ART 421-01
Digital
Portfolio
Preparation

Course Description

Students will prepare work for presentation in digital portfolio formats and become familiar with the essential business practices of the digital art

and design professions. This course is recommended for any student preparing to apply for a job in the field or for graduate study.

Primary Software Used: **Adobe Illustrator,Photoshop,Indesign, and/or Xd**
Levels: Undergraduate

Overview

This course provides an introduction to self-promotional portfolio design and production with an emphasis on the best practices of the current industry. Students will develop design and computer skills necessary to create a distinctive and appealing portfolio for career enhancement.

Objectives

Upon successful completion of this course, the student will learn how to::

- ❏ Understand the artistic and professional purpose of portfolio preparation.
- ❏ Understand the correct preparation of artwork for digital delivery systems.
- ❏ Produce an attractive, concise and flexible portfolio of artwork in digital and printed formats.

Materials

- ❏ Blackboard access *
- ❏ An external hard drive or flash drive (32GB or more) and/or cloud data account(Such as Google and One drive)
- ❏ High quality digital(or cell phone) camera
- ❏ Headset or earbud, and microphone for online learning environment.

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Text Books &
Recommended Reading

Communication Arts, http://www.commarts.com

Print Magazine, http://www.printmag.com

Graphis, http://www.graphis.com

Graphic Design USA, http://www.gdusa.com

Design Observer, http://www.designobserver.com

AIGA, http://www.aiga.org

Typophile, http://www.typophile.com

Smashing Magazine, http://www.smashingmagazine.com

How Design, http://www.howdesign.com

Revisions To Syllabus*

The information contained in this syllabus is subject to revision at the discretion of the instructor. Students will be notified of any changes that will be made.

Class Rules

No food or drink in the Computer Lab. No exceptions! Smart-phones: no cell calls and no ear buds during class. We need to communicate throughout each class. Do not use the Internet for anything other than class work during class time. Use break time instead.

Attendance Policy

You are required to attend each class in its entirety. More than 2 absences, 2 late arrivals or early departures will affect your grade negatively unless you have a doctor's note. Attendance will be taken at the beginning of each class. It is your responsibility to see me during class if you arrive after attendance is taken. Email me ahead of time if you cannot attend class, if you will be late for class, and if you need to leave early for class. This does not constitute an excused absence, it is a professional best practice.

Grading

Your grade is based on projects(70%), in-class exercises and participation(20%), and attendance (10%).

Important Requirements: Be prepared to participate in class. Readings are due before the beginning of class for the date assigned so that you are familiar with the topics and prepared for discussion. Assignments are due at the beginning of class unless otherwise notified by the instructor. Two-thirds of the work for this class is expected to be accomplished outside of class. Use the Webb 410 General Computer Lab and FAIC 330/327 Open Lab, 313 Digital Resource Room (available with instructor permission for classwork only), online help, and textbooks—including associated websites—as reference tools to complete work and to practice techniques.

A 100–95 90% | **B** 89 85 80% | **C** 79 75 70% | **D** 69 65 60% | **F** 59% or below (A grade of C, 75% is the minimum grade which counts toward your major.)

Department of Art & Art History Policy on Returning Artwork and Other Assignments

Assignments will be returned during scheduled class time, instructor's office hours, or by special arrangement with the instructor. The instructor will hold assignments for six weeks following the end of class. Assignments not picked up during this period will become the property of the university and may be discarded.

Assistance at the Writing Center

The Eastern Writing Center, located in the ASC and staffed by trained peer tutors, is available to help all students with their writing. The Writing Center supports the liberal-arts mission of Eastern by helping students with their writing from any class, at any stage, from brainstorming and drafting to revision to proofreading and editing. We help students do their own work and do it more comfortably and confidently. Any student can and should use the Writing Center. The process of talking with readers about writing and getting feedback on student writing is something all writers do and can benefit from. Students can either drop into the Center or make an appointment by going to the "Useful Links" column on the Current Students web page and selecting

"GradesFirst" http://www.easternct.edu/index/current-students/.

Students are asked to bring copies of any assignment sheets to the Writing Center, so tutors know what is expected of the assignment.

Assistance with Academic Advising and Subject Tutoring at the Academic Service Center

Students are encouraged to use the support offered by the Academic Services Center (ASC) located on the ground floor of the Library. Advising Services and tutoring in math, writing, and other subjects, including supplementary instruction, are available. The ASC also offers Peer Academic Coaching (PAC) assistance with study techniques, time management, "Eastern in 4" planning and understanding learning styles. For further information about our services, please call 465-4625 or check the ASC

website at

https://www.easternct.edu/academic-services/index.html

Office of Access Ability Services (OAS)

Eastern Connecticut State University is committed to following the requirements of the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. If you are a student with a disability (or think you may have a disability) and require adaptations or accommodations, or assistance evacuating a building in the case of an emergency, please contact the Office of AccessAbility Services (OAS) at 860-465-0189 to discuss your request further. Any student registered with the OAS should contact the instructor as soon as possible for assistance with classroom accommodations. Please note that accommodations are not retroactive, and must be communicated through a Letter of Accommodation which is drafted by the OAS. The link to the OAS website is:

http://www1.easternct.edu/accessability/

Cheating, Plagiarism, and Personal Misconduct

Students are responsible for familiarizing themselves with the University's numerous policies and procedures contained in the University Catalog and Student Handbook. The Code of Conduct policies and the Policy on Academic Misconduct are of special significance, since cheating, plagiarism, and personal misconduct are strictly prohibited and carry severe penalties. Students should read and understand Eastern's Academic Misconduct Policy, which can be found in the student handbook.

https://www.easternct.edu/student-affairs/studenthandbook.html

All violations will be handled under the procedures established in this policy.

Student Sexual Misconduct Policy

Title IX of the Education Amendment of 1972, as well as the Board of Regents Policy on Sexual Misconduct Reporting, Support Services, and Processes, prohibit acts of sexual misconduct – sexual harassment, sexual assault, sex-based discrimination, dating violence, domestic violence, stalking, and inappropriate relationships between employees and students. If you or someone you know has been or experiences harassment or assault, resources are available with the Sexual Assault & Interpersonal Violence Response Team (SAIV-RT). Alleged violations can be reported to the Title IX Coordinator in the Office of Equity and Diversity at 860-465-5791. Reports to law enforcement can be made to Eastern Connecticut State University Police Department at 860-465-5310. To receive support and advocacy, please contact the Coordinator of the Sexual Assault & Interpersonal Violence Response Team (SAIV-RT) at 860-465-4314. You may also visit the SAIV-RT website at

https://www.easternct.edu/.../sexualassaultpolicyandprocedures.html for more information including a list of confidential resources.

Student Crisis Statement

Any student who is facing challenges (i.e. mental health, securing food/housing) and believes this may affect their performance in the course is urged to contact the Dean of Students at 860-465-5244 for support. Students experiencing an immediate threat to their safety or wellbeing should contact 24-hour emergency services by dialing 911 or the Eastern's University Police Department: 860-465-5310.

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Final Examination Statement

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University policy states that "No examination shall be given during the final week of scheduled classes of a full semester course." Faculty must receive prior approval from the Vice-President of Academic Affairs in order to schedule an examination during the final week of classes. Faculty may, with approval from the Vice-President of Academic Affairs in consultation with the Academic Dean and Registrar, hold a single exam session for all sections of the same course. Students will be notified of the exam date, time, and place on the course syllabus.

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COVID 19 Statement

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Maintaining a safe and healthy campus is only possible if every member of the campus community follows the rules. Therefore, Eastern is requiring that all students and faculty wear a face mask that fully covers the nose and mouth but should not have a valve or vent to expel respiration, whenever they are on campus. This includes whenever an individual is in a classroom or classroom building. Face shields can only be worn with an appropriate face mask. Students who refuse to wear a mask in class can be referred to the Office of Student Conduct. This protocol complies with the safety standards established by the CDC and the Connecticut Department of Public Health and is included in the Student Code of Conduct.

Course Outline

WEEK 1	Project	**COURSE INTRODUCTION, SYLLABUS REVIEW**
1/27		

PROJECT 1—ARCHIVING AND ANALYSIS

Overview & Specifications

For this project, you will collect, classify and improve/correct any elements of your work to make your set of the works the strongest possible is that you have a professional portfolio that stands out from the competition. You will research and gather stylistic approaches and layouts for displaying your work in a digital portfolio. Your research will be organized into a brief for submission and presentation.

PROJECT 1.1:

1. Collect 20 images of your work and make an image board in the Design Process Document.
2. Brainstorm the job of your interest.
3. Research the competition —portfolios of artists/designers in your field of interest.(Minimum five) Organize your research in the Design Process Document.
4. Submit your process document as PDF.
*Every Wednesday 11:59pm is the deadline for the weekly submission.

WEEK 2	Project	**PRESENTATION AND CRIT**
2/1, 2/3		**Image Retouching Demonstration(if needed)**

PROJECT 1.2 :

1. Revise your image collection.
 – Photograph or scan again if needed.
 – Edit original files if needed.
 – Add or remove images if needed.
2. Save each image in a 1MB-2MB jPG file. Make sure to archive the original high resolution images in your drive as well.
3. Submit 5-20 fine jpg images. File names should follow the rule.
YourfirstnameYourlastname_Title_Medium_Yearcreated.jpg
(You can share a one drive folder link on the Blackboard submission)

WEEK 3	Project	**PROJECT 1. 3:**
2/8, 2/10		

1.Research Job postings of your interest.
 - Include 3 best job postings(that fits your experience level) to your process document and create a checklist as well.
2.Write your resume(text only) and add it to the design process document.
3.Submit updated design process document.

PRESENTATION (Job Postings)

	Project	
WEEK 4 2/17	Project 2	**PROJECT 2—IDENTITY DESIGN** **PROJECT 2.1: LOGO** 1. Come up with three sketches. Your best design will be developed in Illustrator. 2. Place three sketches and the final logo into the Design Process Document and Submit.
WEEK 5 2/22, 2/24	Project 2	**PROJECT 2.2: LETTERHEAD & BUSINESS CARD** 1. Using the logo designed in Project 2.1, design the letterhead & business card. 2. Create a mockup of your business suite. 3. Update the design process document and submit.
WEEK 6 3/1, 3/3	Project 2	**PRESENTATION AND CRIT** **PROJECT 2.3:RESUME** 1. Design your resume. You can use the letterhead you designed in Project 2.2 or create a unique document that can be the counterpart of the lesume. 2. Submit your resume in PDF. 3.Research cloud(SNS) base portfolio site.(Such as LinkedIn, Instagram, or Behance) 4. Choose one service and create your own page and submit a link. 5. Update the design process document and submit.
WEEK 7 3/8, 3/10	Project 2	**PROJECT 2.4:PORTFOLIO(Printable Ebook)** 1. Design your portfolio in a booklet format. Create Master file for cover and pages. 2. Make corrections to your master files. Consider visual hierarchy, voice, message, readability. Consider these principles of design: balance, contrast, color, tension, positive and negative, value, weight, position, alignment, hierarchy, texture. 3. Save as a PDF. 4. Research mobile or web flipbook converting applications, then convert your pdf into the flipbook. Submit the pdf, and web address of the flipbook. 5. Update the design process document and submit.

WEEK 8	Project	**PROJECT 3—PORTFOLIO WEBSITE**
3/15, 3/17	3	

 Overview & Specifications

For this project, you will design a web portfolio. This website will include your best portfolio images, your new or updated personal brand identity and basic contact information.

PROJECT 3.1: Research and Analysis (Observation, Immersion, and Discovery)

1. Research web hosting or website builder companies specializing in portfolios. Compare and contrast quality, price, customer service, and turnaround time. You may continue to use your own site if you already have one. Research other designers' portfolio websites. Collect 5 websites and include them into the design process document.
 2.Organize your portfolio images into categories as you did for your portfolio book. Gather information on each artwork that you wish to include.
3. Create Main Menu(Between 4 and 6) and it must have at least one portfolio(or gallery) page and contact.
4. Write a design statement (Between 10 and100 words).
5. Consult your statement and any chunk of texts with the writing center.
 6. Update your design process document then submit.

WEEK 9	Project	**PROJECT 3.2: Research and Analysis (Observation, Immersion, and Discovery)**
3/22, 3/24	3	

1. **Layout Planning:** Create a unique layout sketch for each web page (or site) of your portfolio site based on your research.
*Consider color and rhythm in sequencing your portfolio works.
https://youtu.be/2_3wabWtrxk?t=434
https://www.youtube.com/watch?v=dWS-7m4DhgI

2.**Preliminary Design:** Create a preliminary design(Image only) of your web page (or site) of your portfolio site based on your layout in a design software(Adobe Xd / WIX or similar services).
-Make sure that the web layout of content and negative space on your web pages are well designed for maximum impact. Experiment with typography.
-Create a limited color palette with hexadecimal color numbers.
- Incorporate your logo and branding colors.
-You should use your own work images at this stage.
https://youtu.be/duyUhPN2Mr4
https://youtu.be/WmWjhLm-31M

3. Include the planning sketch and Preliminary design to your design process document then submit.

WEEK 10 3/29, 3/31	Project 3	**PROJECT 3.3:DESIGN DEVELOPMENT** 1. Develop your website by upload your files following the procedures required by the web host or web builder. *Study and modify your site for optimal: balance, contrast, tension, positive and negative space, value, weight, position, alignment, texture. 2. Test your site for ease of navigation and usability. *Consider also visual hierarchy, voice, message. 3.Submit updated design process & the link of your homepage,
WEEK 11 4/5, 4/7	Project 3	**CRIT** **PROJECT 3.4: DESIGN REFINEMENT** 1.Revise and refine your design: color, typographic treatment, and graphic imagery. Each element should serve a specific function and clearly communicate the intended objective. Make sure that the design clearly communicates the company's product line's personality through the imagery, color, typography, and layout. Be very precise in setting up and modifying your Illustrator files. 2. Update your design process file. 3. Create a pdf of each page/screen of your website. 4. Submit pdfs and homepage web address.
WEEK 12 4/12, 4/14	Project 3	**PROJECT 3.5: DESIGN FINALIZATION** 1.Continue to revise and refine your website.
WEEK 13 4/19, 4/21	Project 1,2,3	**PROJECT 1,2,3: DESIGN UPDATES** 1.Revise all your design outcomes from the previous project. Make sure that They all are in visual harmony. 2. Updates on the cloud based service accounts. 3. Prepare 5 new images from this semester. You may remove some previous work images if needed. 4. Submit all design outcomes in pdf(Business card, Letterhead, Resume, pdf-Portfolio, Web page pdfs), and web addresses.
WEEK 14 4/26, 4/28	Project 1,2,3	**PROJECT 1,2,3: DESIGN UPDATES(Continued)** 4. Submit all design outcomes in pdf(Business card, Letterhead, Resume, pdf-Portfolio), and web addresses.
WEEK 15 5/3, 5/5	Project 1,2,3	**Last Day of class** 1. Create a presentation of design outcomes from this class. (Multiple page pdfs or Google Slide)
FINAL EXAM		**FINAL PRESENTATION**