

1

syllabus

PORTFOLIO

professional practices
jennifer thomas

note

PLEASE BRING TO THE FIRST DAY OF CLASS

Your current resume, business card and all professional and student graphic design projects you have completed to date (may bring photographs of projects or actual work).

ALSO

Purchasing the textbook: Flaunt: *designing effective, compelling and memorable portfolios of creative work* and reading it ahead of time is highly recommended.

\$15 download / \$24.99 book

<http://www.underconsideration.com/flaunt/>

I

syllabus

PORTFOLIO

professional practices
jennifer thomas

welcome.

here's what you can expect to have at the end of this class *

1. A PERSONAL LOGO / LOGOTYPE / LETTERMARK

Use this to “brand” all of your communications: web site, business card, PDF and print portfolio, mailing label or envelope, résumé and cover letter, even your e-mail signature.

2. RÉSUMÉ (PRINT, PDF) + BUSINESS CARD

You will design your resume for two formats: print and .pdf format. It should be professional, yet creative. Use impeccable typography, solid hierarchy and an activated page composition. Your résumé is an evolutionary document and its content should be revised regularly and customized for each situation. Your business card will match your resume and portfolio in typography and branding. You may get them professionally printed or craft your own cards.

3. TWO PORTFOLIOS (PRINT, PDF)

First, we will be taking an “inventory” of all your graphic design work to date. You will determine what your strongest pieces are and what not to include in your portfolio. Next, you will revise and improve former projects with the design skills you have now. For this process we will be working and critiquing outside of class using online tools. In-class critiques will help you decide on design elements and sequencing of projects. The goal is a portfolio both professional and creative, that allows your strengths as a designer to shine.

4. A SELF-PROMO

A printed self promotion send to agencies with your resume or leave behind after interviews can make all the difference in getting noticed or being remembered. The creative possibilities are endless. This can either be handmade, or a lulu.com or blurb.com book.

5. AN ONLINE PORTFOLIO + WEB PRESENCE

Yes, you need one and no, you don't need to know how to code or build a website from scratch to have it. We will be learning about using blogs, design community sites and online CMS systems to promote and display your work online.

6. JOB SEARCH, INTERVIEWING AND PORTFOLIO PRESENTATION SKILLS

We will discuss job searching strategies and protocol in addition to practicing interview and portfolio presentation skills.

**otherwise known as: student leaning outcomes*

1

syllabus

PORTFOLIO

professional practices
jennifer thomas

overview

professional practices: **PORTFOLIO**

Jennifer Thomas: jen@sdypart.com

Wednesdays, 6:30-9:30pm

June 16 - August 4

COURSE DESCRIPTION

Professional Practices: Portfolio is a challenging eight week course focused on developing the materials necessary to compete for interviews at professional design studios. Be ready to evaluate, revise and improve existing projects through in-class critiques & peer feedback. Learn techniques and strategies for job searches, interviewing, and practice portfolio presentation skills. At the end of this course you will have a print and online portfolio, resume, business card, and self-promo.

PREREQUISITES

CERTIFICATE STUDENTS: Visual Communication, Context & Meaning, Type 1 & 2*, Design Strategies*, Form & Process* (**may be taken concurrently*).

NON-CERTIFICATE STUDENTS: 1-2 years professional graphic design experience and at least 10 - 12 projects to include in a professional portfolio.

ADVANCED KNOWLEDGE OF INDESIGN.

CRITS

Critiques and project discussions are an important part of the learning process. Part of your project grade is determined by your ability to effectively interpret and apply class feedback.

EVALUATION & GRADING

Each project is evaluated on a scale of 4 to 0 points. For certificate students, a grade of 2.0 or higher is required for a passing grade. If 3 or more classes are missed, you will automatically receive an incomplete grade. In-class critiques serve as the primary method of evaluating work and student performance. A secondary method scores individual components of the design process. Non-certificate students will not receive a final grade.

ATTENDANCE

After 3 absences certificate students will only be able to qualify for a grade of "incomplete". All projects must be completed in order to pass this class.

EMAIL POLICY

If a question can be asked of your peers on the blog, try this first. Emails to the instructor should not be used to solicit detailed feedback on work, use the blog for this.

I

syllabus

PORTFOLIO

professional practices
jennifer thomas

COURSE REQUIREMENTS

- Complete 10 – 15 hours (average) weekly design time outside class.
- Active participation in class discussions and critiques.
- Participate in peer review process: leave online feedback for at least 4 students per week outside of class time.
- Purchase necessary portfolio supplies.

SUPPLIES & MATERIALS

Portfolio case and interior presentation materials. Portfolio sleeves or pages, case, cover or other presentation device
(typical costs \$100 - 200).

See textbook: **Flaunt**
for some creative ideas.

Online CMS-based portfolio site
(typical costs \$30 -66).

REQUIRED TEXTBOOK:

Flaunt **\$15 download / \$24.99 book**
<http://www.underconsideration.com/flaunt/>

SIGN UP FOR A VOX ACCOUNT:

HTTP://WWW.VOX.COM

You'll use this forum to track the before and after versions of your work and solicit and collect comments from each other. As a member of the portfolio class group, you'll be able to see what your classmates are doing and provide feedback.

After you sign up for a VOX account, make sure to add yourself to my neighborhood so I can invite you to the portfolio group.
<http://jenthomas.vox.com/>

Each student is required to comment on 4 different vox postings per week, minimum!

COLOR PRINTING

Final projects will require color printing. Former students have spent between \$30 to \$200 in printing costs for this class.

If you don't have a color printer at home that can print 13x19, you may have to rely on local printers to complete your projects.

LOCAL PRINTERS: STUDENT REVIEWS

"As far as printing resources, I don't recommend the **NW 23rd Street Kinkos**. The staff was great, but the color reproduction wasn't. Every time I used a shade of green, it turned out gold. And it tended to trend dark on every hue.

I did find the **Office Depot on SE MLK** to be a good source for quick jobs. Their oversized printer, while confined to only one choice in paper stock, reproduced color faithfully, due to manager Troy's knowledge of his machine's color capability. He also has a design degree, so he gets it."

"I printed the book covers and mailer at home, and the poster at **Kinko's** which, not surprisingly, I wouldn't recommend. Next time I would probably choose **Rhino**, since I have sent a few short run projects there before and were happy with the results. They are a little more expensive though."

"I like **Rhino Digital** for printing. It's more expensive than **Kinko's**, but they are highly competent and very fast. They printed my work within 20 minutes of sending it to them and it always looked great."

A GOOD LOCAL RESOURCE FOR
DIGITAL PRINTING:

<http://www.stevensprinting.biz/>

I

syllabus

PORTFOLIO

professional practices
jennifer thomas

schedule

WEEK ONE

COURSE INTRODUCTION, review syllabus.
PEER INVENTORY of your work, identify
10 - 12 strongest projects.
RESUME & BUSINESS CARD critique
HANDOUT resume do's and don'ts

outside class:

REVISIONS TO PROJECTS post to class blog.
RESUME AND BUSINESS CARD REVISIONS
post to class blog.
LEAVE ONLINE FEEDBACK for 4 students.

WEEK TWO

PRESENTATION portfolio examples
HANDOUT portfolio do's and don'ts
PIN UP resume and business card revisions

outside class:

REVISIONS TO PROJECTS post to class blog.
RESUME AND BUSINESS CARD REVISIONS
post to class blog.
LEAVE ONLINE FEEDBACK for 4 students.
START portfolio design in InDesign.

WEEK THREE

1ST DRAFT RUN-THROUGH portfolio
design, resume revisions + business card
be ready to show cover + first spread design

outside class:

REVISIONS TO PROJECTS post to class blog.
RESUME AND BUSINESS CARD REVISIONS
post to class blog
CONTINUE portfolio design
LEAVE ONLINE FEEDBACK for 4 students.

WEEK FOUR

2ND DRAFT RUN-THROUGH portfolio
design - *be ready to show cover and at
least 5 page spreads*
PRESENTATION online CMS systems
PRESENTATION successful self-promos

outside class:

REVISIONS TO PROJECTS post to class blog.
START online portfolio design
START promo design
CONTINUE print portfolio design
LEAVE ONLINE FEEDBACK for 4 students.

WEEK FIVE

LECTURE: presentation & interviewing
HANDOUT interviewing do's and don'ts
PEER CRITIQUES portfolio
all spreads done, printed.
1ST DRAFT RUN THROUGH self promo &
online portfolio

outside class:

REVISIONS TO PROJECTS post to class blog.
CONTINUE online and print portfolio
design, promo design.
LEAVE ONLINE FEEDBACK for 4 students.

I

syllabus

PORTFOLIO

professional practices
jennifer thomas

WEEK SIX

3RD DRAFT RUN-THROUGH portfolio design - *all spreads done, printed and shown in actual portfolio case.*

2ND DRAFT RUN THROUGH self promo & online portfolio

HANDOUT pdf portfolio guidelines

outside class:

REVISIONS TO PROJECTS post to class blog.

CONTINUE online and print portfolio design, promo design.

LEAVE ONLINE FEEDBACK for 4 students.
print business cards.

WEEK SEVEN

PEER CRITIQUES all items

integration check and wrap-up

PRACTICE portfolio presentation skills.

LECTURE job search tips, self-promotion techniques. The pros & cons of interning/
pro-bono vs. paid work. The fine art of applying for jobs on craigslist.

outside class:

FINAL REVISIONS TO ALL PROJECTS

post to class blog.

LEAVE ONLINE FEEDBACK for 4 students.

WEEK EIGHT

FINAL CLASS PRESENTATIONS

resume, business card, self-promo, and print portfolio.

apply your presentation skills when introducing your work.

outside class:

FINAL EXAM

find a design job online and apply via email utilizing all digital files prepared in class, (pdf resume, pdf portfolio, link to web site)

apply job search and self promotion strategies in email and cover letter

bcc or forward email to me for final grade and/or feedback.

I

syllabus

PORTFOLIO

professional practices
jennifer thomas

pnca core values

1. CREATIVE PRACTICE make creative work • find and develop their personal vision • develop a disciplined studio practice • acquire knowledge and skills grounded in the fine and design arts • engage in written and oral discourse about their work, the work of others • pursue the habits of curiosity, questioning and perseverance.

2. INTEGRATED KNOWLEDGE AND CRITICAL THINKING engage in disciplinary and cross disciplinary study • examine primary methods of research and inquiry, including cultural, scientific philosophical, and aesthetic • determine how meaning is shaped and re-shaped by context, time, and culture • encounter diverse visual and cultural work • acquire the intellectual tools and insight.

3. SOCIAL AND ETHICAL RESPONSIBILITY examine the complex relationships between the creative product, the creative practitioner and the social, historical, and political communities in which they interact • evaluate the relationship of creative work to the social and ethical issues impacting the human condition • explore, through practical and theoretical investigations, the issues impacting the quality of human and non-human life • consider ethical positions.

4. EFFECTIVE COMMUNICATION engage in the acts of writing, speaking, reading + listening • engage in effective visual communication • study symbols, signs + behavior.

notice

PNCA is in compliance with federal law requiring colleges to provide reasonable accommodations for students with documented physical and/or learning disabilities. If you have a disability that might affect your performance in this class, please make it known to the instructor or to the Student Services Director.

The instructor reserves the right to update the course syllabus at any time.