GRA 1951c
PORTFOLIO REVIEW

Instructor:
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Course Description:
1 credit hour/ 2 contact hours. Prerequisite(s): Grade of C or higher in GRA 1180C Portfolio Prep or departmental approval. This course is designed to help students prepare their portfolios, professionally produce their self promotional items and gain valuable interviewing skills. Students participate in an interview conducted by a panel of professionals as a portion of their grade.

Course Objectives:
Prepare and present:
• develop personal brand
• a business card and letterhead
• a professional resumé
• a cover letter on letterhead
• a design portfolio
• create a self-promo piece

Textbooks:

No Plastic Sleeves: The Complete Portfolio Guide... (by Volk, et al)

The Design of Everyday Things (by Don Norman)

Required Supplies for INTERACTIVE portfolios:

O Your own website hosting and domain

O USBs (for storage and optional distribution of interactive portfolio interface)

O Laser, Inkjet or HIGH quality print outs onto high quality paper.

O Materials and printing for a leave-behind . The supplies for this will vary depending on your choice but may include printing www.blurb.com books, specialty paper, custom materials, laminating and/or binding.

O Replacement blades for xacto and/or utility knives

Required Supplies for PRINT portfolios:

O Website hosting and domain (recommended)

O HIGH quality print outs onto high quality paper. Digital offset printing is recommended.

O Materials and printing for a leave-behind . The supplies for this will vary depending on your choice but may include printing www.blurb.com books, specialty paper, custom materials, laminating and/or binding.

O Replacement blades for xacto and/or utility knives

O If not using blurb to print final portfolio: A professional case may be required. Nothing larger than approximately 12" x 18" is suggested. The type of paper chosen for the portfolio will depend on the type of case purchased and/or personal preference. You should remove any plastic sleeves that might come with the purchase of this type of case.

Computer Literacy/Hands-on Comprehensive Exam:
Students will be required to take a hands-on comprehensive examination. Students not passing this exam with a grade of 70 (C) or higher will not receive credit for this course and will have to retake the course. Students may NOT retake this exam during the current term.

Attendance and Participation:
Regular and punctual attendance is expected. If a student misses **more than 1 class** the student will be given the option to be withdrawn for excessive absences or to have their final grade reduced by **10 points FOR EACH ABSENCE OVER THE 1 ALLOWED**. NOTE: This is even if absences are due to documented and legitimate reasons, such as doctor appointments!! Students not taking the course with sincerity and seriousness enough to come to class are encouraged to withdraw to prevent a reduction in their overall GPA. **Late attendance, early departure, or coming to class unprepared may result in you being considered not in attendance for that day. Arriving late three times is equivalent to one absence.**

Withdrawal deadline: NOVEMBER 10. Students may only withdraw themselves up until the withdrawal deadline for a grade of W. After that, instructors may only withdraw a student for excessive absences, therefore; students who do not withdraw themselves prior to the withdrawal deadline will be given whatever grade was earned for the course as their final grade.

Due Dates: As much as possible, the classroom should mimic the work place; therefore due dates are considered deadlines. At work, a missed deadline would probably result in a lost client; late assignments will result in a point deduction in more than one category for their TVAC Evaluation.

Academic Honesty:
All work is an individual endeavor in this class. Cheating of any sort will not be tolerated. If there is a question as to honesty, you will be notified and a private meeting will be arranged. The consequences for cheating WILL be withdrawal from the course.

Special Needs:
Students with disabilities who qualify for academic accommodations must provide a letter from the Office for Students with Disabilities (OSD) and discuss specific needs with the professor, preferably during the first two weeks of class. The Office for Students with Disabilities determines accommodations based on appropriate documentation of disabilities.

Baycare Behavioral Health's Student Assistance Program:

Valencia is committed to making sure all our students have a rewarding and successful college experience. To that purpose, Valencia students can get immediate help that may assist them with psychological issues dealing with stress, anxiety, depression, adjustment difficulties, substance abuse, time management as well as relationship problems dealing with school, home or work. Students have 24-hour unlimited access to the Baycare Behavioral Health's confidential student assistance program phone counseling services by calling (800) 878-5470. Three free confidential face-to-face counseling sessions are also available to students.

Critiques/Oral Communication:

On dates scheduled an audit of each student's portfolio will be held. Instructor and fellow students will provide constructive criticism and ask questions as necessary. Students at this level are expected to present their work as though they are speaking with a prospective employer or client. Their final evaluators are going to be looking to see that students can rationalize and articulate the design decisions they have made for the work in their portfolio just as employers would prior to considering them for hire.

Portfolio Review/Interview: In Portfolio Prep the student compiled their best visual work from their art classes, graphics classes, and freelance work. All work was evaluated by the instructor and classmates and recommendations for improvement were made. It's expected that Review students are entering this course with a Portfolio Plan, Timeline and 2–3 portfolio projects completed or nearly completed. The Review class will re-evaluate progress made from the previous semester and add input / direction to each student's plan. Much of this feedback will be ongoing throughout the semester. Artwork will be redone, corrected or added as needed. A minimum of 8 campaigns/case studies with 10 pieces of collateral EACH will be required. Work should be prepared using one of the following methods (if an alternative method is used, it must be pre-approved):

A. Printed work neatly layed out onto oversized pages bound inside of a self-bound book or purchased case.

B. Printed work displayed in a professionally printed hardcover book, such as the ones printed by sources like www.blurb.com.

C. Interactive/web portfolios are expected to be shown on a computer as a functioning web interface. You must have your own URL. It should be prepared with a stored back-up in the event the internet is not available. No, you may not use a template website for your portfolio if you are a web/interactive design student – you are expected to customize and code your portfolio site.

For the final portfolio review interviews, students should bring 10 copies of their leave-behind, resume, business card, etc. Copies will go to each person who interviews you at the portfolio review. A minimum of 2 copies will remain with the instructor for future reference.

During your final portfolio review, your assigned industry professionals will be grading your resume, letterhead, business card and leave-behind as well as your interviewing and presentation skills. This counts towards 50% of your final grade for this course.

Oral Presentation: During the review, students will be expected to demonstrate good oral communication skills while explaining their desired area of employment, design concepts and answer questions by the reviewers.

If the panel evaluation is unfavorable, students risk failing the course. If a student is late or misses the review he/she will automatically receive an F for the course and will be required to repeat the course in order to receive credit.

Evaluation: The portfolio interview grade will be graded on design, typography, technical skills, craft/neatness, appropriateness, preparation, presentation, oral communication, resume, business card, leave-behind, appropriate dress and being on time.

TVCA (Think, Value, Communicate, Act):

Each student's grade (50%) will be based upon how he/she meets the TVCA requirements IN ADDITION TO completion of the final portfolio review evaluation. These observations will be subjective and will rely on the individual student to communicate such efforts. Students will be provided with a descriptive list of definitions and expectations that they will be expected to meet.

All categories have been selected based upon the industry response to a survey that determined that students not scoring 'excellent' in such categories would not be considered for hire at those industry organizations. It is in the best interest of the student to have such skills when looking for work as a designer. Just as earning a degree does not entitle a student to a well paying job, students should also understand that simple completion of assigned tasks in this course do not entitle a student to a passing grade.

Students may be asked to complete a self evaluation in order to help them determine their TVCA weaknesses and to give them an opportunity to improve such skills.

Note: a grade of a "C" or better is required for graduation requirements students seeking an AS degree or using as a prerequisite for another course.

Grading Considerations and Values:

Portfolio Review/interview by professionals 50%

_____ x .50 = _____

TVCA Assessment 50% _____ x .50 = _____

Total 100% = _____

Grades:

A = 100 - 90
Exceptional achievement, demonstrated in work of keen understanding and optimal mastery of course competencies. Earned for exemplary work, clearly beyond the requirements.

B = 89 - 80
High achievement, demonstrated in work of consistent effort, intelligence, and mastery of course competencies.

C = 79 - 70
Satisfactory completion of course requirements and mastery of essential course competencies.

D = 69 - 60
Unsatisfactory completion of course requirements and an unacceptable grade for prerequisite or graduation requirements.

F = 59 or less
Failure to perform required work or to master required course material and competencies.

GRA 1951c—PORTFOLIO REVIEW ‖ Fall 2017 SCHEDULE ‖ FRIDAYS, 10AM–12PM, 3-155 & 3-151

Date	Assignments/Due Dates/Important Requirements	SUBJECT TO CHANGE
SEP 1	Discuss course objectives, assignments, **ALL STUDENTS RUN A DEGREE AUDIT VIA ATLAS, THEN APPLY FOR GRADUATION IMMEDIATELY!** [DEADLINE SEPTEMBER 15] SHARE YOUR PORTFOLIO REVIEW PLAN/ TIMELINE DEVELOPED IN PORTFOLIO PREP WITH THE CLASS TODAY!	It is expected that each student continues to make progress each week towards a their final portfolio work. Expect to bring and show work-in-progress each class meeting.
SEP 8	Look at sample self-promo pieces, blurb books and discuss portfolio formats (web, blurb books, traditional portfolio, etc.). Discuss plans for self-promo items	**Graduation Deadline SEPT 15**
SEP 15	Bring in final personal brand/logo and resume completed in Portfolio Prep to share with the class. Self-promo/leave-behind roughs due	
SEP 22	WIP on Portfolio Work IF YOU ARE PLANNING TO HAVE A BLURB BOOK PRINTED FOR YOUR PORTFOLIO AND/OR YOUR LEAVE-BEHIND, YOU WILL NEED TO HAVE IT FINISHED AND FILES SENT OUT IN ABOUT 7 WEEKS FROM NOW!	
SEP 29	Portfolio Review Plan/Time Line check up Self-promo/leave-behind check up	
OCT 6	WORKDAY IN LAB | WIP on portfolio design/layout	
OCT 13	WORKDAY IN LAB | WIP on portfolio design/layout Translate resumes into www.linkedin.com (if not already done in Portfolio Prep) and send requests to join Valencia Graphics Alumni Group. Join Valencia Graphic & Interactive Design Facebook Alumni Group.	
OCT 20	Portfolio WIP Self-promo/leave-behind check up	
OCT 27	PROOF Portfolio Layout—Provide PDF or Digital proofs for feedback in-class	
NOV 3	Portfolio Check-up, Self Promo proofs/mock-ups due. **Portfolio MUST be 95% complete at this time.** Students who cannot show a portfolio that is 95% complete or who did not bring self-promo proofs to class may be withdrawn.	Withdrawal Deadline NOV 10
NOV 10	SHOULD SEND OUT BLURB BOOKS NOW. WIP on Self Promo / Resume / Business Cards & web portfolio Print students should also begin designing an online companion to their printed portfolio (can be squarespace.com template, behance.com, interactive PDF, epub, etc.). Web students should also begin designing a printed companion to their online portfolios.	
NOV 17	Interviewing discussion. WIP on Self Promo / Resume / Business Cards & web portfolio. LAST CHANCE TO SEND OUT BLURB BOOKS!!! (Check blurb.com for dates)	
NOV 24	COLLEGE CLOSED for THANKSGIVING	
DEC 1	Portfolio, resume, business card AND one finished self-promo due in class or you will be withdrawn!	MANDATORY ATTENDANCE!
DEC 5 (TUES)	Portfolio Interviews IN THE EVENING (6:00 – 9:30pm) LOCATION TBA. MANDATORY attendance or student will be failed for the course.	MANDATORY ATTENDANCE!
DEC 12 (TUES)	PORTFOLIO SHOW 'N' TELL: Present final portfolio to anyone who stops by to see finished student portfolios, TVCA Evaluation return. This may be scheduled in the evening or an a different day depending on how large of an event is planned for the Show 'n' Tell this semester.	MANDATORY ATTENDANCE!