

DEPAUL UNIVERSITY
COLLEGE OF COMPUTING AND DIGITAL MEDIA
SCHOOL OF DESIGN, GRAPHIC DESIGN

SYLLABUS: GD 381-501

GRAPHIC DESIGN PORTFOLIO DEVELOPMENT

LAST EDITED JANUARY 7, 2017

SYLLABUS AND SCHEDULE SUBJECT TO CHANGE AT ANY TIME

Graphic Design Portfolio Development: GD-381-501

CLASS INFO:

Winter 2017

Section: 501

M/W 3:10-4:40PM

CDM Center, Room 526

Your exam is on March 13, 2017, from 2:30 PM to 4:45 PM

Instructor: Heather Quinn

hquinn2@cdm.depaul.edu

mobile: 617.901.0284

Office: CDM 503

Office Hours: Monday and Wednesdays 10-11:30am

IMPORTANT DATES:

<http://offices.depaul.edu/oaa/academic-calendar/Pages/Full-Year-2016-2017.aspx>

<i>January 02, 2017</i>	<i>Begin WQ2017 Day & Evening Classes</i>
<i>January 08, 2017</i>	<i>Last day to add (or swap) classes to WQ2017 schedule</i>
<i>January 13, 2017</i>	<i>Last day to select pass/fail option for WQ2017 classes</i>
<i>January 15, 2017</i>	<i>Last day to drop WQ2017 classes with no penalty (100% tuition refund if applicable and no grade on transcript)</i>
<i>January 16, 2017</i>	<i>Grades of "W" assigned for WQ2017 classes dropped on or after this day</i>
<i>January 16, 2017</i>	<i>Martin Luther King Day – University officially closed</i>
<i>January 20, 2017</i>	<i>Last day to select auditor status for WQ2017 classes</i>
<i>February 19, 2017</i>	<i>Last day to withdraw from WQ2017 classes</i>

COURSE DESCRIPTION

This course provides the student with an opportunity to prepare themselves for the workplace. During the course, students will refine a body of design work and publish their portfolio in both print (optional) and web formats. Students will design and develop their own personal brand including—visual identity, resume, cover letter, and business cards in preparation for job interviews and/or graduate school. They will also spend the quarter researching potential employers and learn about each company, agency, and/or studio so that they can strategically tailor their application process.

PREREQUISITE(S): GD 110 and GD 210 and GD 300

COURSE OBJECTIVES

- Arrange and refine projects for inclusion in a graphic design print & web portfolio which demonstrate the skills required to secure employment in the field of graphic design.
- Demonstrate knowledge of, and employ a variety of presentation techniques to display works.
- Completion of professional quality pieces for the portfolio.
- Create a personal brand that serves as an over arching theme across portfolio materials (Resume, Cover Letter, Portfolio, Etc.)
- Evaluate sample resumes, and develop a resume according to suggested guidelines.
- Develop an effective cover letter.
- Help students assess strengths, weaknesses and desires in career path and research options/possibilities.
- Understand design landscape and the diverse opportunities available for students with design degrees.
- Identify industry requirements for employment
- Identify current events, skills, attitudes and behaviors pertinent to the industry and relevant to the professional development of the student
- Acquire the skills needed to apply and interview for a job

LEARNING OUTCOMES

- Complete web and print portfolio that will include professional quality design work which demonstrate the skills required to secure employment in the field of graphic design.
- Analyze, critically evaluate and articulate assessments of their own design work as well as others.
- Be familiar with graphic design job market.
- Develop skills to effectively present their portfolio.

BASIC MATERIALS

Sketch Book (at least 8.5x11)
Post-It Notes (at least 4 colors, standard size)
Pencils, Pens (for sketching)
Exacto knife
Ruler
Nice CV/resume paper (will purchase later)
Digital Camera/iPhone camera (a basic one is fine)

SOFTWARE/TECH

Microsoft Office
Adobe CS
Portfolio Platform TBD (Format, Wordpress, SqaureSpace, Wix, Etc.)
External hard drive/flash drive

SUGGESTED READING MATERIALS/RESOURCES AND GENERAL TO-DO'S

There is no required text for this class. I will provide weekly reading material (online or hand outs).

BOOKS:

- How to Be a Graphic Designer without Losing Your Soul (New Expanded Edition) Paperback – September 22, 2010
by Adrian Shaughnessy* (highly recommended)
- Building Design Portfolios: Innovative Concepts for Presenting Your Work (Design Field Guide)
by Sara Eisenman
- Design: Portfolio: Self promotion at its best Flexibound – June 1, 2013
by Craig Welsh (Author)
- Stand Out: Design a personal brand. Build a killer portfolio. Find a great design job. Paperback – January 18, 2016
by Denise Anderson*
- How to Create a Portfolio and Get Hired, Second Edition: A Guide for Graphic Designers and Illustrators
Hardcover – October 22, 2013 by Fig Taylor
- Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines (Graphic Artists Guild Handbook: Pricing & Ethical Guidelines)
Paperback – September 30, 2013 by Graphic Artist's Guild (Author)
- Never Sleep: Graduating to Graphic Design Paperback – April 1, 2009 by Andre Andreev (Author), Dan Covert

WEBSITES:

- <http://www.itsnicethat.com/features/lecture-in-progress-advice-181016>
- <https://blog.prototypr.io/why-showing-your-process-is-so-important-1e4129a5f5d2?gi=37aefdf91807#.tlhyow3jw>
- <http://www.underconsideration.com/flaunt/>

Always bring supplies to every class. We will need a few additional supplies throughout the quarter.

WHAT TO EXPECT IN THIS CLASS WEEK TO WEEK

Schedule is Subject to Change. We may have Guest Critics and Speakers throughout the Quarter, including via Skype. I will be showing lots of examples of portfolios from across the globe—different levels of expertise (but mostly students and new graduates).

WEEK 1 (JAN 2, 4)

M: Intro Class/Group Questions/Intro Rubric
W: Discuss Self Eval/Develop Goals
Begin to aggregate resume, work, etc.

WEEK 2 (JAN 9, 11)

M: Bring Work/Review with Rubric
W: Develop Mini Creative Brief/Inspiration board

WEEK 3 (JAN 16, 18)

M: No class
W: *Presentation, Resumes, CV's*
Review platforms, work on resume/personal brand
Work on resume/personal brand, b.cards (printed)

WEEK 4 (JAN 23, 25)

M: Checklist of projects, write descriptions
M: Documenting and fixing work, Building narrative

WEEK 5 (JAN 30, FEB 1)

M: *Presentation, Documenting your work*
Documenting and fixing work, Building narrative
M: Documenting and fixing work, Building narrative

WEEK 6 (FEB 6, 8)

M: Documenting and fixing work, Building narrative
M: Documenting and fixing work, Building narrative

WEEK 7 (FEB 13, 15)

M: *Presentation, Portfolio Samples, Best Practices*
Choose Platform, Begin Build
W: Build

WEEK 8 (FEB 20, 22)

M: Build
W: Build (check in)

WEEK 9 (FEB 27, MAR 1)

M: Build
W: Build

WEEK 10 (MAR 6, 8)

M: Internal critique
W: Tweaking Finals

FINAL (MARCH 13)

Final Portfolio Review
Your final exam/project critique is on
March 13, 2017 from 2:30pm-4:45pm

STEP 1: ASSESSMENT/PLANNING

KICK-OFF SURVEYS/ANALYSIS:

- Industry questionnaire/Group project (in class)
- Self analysis

AUDIT OF EXISTING PROJECTS:

Pick 10-20 of your best projects
Assess gaps and strengths, and determine what's needed
(documentation, process, written description)

RUBRIC:

Assess items from audit into the rubric. The rubric will help determine further strengths, weaknesses and gaps in your work. The rubrics will be done at both the beginning and end of the semester.

STEP 2: EMPLOYMENT RESEARCH

JOB/CAREER RESEARCH:

Job research
Job research contacts
Informational interviews
Business practices
Salary negotiation
Estimates + invoices, expectations

STEP 3: BUILDING YOUR PERSONAL BRAND NARRATIVE

INSPIRATION:

Research and Mood Board, Visualization
Basic brand styles: logotype (optional), typography, color(s), layout

INITIAL ITEMS:

Resume
Cover letter
Business card
Envelope
Thank-you note card + envelope

STEP 4: PORTFOLIO

GENERAL:

Review current examples (from various schools)
Choose platform
Have online portfolio as well as a digital (and printable) pdf book that can be shown on laptop or ipad (and emailed).
Leave behind (postcards or mini book)

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PORTFOLIO INVENTORY

YOUR PORTFOLIO SHOULD TRY TO CONTAIN THE FOLLOWING BUT IT IS BY NO MEANS LIMITED TO THIS LIST:

CLASSES TO CONSIDER:

Intro design
Graphic design 1 and 2
Typography (all)
Capstone
Advertising
Web
Package design
Branding
Color theory
Publication design
Semiotics
Playgramming
ISM Classes
Animation

TYPES OF PROJECTS (SEE RUBRIC):

Logo Development and Applications
Books, Brochures, Newsletters, Publications
Posters
Web (pages) Applications
Package Design
Wayfinding Systems/Information Design
Motion

OTHER:

Intern or Freelance work (only include if strong)

Hobbies/Self made work—including your own work can really set you apart—photography, drawing, crafts, etc. but it really only works if the work is strong or is included in a separate area. Showing your hobbies is a nice way to showcase your personality and it doesn't have to be limited to design (can be theatre, music, sports, etc.)

CHANGES TO SYLLABUS

This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email.

ONLINE COURSE EVALUATIONS

Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in CampusConnect.

ACADEMIC INTEGRITY AND PLAGIARISM

This course will be subject to the university's academic integrity policy. More information can be found at <http://academicintegrity.depaul.edu/>. If you have any questions be sure to consult with your professor.

ACADEMIC POLICIES

All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found at: <http://www.cdm.depaul.edu/Current%20Students/Pages/PoliciesandProcedures.aspx>

STUDENTS WITH DISABILITIES

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential.

To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: csd@depaul.edu.

Lewis Center 1420, 25 East Jackson Blvd.

Phone number: (312)362-8002

Fax: (312)362-6544

TTY: (773)325.7296

ATTENDANCE

Students are expected to attend each class and to remain for the duration. Coming 15 minutes late or leaving 15 minutes early constitutes an absence for the student. The overall grade for participation drops one-third after any absence. Three absences for any reason, whether excused or not, may constitute failure for the course.

CLASS DISCUSSION

Student participation in class discussions will be measured in two ways. First, students are highly encouraged to ask questions and offer comments relevant to the day's topic. Participation allows the instructor to "hear" the student's voice when grading papers and projects. Secondly, students will be called upon by the instructor to offer comments related to the reading assignments and projects. Students must keep up with the reading to participate in class discussion.

ATTITUDE

A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking another's opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer. If any issues arise a student may be asked to leave the classroom. The professor will work with the Dean of Students Office to navigate such student issues.

CIVIL DISCOURSE

DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be Socially Responsible Leaders. It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course. The professor will partner with the Dean of Students Office to assist in managing such issues.

CELL PHONES/ON-CALL

If you bring a cell phone to class, it must be off or set to a silent mode. Should you need to answer a call during class, students must leave the room in an undistruptive manner. Out of respect to fellow students and the professor, texting is never allowable in class. If you are required to be on call as part of your job, please advise me at the start of the course.

GRADES

Grades are a reflection of the effort put forth as stated below. I do not look for perfection or the best final projects. I look for students who take risks, keep exploring, try new things and go back and improve projects after we review them. I want my students to develop a love and a passion for user experience and web design. The course is meant to inspire you to look at the web in new ways. I expect you to work hard.

GENERAL GRADING POLICIES

Participation, In-Class Attitude/Attendance

Everyone should participate in each class. Not everyone is the best presenter, however it's important to become comfortable speaking in a group and communicating.

Homework Assignments

Have your homework completed at the start of class. Process, research and discovery are as important as the final result(s). While not required, it is recommended that you keep a sketchbook/process book during the quarter.

Projects (Design and Craftsmanship)

Have your assignments complete and take risks. I'd rather see you try something new and fail than have a perfect project. Work on your craft. You need to develop a steady hand and an eye for detail.

Quiz's/Exam

Covers what we learn in class lectures and through projects.