

# DAGD 498 Seminar

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## Course Description

Congratulations on completing all of the required coursework to get to this point! This is no minor hurdle, so be proud of yourself! This Seminar course will help guide and prepare you to be successful in the DAGD 499 Capstone course, an advanced-level project course that requires application and demonstration of the knowledge and skills gained in your academic coursework.

## Catalog Description

Students will workshop their ideas, develop prototypes, prepare detailed planning documentation, improve self-marketing materials, and refine their presentation skills in preparation for the Capstone course.

## Course Outcomes

At completion of this course, students will be able to:

1. Prepare for self-promotion, assessed with critique of students' business cards, websites, demo reels, portfolios, and resumes
2. Improve presentation skills, assessed with critique on iterations of student capstone pitches
3. Develop capstone preproduction concepts, assessed with rubric and critique of concept art, storyboards, animatics, and/or interactive prototypes.
4. Develop a capstone pitch, assessed with rubric and critique of student design brief, human resource plan, risk analysis, Gantt chart, and other documents as appropriate.

## Instructional Methods

Course content will be taught through lecture, class discussions, exercises, demonstrations, and project critique.

## AGA Section Information

**Semester:** Fall 2018

**Meeting Times:** Tuesdays 5:00-5:50PM

**Capstone Pitch Date:** Nov. 20th, 5PM

**Location:** [ATC 145](#)

**Credits:** 1

**Prerequisites:** Advisor Approval and  
DAGD 315

## Professor Information

**Name:** Jacob (Jake) Pollak

**Office:** ATC 177

**Office Hours:** Tue. 10:00AM-12:00PM

Wed. 10:00AM-12:00PM\*

(\*Except 11/21 which will be moved to 11/19 5:30-7:30PM)

**Phone/Text:** 313.670.7495

**Email:** [jacobpollak@ferris.edu](mailto:jacobpollak@ferris.edu)

## Required Supplies

- Portable external drive for file backup and transfer.
- Notebook and pens or pencils for taking notes, sketching, wireframing, etc.
- Ability to show work in progress on school's projection systems (e.g., may require a laptop or ability to make videos)
- Printing of final Collateral (e.g., business cards, pitch document, and resumes)

# Deliverables

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(\*note: This is a brief overview. See Project Assignment sheets for detailed view of each project.)

## In-Person Capstone Pitch

**Description:** Pitch your Capstone idea to a panel.

## Video Capstone Pitch

**Description:** Submit a two-part video: 1) 15-30sec Teaser commercial that showcases your value proposition. 2) A 1-5min recorded version of your Capstone Pitch.

## Capstone Pitch Document

**Description:** Pitch Document containing both a Design Document and a Project Management Plan.

## Capstone Pitch Slidedeck

**Description:** Slidedeck that presents the project concisely. The slidedeck will be submitted in PDF format.

## Capstone Preproduction Concepts

**Description:** Develop concept art, storyboards, animatics, and/or interactive prototypes as necessary to showcase and test project feasibility.

## Event Attendance

**Description:** Attend at least 1 local professional event and submit a PDF that describes the event, what you got out of the event, and a photo of you at the event.

## Grad Audit

**Description:** Submitted proof of meeting with advisor and completing a grad audit.

## Demo Reel

**Description:** A video, under a minute in length, that showcases your work. The video needs to be submitted as an MP4, and also a link to it on YouTube (or similar website).

## Portfolio Website

**Description:** A website that showcases your work, includes your resume and contact info. The Portfolio website will be submitted as both a PDF of all the pages, and also a link to the published site.

## LinkedIn Profile

**Description:** A professionally crafted LinkedIn Profile. A PDF of the published profile and a link to it will be submitted.

## Resume

**Description:** A professionally printed resume and a digital copy (in PDF format) will be submitted.

## Business Cards

**Description:** Professionally printed business cards and a digital copy (in PDF format) will be submitted.

## Process Book

**Description:** Submit a process book documenting the completion of this course from start to finish. The process book includes feedback, evaluation and analysis throughout the course.

# Grading and Assessment

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## Assessment

The final grade is determined by averaging assessment by multiple faculty using the "DAGD 498 Capstone Final Rubric Fall 2018" during "Capstone Pitches." A score of "F" by two or more faculty on the Capstone Pitch or failure to deliver any deliverable will result in failure of the course. Additionally, all deliverables must be submitted and receive a "pass" score to receive a grade of A, A-, or C in this course; Failure to submit and pass any deliverable will result in failure of this course.

## Grading

**A:** All deliverables are professional quality and student is ready for Capstone.

**A-:** Some deliverables are arguably or not quite professional quality, but student is ready for Capstone.

**C:** Passable work. Requirements have been completed.

**F:** One or more deliverables were submitted late.

**F:** Not passable: requirements not completed satisfactorily.

**F:** Not passable due to apparent unethical behavior (cheating, plagiarism, etc)

## Assignment Expectations

1. Assignments are due on their due date at the beginning of class.
2. Late assignments will not be accepted.
3. Assignments will not be completable during class periods.
4. You are responsible for gathering information about assignments, including if you were absent when the assignment was assigned. 'Not understanding the assignment' or 'not knowing about the assignment' are not valid excuses for being late.
5. You are responsible for making sure that each and every deliverable is successfully submitted.
6. Failure to submit all projects and assignments will result in failure of this course.

## Academic Integrity

Do not cheat, infringe copyrights, or plagiarize. If you do and are caught, you will likely fail the course. Ferris State University's policies toward academic integrity will be enforced for this class. Refer to the following link for details and clarification of Ferris State University policies toward academic integrity: [https://www.ferris.edu/HTMLS/administration/studentaffairs/judicial/faculty\\_resources/homepage.htm](https://www.ferris.edu/HTMLS/administration/studentaffairs/judicial/faculty_resources/homepage.htm)

# Student Responsibilities

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## Class Participation

Learning happens when you are present in mind, body and spirit. University students are expected to:

1. Engage in thoughtful discussions in class.
2. Study, apply, and learn the material for the course. You will need to read, watch videos, develop projects, etc. to learn the material. Be prepared to spend at least 4 hours working outside of class per hour of class time.
3. Bring content related issues to class for discussion. It is expected that you will have attended to assigned materials before attending class so that you will have a knowledge base from which to draw for those discussions.
4. Ask questions, give answers, and participate in classroom discussion.
5. Make an effort in solving problems with completing an assignment before contacting me for assistance.
6. Attend class. As such, you are responsible for all material and expectations presented during class and for assignments due during the class session. Failure to appear does not relieve you of this responsibility.
7. Participate in group discussions, research, and projects.
8. Present your work to others and provide critiques of each other's work.
9. Backup all files as digital file storage can be volatile.
10. Submit final files in accordance with assignment due dates. Failure to submit files due to computer problems, drive failures, file corruption, etc. is not acceptable.

**Additional Responsibilities (decided on as a group):**

## Attendance

Attendance is required in this class because many assignments are in-class assignments. Please be on time. If for any reason you cannot attend class, you must notify the instructor as soon as possible (preferably prior to class). If you miss class, you are responsible for that day's assignments and class work. It is up to the student to acquire any assignments and handouts from classmates so that he/she is able to keep up with the class.

Anyone who is ten or more minutes late will be marked tardy. Two tardies equals one absence. At Ferris and many places of employment, tardiness communicates lack of interest and lack of dependability. **If you have three absences, your grade will be reduced by one full grade. If you miss five or more times, you will fail the class.** An absence will only be excused with a written note from a reliable source: authorized university representative or doctor. Save absences for extreme emergencies.

## E-Mail

All Students have e-mail accounts via Ferris State University email. You should check your email regularly - I will use the campus email system to send you classroom information and/or assignments. If you cannot access your Ferris email account, please see me and I will be glad to help you get started.

# Faculty Responsibilities

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## I will:

1. Strive to answer your course content related questions during each class session.  
However, some questions may require deeper research and may be answered at a later time.
2. Diligently work towards keeping learning engaging.
3. Take attendance and report the findings to the college as necessary.
4. Give you feedback when you present work for critique.
5. Work hard to create a working environment for you that is free from distractions.  
This includes asking students to leave if they are streaming videos, texting, Facebooking, or playing video games.

## Additional Responsibilities (decided on as a group):

## Teaching Philosophy

As a teacher, my goal is to get you to learn as much as possible. I have found the best way to achieve this is through facilitation and active learning coupled with focused readings, reflection, and intentional practice.

## A Little About Me

**Name:** Jacob (Jake) Pollak

### Degrees:

- Master of Fine Arts in Graphic Design, SCAD
- Bachelor of Applied Science in DAGD, Ferris
- Associate of Arts in General Education, HFCC

### Notable Past Professional Highlights:

- Videographer, Spring Hill Camps
- Owner, Web Radicals, Inc.
- Owner, Detroit Creative Group, Inc.
- Freelance Audio/Video, Ford Motor Company
- Freelance Audio/Video Technician and Live Mixer. OnStage Solutions.
- Production. WDET 101.9FM

### Notable Volunteer Highlights:

- SIGGRAPH Education Committee Member
- Detroit ACM SIGGRAPH Board Member
- IGDA Curriculum Framework Team Member
- Skills USA Technical Committee Member
- Michigan Creative Expo Producer

# Important Stuff

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## Classroom Etiquette

For your benefit and for the benefit of your classmates—

1. At all times be considerate to your classmates and to your instructor.
2. No cellphone, Facebook, YouTube, etc. usage unless deemed pertinent by the instructor.
3. Come to class on time, ready to ask questions about previous course content.
4. Ask pertinent questions; contribute to discussions; avoid “private” conversations that distract the instructor and other students.
5. Remember that the faculty is the one to end the class – do not prepare to leave early.
6. See DAGD Common Policies (F14) for additional policies regarding classroom etiquette.

## Communication

When leaving a message, texting, or messaging please leave identifying information including name, course, section number, and class meeting day/online. When leaving a message, please include a phone number where you can be reached. If you e-mail from the Blackboard course, essential information like the course name and section will automatically be included. Ensure that you regularly check the e-mail account listed for you in Blackboard. Texting the instructor during the semester is appropriate between the hours of 11:00AM to 11:00PM. Instant messaging is allowable anytime the instructor appears “online”.

## Diversity and Inclusion

I strongly believe in the classroom as an inclusive learning environment where diverse perspectives are recognized, respected, and seen as a source of strength. As a classroom learning community, we will make every reasonable effort possible to embrace and utilize this diversity to further our collective growth.

Further, if you have a disability or other condition necessitating accommodation you are encouraged to discuss specific needs with me. For certain requests, I may require a letter from the Disabilities Services Office.

## Disabilities and Accommodations

### **Americans with Disabilities Amendments Act and Section 504 of the Rehabilitation Act**

Ferris State University is committed to following the requirements of the Americans with Disabilities Act. If you are a student with a disability or think you may have a disability, contact the Disabilities Services office at 231.591.3057 (voice), or email [ecds@ferris.edu](mailto:ecds@ferris.edu) to discuss your request further. More information can be found on the web at <http://www.ferris.edu/htmls/colleges/university/disability/>.

Any student registered with Disabilities Services should contact the instructor as soon as possible for assistance with classroom accommodation.

### **Health Conditions**

Please notify me of any health conditions that may affect the classroom (i.e., seizures, narcolepsy, etc).

## Please note:

1. I reserve the right to make amendments and arrangements to this syllabus, schedule, and adherence to the DAGD Common Policies (DAGD-CP), including the right to modify assessments and grade values as needed.
2. This class will adhere to the DAGD-CP. Where conflicts exist between this syllabus and DAGD-CP, the DAGD-CP will take precedence.

# Schedule

#	Date	Topics	Important Items
1	8/28	Class Introduction, Syllabus, and Classroom Procedures Capstone Pitch Document (Project Plan and Design Document) Requirements Value Proposition & Teaser Workshop	Bring an idea of what you want your Capstone to be
2	9/4	Concept Pitching Pitch Deck Workshop #1	Bring Value Prop Canvas Bring Teaser Commercial Script Bring Capstone Doc v2
3	9/11	Past Pitch Doc Review Design Doc Workshop Prototyping and Production Process Review	Bring Teaser Commercial Storyboard Bring Capstone Doc v3
4	9/18	Resume Discussion Resume Workshop (take home)	Bring Resume, Business Cards, Demo Reels, and Portfolio Bring Teaser Commercial Animatic v1 Bring Prototypes and Concepts v1 Bring Capstone Doc v4
5	9/25	Branding Workshop Print Basics	Bring Results of "Dream Job" Research Exercise Bring "Dream Resume" Bring Teaser Commercial Animatic v2 Bring Prototypes and Concepts v2 Bring Capstone Doc v5
6	10/2	Pitch Deck Workshop #2	<b>Teaser Commercial Due</b> <b>Prototypes and Concepts Due</b> Bring Capstone Doc v6
7	10/9	Production Plan Workshop	<b>Demo Reel, Portfolio Website, LinkedIn Profile Due</b> <b>Final Resume Due</b> Bring Pitch Deck v1 Bring Pitch Document Draft Bring Capstone Doc v7
8	10/16	Production Plan Workshop (Cont.)	<b>Final Business Card Due</b> Bring Pitch Deck v2 Bring Capstone Doc v8

# Schedule

#	Date	Topics	Important Items
9	10/23	Critique	Bring Pitch Deck v2 Bring Capstone Doc v9
10	10/30	Quality Assessment Workshop	Bring Pitch Deck v3 Bring Capstone Doc v10
11	11/6	Critique	Bring Pitch Deck v4 Bring Capstone Doc v11
12	11/13	Pitch Practice	<b>Event Attendance Due</b> Bring Pitch Deck v5 Bring Capstone Doc v12
13	11/20	Pitch!	<b>Pitch!</b> <b>Capstone Doc Due</b> <b>Pitch Video Due</b> <b>Slidedeck Due</b> <b>All Other Deliverables Due</b>
14	11/27	Pitch and Collateral Refinement	
15	12/4	Pitch and Collateral Refinement	
16	12/11	Final Pitches!	<b>Final Pitch!</b> <b>Final Capstone Doc Due</b> <b>Final Pitch Video Due</b> <b>Final Slidedeck Due</b> <b>All Other Final Deliverables Due</b>