.

Student and Faculty Support Services

Student and Faculty Support Services

The Distance Learning Office – for any problems you may have accessing your online courses	Room C-334	201-612-5581 psimms@bergen.edu
Smarthinking Tutorial Service	On Line at:	www.bergen.edu/library/learning/tutor/smart/index.asp
The Tutoring Center	Room L-125	201-447-7908
The Writing Center	Room L-125	201-447-7908
The Online Writing Lab (OWL)	On Line at:	www.bergen.edu/owl
The Office of Specialized Services (for Students with Disabilities)	Room S-131	201-612-5270 www.bergen.edu/oss
The Sidney Silverman Library – Reference Desk	Room L-226	201-447-7436

Weekly Schedule

NOTE: Weekly schedule may occasionally change. It is your responsibility to check with the teacher or other students to get information you may have missed and to be prepared for the next class.

Class #1

Intros; Review of syllabus; **Brainstorming**

Homework: Design Moment

Brainstorming (lots of it) & 3 first round tight sketches of personal logo. Bring in well-designed logo samples. Bring in 4 strong pieces–printed.

Class #2

Class review of current portfolio pieces; **Logo Design;**

Individual review of logo work

Homework: Design Moment

Finish first comps of 3 logo designs for class critique. Bring in another 4 personal best pieces–printed.

Class #3

Review of portfolio pieces; Class critique of logos;

Identity Kit Development

Homework: Design Moment

Finish second round of logo designs. Sketches for personal ID kit.

Class #4

Planning Portfolio Content; Individual review of logos/ID kit sketches

Homework: Design Moment

Finish final comp of personal logo.

Create first comp of ID Kit for class critique.

Class #5

Final logo presentation; Class critique of ID Kit

Homework: Design Moment

Finish final comp for ID kit.

Written plan for portfolio content: revisions/new.

Class #6

Class review of ID kit;

Portfolio Options: Concept Development for Portfolio

Homework: Design Moment

Work on portfolio content piece(s). Brainstorm ideas for portfolio concept.

Class #7

Career Paths/Finding a job/Networking

Homework: Design Moment

Work on portfolio content piece(s).

Class #8

Resumés

Homework: Design Moment

Work on resumé.

Class #9

Cover Letters; Individual review of resumés

Homework: Design Moment

Work on resumé and cover letter.

Class #10

Portfolio PDFs/Leave Behinds; Individual review of resumés/cover letters

Homework: Design Moment

Work on portfolio pdf &/or leave behind.

Class #11

Class critique of Portfolio PDFs/Leave Behinds

Homework: Design Moment

Work on portfolio content/presentation.

Class #12

Business of Freelancing: Contracts, Estimating, Proposals, Deliverables, and Working in a Studio

Homework: Design Moment

Work on portfolio content/presentation.

Class #13

Interviewing Preparation; Group work – practice interviewing

Homework: Design Moment

Work on portfolio content/presentation.

Class #14

Presenting Your Portfolio

Homework: Design Moment

Finalize portfolio

Prepare for Portfolio Presentation.

Class #15

Portfolio Presentation to class! Link to your portfolio on Issuu.com also due.