#### New ImageCourse Syllabus

**Course Number:** FS497

**Course Title:** Portfolio 2

**Class Meetings:** Wednesdays from 1:00 pm to 5:00 pm

**Session/Year:** Summer 2012

**Instructor Name:** Steve Holler

**Email Address:** rholler@aii.edu

**Phone:** 916-202-3200

**Instructor Availability Outside of Class:** Thursday from 10 p.m. to 12 p.m. and by appointment

## **Portfolio 2**

**Course Description:**  
This course focuses on the completion of a student's portfolio and
enables the student to begin a career search. Students present work
for the portfolio, then review and determine the quality of the
work and make any enhancements necessary. The student also
completes a professional resume and extensive job search.

**Course Focus:**  
The focus of this course will be to extablish a personal
professional identity and display format for your creative skills
and abilities.  A high level of refinement, execution and
presentation will be required.

**Course Length:** 11 Weeks

**Contact Hours:** 44 Hours

**Lecture:** 0 Hours

**Lab:** 44 Hours

**Credit Values:** 2 Credits

**Quarter Credit Hour Definition:**

A quarter credit hour is an amount of work represented in
intended learning outcomes and verified by evidence of student
achievement that is an institutionally established equivalency that
reasonably approximates not less than:

(1) One hour of classroom or direct faculty instruction and a
minimum of two hours of out-of-class student work each week for
10-12 weeks, or the equivalent amount of work over a different
amount of time; or

(2) At least an equivalent amount of work as required in
paragraph (1) of this definition for other academic activities as
established by the institution including laboratory work,
internships, practica, studio work, and other academic work leading
to the award of credit hours.

**Course Competencies:**

* Organize artwork in a print portfolio.
* Develop a plan that conforms to desired outcomes and can be
  completed within a specified time frame.
* Analyze, prioritize, and sequence project tasks.
* Generate a resume that reflects the individual's most
  marketable skills and qualities.
* Recognize and adhere to copyright laws governing the use of
  emerging technology.
* Adhere to rules and standards of academic and intellectual
  integrity such as those related to plagiarism.
* Produce an ID package - letterhead & business card.
* Communicate effectively with prospective employers.
* Generate a letter that helps the individual obtain a job
  interview.
* Discuss the relative effectiveness of various media for
  different communication purposes.
* Use the Internet to conduct career related research.
* Conduct networking activities with pertinent industry groups,
  individuals, and/or associations.
* Evaluate personal and professional skills and interests
  relative to their application in possible career paths and
  projects.
* Develop communication skills for job interview and
  presentation.
* Develop an understanding of self-promotion, bidding +
  estimates, taxes, and billable expenses.

**Course Prerequisite:** Permission of Academic Director/Advisor

**Required Texts:** None

**Method of Instruction:** Lecture and Lab

**Materials and Supplies:** High quality print
production; Graphic design tools and fabrication materials;
portfolio display format and presentation materials specified by
the instructor.

**Estimated Homework Hours:** 4 hours per week

**Technology Required:** Computer lab and Adobe CS
software; Storage Disk / Flash Drive; emnail account and web server
space.

**Grading Scale:**

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student’s right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student’s grade shall be as follows (on a percentage of total points basis):

A 100-93

A- 92-90

B+ 89-87

B 86-83

B- 82-80

C+ 79-77

C 76-73

C- 72-70

D+ 69-67

D 66-65

F 64 or below

**Process for Evaluation:**

|  |  |
| --- | --- |
| Class Participation | 10% |
| Portfolio Required Promotional Elements | 40% |
| Portfolio Display | 50% |
| **Total** | **100%** |

**\*PLEASE NOTE: SHOWING UP TO CLASS AND DOING ALL ASSIGNMENTS, WITHOUT PROGRESS, DOES NOT CONSTITUTE A PASSING GRADE.**

**School Wide Grading Policies**

* Class time will be spent in a productive manner.
* Grading will be done on a point system.
* Points for individual activities will be announced.
* All work must be received by the set deadlines.
* Late work receives a grade of zero.
* On-time projects may be redone with instructor approval.
* ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS
  WEEK 11.

**Additional Grading Policies:**

**Classroom Policy:**

* No food allowed in class or lab at any time. Drinks in
  recloseable bottles allowed in classroom.
* Edible items brought to class or lab must be thrown out.
* If student elects to eat/drink outside class or lab door,
  missed time is recorded as absent.
* Attendance is taken hourly. Tardiness or absence is recorded in
  15-minute increments.
* Break times are scheduled by the instructor at appropriate
  intervals.
* No private software is to be brought to lab or loaded onto
  school computers.
* No software games are allowed in lab (unless in course
  curriculum).
* Headphones are required if listening to music during lab. No
  headphones are allowed in lecture.
* Any student who has special needs that may affect his or her
  performance in this class is asked to identify his/her needs to the
  instructor in private by the end of the first day of class. Any
  resulting class performance problems that may arise for those who
  do not identify their needs will not receive any special grading
  considerations.
* It is AI-Sacramento policy that cell phones may NOT be used in
  the classroom. If you have an emergency that requires you to take a
  call during class, you MUST inform the instructor before class
  begins, and step outside the room to take the call or text
  message.

**School-wide Attendance Policy:**

Students who do not attend any classes for fourteen (14)
consecutive calendar days and fail to notify the Academic Affairs
Department will be withdrawn from school.  In addition, the
student may be involuntarily withdrawn at the discretion of the
Academic Director, and with the approval of the Dean of Academic
Affairs, at any time.

**Withdraw from a Course:**

In order to withdraw from a course (that is, receive a grade of
"W"), a student must meet with his or her Academic Director before
noon on the Friday of week 9.

**Academic Dishonesty:**

Students are expected to maintain the highest standards of
academic honesty while pursuing their studies at The Art
Institutes. Academic dishonesty includes but is not limited to:
plagiarism and cheating; misuse of academic resources or
facilities; and misuse of computer software, data, equipment or
networks.

Plagiarism is the use (copying) of another person's ideas,
words, visual images or audio samples, presented in a manner that
makes the work appear to be the student's original creation. All
work that is not the student's original creation, or any idea or
fact that is not "common knowledge," must be documented to avoid
even accidental infractions of the conduct code.

Cheating is to gain unfair advantage on a grade by deception,
fraud, or breaking the rules set forth by the instructor of the
class. Cheating may include but is not limited to: copying the work
of others; using notes or other materials when unauthorized;
communicating to others during an exam; and any other unfair
advantage as determined by the instructor.

Students accused of academic dishonesty will be brought before a
Student Conduct Committee. If the committee determines that there
has been a violation of the Academic Dishonesty policy, the student
will automatically fail the class and, depending on the severity of
the infraction, may face further disciplinary action up to and
including suspension from classes or expulsion from school.

**Disability Policy Statement:**

It is our policy not to discriminate against qualified students
with documented disabilities in our educational programs,
activities, or services. If you have a disability-related need for
adjustments or other accommodations in this class see Steven
Franklin, Director of Student Affairs located on the 2nd
 floor or e-mail him at sfranklin@aii.edu. You must inform
your instructors and the Academic Affairs Office before the end of
week one of classes and preferably before the class start.

**Student Assistance Program:**

The college provides confidential short-term counseling, crisis
intervention, and community referral services through the AllOne
Health Student Assistance Program (SAP) for a wide range of
concerns, including relationship issues, family problems,
loneliness, depression, and alcohol or drug abuse. Services are
available 24 hours a day, 7 days a week, at 1.888-617-3362. The
Student Affairs office also offers programs on mental
health-related topics each quarter. If you have any questions
regarding counseling services, please contact the Student Affairs
office.

**Library Operation Hours:**

The library is open from 8 AM to 8 PM Monday ? Thursday, 8 AM to
5 PM on Friday and 9 AM to 2 PM on Saturday. The library is closed
on Sunday.  Computers are available during these hours for
students to work on classroom projects.

**Additional Course Requirements:**  
Successful completion of this course will require the student to
meet specific deadline requirements and participation in all
scheduled review processes.

##### Course Outline

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| --- | --- |
| **Meeting #**1  Jul 11th, 2012 | **Lecture:**  Course introduction and process discussion; Discussion of the portfolio format and individual professional promotional methods.  **Lab:**  Personal graphic identity development; Discussion of planned portfolio contents.  **Homework:**  Assignment defined by the instructor. |
| **Meeting #**2  Jul 18th, 2012 | **Lecture:**  Introduction of creative development for personal identity design; Discussion of exhibit selection for portfolio presentation.  **Lab:**  Concept development for personal identification design;  Selection and review of portfolio exhibits for refinement.  **Homework:**  Design development of personal identity design; Select exhibits for portfolio. |
| **Meeting #**3  Jul 25th, 2012 | **Lecture:**  Introduction of personal stationery design assignment; Introduction of "Challenge and Solution" statement assignment.  **Lab:** Stationery design development; Writing of "Challenge and Solution" statements.  **Homework:**  Assignment development; Completion of assigned deadlines. |
| **Meeting #**4  Aug 1st, 2012 | **Lecture:**  Introduction of the "Leave Behind" and "Mailer" publications  **Lab:** Design development of the "Leave Behind and "Mailer" publication concepts;  Finalization of the previous assignments.  **Homework:**  Assignment development; Completion of assigned deadline. |
| **Meeting #**5  Aug 8th, 2012 | **Lecture:**  Introduction of exhibit photography process, Introduction of Electronic Portfolio and Web Site Design; Discuss the layout of table top display for portfolio show.  **Lab:** Continue design development for previous assignments and exhibit refinements.  **Homework:** Assignment development; Completion of assigned deadline. |
| **Meeting #**6  Aug 15th, 2012 | **Lecture:**  Professional Panel Review.  **Lab:** Continue design development for previous assignments and exhibit refinements.  **Homework:** Assignment development; Completion of assigned deadline. |
| **Meeting #**7  Aug 22nd, 2012 | **Lecture:**  Each student will review all portfolio elements with the instructor;  Discussion of the Faculty Panel Review.  **Lab:**  Continue design development for previous assignments and exhibit refinements.  **Homework:** Prepare for the Faculty Review. |
| **Meeting #**8  Aug 29th, 2012 | **Faculty Panel Review** |
| **Meeting #**9  Sep 5th, 2012 | **Lecture:**  Discussion of Faculty Panel Review out-come and comments.  **Lab:** Continued refinement based on suggestions of the Faculty Panel.  **Homework:**  Finalization of all portfolio elements. |
| **Meeting #**10  Sep 12th, 2012 | **Lecture:**  Final portfolio presentation of graduation candidates.  **Lab:**  Non-graduation candidates will continue design refinement of all portfolio elements.  **Homework:** Non-graduation candidates will prepare for final portfolio presentations. |
| **Meeting #**11  Sep 19th, 2012 | Non-graduation candidates will make their final portfolio presentations. |