

**DESIGN PORTFOLIO 295**  
KAPIOLANI COMMUNITY COLLEGE, UH  
AILED GARCIA, INSTRUCTOR  
EMAIL [ailed@hawaii.edu](mailto:ailed@hawaii.edu)  
CELL 808.343.9565  
Office Hours: TR Koa 109  
10:30–10:45am & 1:15–1:45pm & 4:15-5pm

# SYLLABUS

Spring 2012, CRN 33390  
TR: 1:45-4:15PM, KOPIKO 202B  
[www2.hawaii.edu/~ailed/295](http://www2.hawaii.edu/~ailed/295)

**ALL Assignments are due via **Laulima Assignments** feature, **PRIOR** to the start of class on due date.**

## COURSE DESCRIPTION

**ART 295 Design Portfolio** (3) AA/DA 6 hours lecture/lab per week

Prerequisite: ART 249 with a grade of "C" or higher; ART 257 with a grade of "C" or higher; satisfactory completion of the Design Portfolio entrance portfolio review or acceptance into a NMA AS specialization. This course may not be audited. ART 295 may not be repeated for credit.

ART 295 guides students through the process of compiling their work into a professional design portfolio. Students will devise a strategy to focus their work to best market their skills through an interactive portfolio; hard copy portfolio materials; and a resume and business card in a unified presentation. Free-lance and contracting issues will be covered to better prepare students for entry into the job market and a review of submitting portfolios for university/college transfer.

## COURSE OBJECTIVES & COMPETENCIES

*Upon successful completion of ART 295, the student should be able to:*

Identify the different types of portfolio presentations.

Analyze the appropriate types of presentation for various media.

Analyze the developmental aspect of presentation preparation.

Produce a presentation that has unity throughout using both hand and computer graphic techniques

Execute portfolio design using graphical software such as Aldus Freehand, Adobe Illustrator, Adobe PhotoShop, Adobe InDesign, Macromedia Dreamweaver and Macromedia Flash.

Write support materials including a resume and cover letters.

Analyze copyright issues, contracts and types of business structures to be prepared to seek employment; work as a free-lance artist; or start a small company.

Give a professional and articulate presentation.

Demonstrate effective self-criticism.

Demonstrate strong group communication skills and speak clearly during course discussions.

Write about and defend the conceptual merits of work produced for the course.

## COURSE PROJECTS

### **Personal Identity System Portfolios (Multi-Component Project for the entire Semester)**

A written [Assignment Sheet](#) with the instructions, limitations and specifications for the projects will be posted online on the day the project is assigned. *Further clarification will be given in class as semester progresses.*

## INSTRUCTOR'S EXPECTATIONS

Since this is a college course, time outside of class will need to be consistently spent on projects to meet the requirements of the class. **All assignments due via LAULIMA DROPBOX by start of class on specified due date and as otherwise specified on course schedule.** Please try to engage in your internship and course assignments, it will make your experience more enjoyable and your work stronger.

(Syllabus Continued)

Regular contact via assignments and as necessary to share progress is expected. **Please use the LAULIMA DISCUSSIONS for general questions that may benefit others or that others can answer (instead of email), and PRIVATE MESSAGES, as necessary.**

The method of instruction will include traditional classroom seminar discussions and online and one-on-one lectures, readings, studio demonstrations, project development, individual instruction, group discussions, and critiques. Examples are presented when important to describe course content. Class projects and procedures are the focus of many course discussions and course information is posted online (as available), if you feel you don't understand something please call, email me or come see me during my office hours to get the additional clarification or help you need.

You will find that most of the class interaction is spent helping you individually and helping you make further progress based on your specific goals, therefore, it is of utmost importance show progress each day. I will be recording your progress and class participation each day, so you are expected to come to class prepared, request help as necessary, be attentive during lectures and demonstrations. During critiques/presentations, all students are required to participate as both presenters and active critics/contributors. You are expected to be considerate and respectful at all times. Disruptive or argumentative behavior will not be tolerated.

There will be no email, web surfing, myspace, facebook, chat during class time. Web research may be conducted if it relates to the assignment at hand for this course. Please refrain from working on other course projects in my classroom.

Turn your cell phone to vibrate or silent and do not answer your phone during class. If you are expecting an important call please walk out quietly and answer once you have exited the classroom. Try to return to the classroom quietly and promptly.

#### ATTENDANCE AND MISSING ASSIGNMENTS POLICY

**ALL related Assignments are due via Laulima Assignments feature, PRIOR to the start of class on due date.**

Unexcused Absences, Tardiness and Leaving Class Early will be noted and reflected on the grade sheet for your project. For unexcused absences, students need to make arrangements with other class members regarding missed information or search the site for available content.

Students should strive to meet all course requirements unless excused by the instructor with prior notice-- Please know that Work is technically not considered a justifiable reason for missing assignments or class as they are both equal obligations, and should be seen as such.

Valid reasons are considered on a case-by-case basis, but may include sudden serious injury, illness, legalities involving that of the courts (court date / jury duty), or death of close family member or relative, in all cases it is the responsibility of the student to provide documentation in order to be excused and not docked.

Even if an absence is determined to be excused, all missing assignments and information must be made up. Extensions to deadlines based on an EXCUSED condition or circumstance, is set at the instructors' discretion The instructor will try to be fair and set a date that considers the nature of the circumstance and requirements of the course.

Students should be aware that when they register for the course they are committing to its schedule and its requirements. Pre-existing conditions or circumstances (even if noted above and documented) are not excused if they existed prior to the start of the semester. If you know that your condition or circumstance will impede your full participation and meeting the course requirements, you should not take this course unless you are prepared to be evaluated accordingly.

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*AS PER UHM's Statement on Student Responsibilities:*

In instructional activities, students are responsible for meeting all of the instructor's attendance and assignment requirements. Failure to do so may affect their final grade. In all college-related activities, including instruction, they must abide by the college's codes and regulations, refraining from behavior that interferes with the rights and safety of others in the learning environment. Finally, if they decide to file a grievance, they are fully responsible for providing proof that they have been wronged.

(Syllabus Continued)

## METHOD OF EVALUATION

### PROJECT EVALUATION

Please see *Laulima Gradebook*.

### GRADING SYSTEM

A = 90-100 %

B = 80-89.9 %

C 70-79.9 %

D 60-69.9 %

F 0-59.9 %

*Whatever method of evaluation is used, it is understood that the instructor reserves the right to make necessary and reasonable adjustments to the evaluation policies outlined.*

*Note: While your progress is being recorded and evaluated and will be considered in your final evaluation, Full Evaluation for this course (your final project) is performed at the end of the semester once all materials have been completed and submitted in their final state. This method of evaluation is based on the fact that much of the work is consistently being reworked until completion so that it is of the best possible quality at Presentation. Also the work can only fully be evaluated in context of the entire scope of the project.*

*If at any time you become concerned about your progress or grade in the course please do not hesitate in contacting the instructor, whom can provide you with a general progress grade at your request.*

## SUPPLIES AND MATERIALS

### Required Supplies

- 1 Three-Ring Binder for the storage of course documentation: notes, handouts, sketches, ideas and your writings (can be the same as used for other class but keep a section reserved for this course).
- 1 Sketch Book or 20 sheets of plain Laser Paper for sketches and rough draft printing.
- Varying amounts of specialty Paper
- 3 Black Mat Boards, approx. 15"x20"

- 1 Small Spraymount Can (Non textured, unwebbed)
- 1 Fine Point Black Sharpie
- 1 Manila Clasp Envelope, approx 10" x13" for submitting projects and supporting docs
- 1 Portable Storage Device such as External Hard Drive of 150 GB and above storage capacity.
- Several CDs or DVDs for burning final project documentation.

### Recommended Supplies|Equipment

- Digital Camera
- Computer and Printer
- Adobe Design Creative Suite (The primary

software used in this class is Adobe Illustrator, Photosop and Indesign which are installed on all computers in class and in the NMA labs

## RECOMMENDED (NOT REQUIRED) REFERENCE TEXTS

*The Graphic Artists Guild Handbook: Pricing & Ethical Guidelines (Graphic Artists Guild Handbook: Pricing & Ethical Guidelines) 13th Edition (Paperback) ISBN 10: 0932102158*

I also recommend looking at design websites, journals, books and magazines to inform your design and get your creative juices flowing!

*Supplementary Readings and Presentations will be supplied by the instructor as necessary.*

## DISABILITY SUPORT SERVICES (SSSO)

If you have a documented disability and have not voluntarily disclosed the nature of your disability and the support you need, you are invited to contact the Disability Support Services Office (DSSO), 734-9552 (V/TTY), Ilima 103, for assistance.