



ART 487

Design Portfolio

Spring 2020

Professor Swisher
Office: CART L282
swisher@uwp.edu

Office hours:

Mon 1:30–3:00
Thurs 11:00–12:30
Additional times by appt.

Course website:

<http://professorswisher.com>

Welcome to the most important course of your time at Parkside!

This course is where everything you've learned culminates into a professional portfolio that sets you up for a successful career as a Graphic Designer.

Objectives

- Develop and revise projects as needed to demonstrate industry standards, creative thinking, and aesthetic judgement. Use design work from an internship or other job or create new work to fill gaps in the portfolio of work.
- Compile a professional-quality website portfolio of design work appropriate to the student's career goals that showcases the breadth and individuality of his or her work
- Critically analyze and evaluate the design work of your peers through critiques, presentations, and class discussions

Textbooks

Recommended text:

Graphic Design Referenced, Bryony Gomez-Palacio and Armin Vit, Rockport Publishers, 2012



Supplies

Sketchbook (one you already have is fine)
Paper and printing fees as needed
Portfolio case or book (to be discussed)
Web host and your own domain (Squarespace is one recommendation)
Portable external disk/drive*—1 GB should suffice

*Note: If you plan to work on both a PC and a Mac, make sure your disk is compatible with both operating systems *without* the need to install extra software in the classroom. The brand Passport has software installed on it that is **not** cross-compatible between Macs and PCs.

Additional external backup disk or cloud-based storage like dropbox.com
(There are 2 kinds of designers: Those who have lost files and those who are about to.)

Attendance

Regular attendance in class is mandatory. **Because of the significance of this course and the independent work time allotted in the schedule, students may miss no more than ONE class.** Students are allowed one unexcused absence with no penalty, after which each additional absence will lower their final grade by one full letter grade (in other words, an A becomes a B, an A- becomes a B-, etc.). If a student misses a critique or major demonstration, that absence will be counted double. Any absences caused by work or school conflicts, minor illnesses such as colds and flus, or family events such as weddings, births and funerals, are covered by the two permitted absences. If you have a serious or long-term illness or emergency, you should let the instructor know about it as soon as possible and provide documentation of it in order to be excused for these absences. If a student reaches ten unexcused absences, they will

automatically fail the course. (This policy is consistent with the attendance policy held by the entire art dept.)

Should you miss class, remember that **it is your responsibility to find out from a peer what you missed in class**. It is not the responsibility of your professors to catch you up on information you missed during an absence.

Turn off your cell phone at the start of each class. If you forget to turn it off, and it rings or vibrates, do **not** answer it; turn it off. Do not use class time to text, to check email, to surf websites irrelevant to the project at hand, or to work on projects for other classes. If you do these activities, anytime except during a break, you are not fully present, and as such, **you will be counted absent** for either a half or full class period, at my discretion.

Be prepared for each class session by bringing the necessary materials and assets. Please be punctual to each class; the most important information for the day will be presented in the beginning of each class.

Should you decide not to continue in this course, remember that it is your responsibility to withdraw yourself; otherwise you may still be on the roster at the end of the semester and may receive an F.

Assistance

If you experience overwhelming difficulty in this course, do not react by avoiding class. Please come and talk to me about your concerns. The University has many resources available to help—resources which will never again in your life be free. I am more than happy to help point you in the right direction.

It is the University's policy to provide, on a flexible and individual basis, reasonable accommodations to students who have documented disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities are encouraged to contact Disability Services for a letter of verification to provide to their instructors. Disability Services is located in WYLL D175 and can be reached at 595-2372 or dss@uwp.edu.

My office is CART L282, and my office hours are posted by my door, with additional times by appointment. Feel free to stop by.

Classroom Conduct

The Art Department also expects conduct appropriate for a university classroom. We have no tolerance for disrespectful behavior, which includes but is not limited to: private conversations with your classmates during a lecture or demonstration, rude comments and/or physical threats directed towards the instructor or your peers, and sleeping in class. Similarly, cell phones and computers must be silenced before class starts, for they are disturbing to the instructor, your fellow students, and to the overall rhythm of the class. Cheating and plagiarism will not be tolerated and will be punished to the fullest extent of university policy and the law. Each instructor also reserves the right to determine his or her own specific classroom conduct policies.

Disrespectful actions will result in a lowering of your final grade. The instructor reserves the right to pull you aside and talk to you individually, to have you removed from class, and to report you to the Dean of Students' office.

Diversity and Inclusion

The University of Wisconsin-Parkside is dedicated to a safe, supportive and non-discriminatory learning environment and to a safe and supportive classroom regardless of race, ethnicity, ability, national origin, gender, gender identity, sexual orientation, religion, age, immigration status, and other affiliations. Our university is committed to student excellence as well as promoting an inclusive campus climate in order to close equity gaps in the areas of student accesses, retention, and degree completion.

Conceal Carry

Weapons are prohibited in UW-Parkside buildings and all outdoor events. Anyone found in violation will be subject to immediate removal in addition to academic and/or legal sanctions.

Publicity

The Art Department reserves the right to use reproductions of student work for promotional purposes, including the departmental website. (I also may use your work as examples for future students or in a teaching portfolio as examples of previous student work.)

Class Cancellation

If a class session needs to be cancelled unexpectedly due to instructor illness or emergency, the instructor will notify students via UW-Parkside email. While university staff will try to post cancellation signs in the studio or classroom in a timely manner, email will be the main platform for notification. However, if the university closes or cancels classes due to weather, an announcement will be posted on the university website.

Design Plagiarism

Plagiarism is not limited to written materials. It also includes the wrongful appropriation in whole or in part of someone else's literary, artistic, musical, mechanical or computer-based work. **All design work must be your own and all source material must be credited.** If you are unsure whether something is considered plagiarism, just ask.

If you plagiarize, you will receive either an F for the project or an F for the course, depending on the severity of the offense.

Evaluation

In grading the work in your portfolio, you will be graded by these factors: demonstrating creativity and conceptual thinking, problem-solving, demonstrating design skills from your previous courses, meeting industry standards, and craft/professionalism. Projects are due at the beginning of the specified period. All projects must be turned in on time. Do not wait until the last minute to print your work or to finalize it. Expect that things will go wrong and plan extra time accordingly. **If your work is not finished, do not compound your mistake by deciding not to come to class.**

Late projects will be deducted by a letter grade. The only exceptions are for extreme circumstances such as a serious illness or family death, for which proper documentation will be required. Note that a cold, a doctor appointment, a hangover, or an early vacation are not extreme circumstances. **If you know you will need to miss class the day a project is due, send the project to me ahead of time or ask a classmate to bring it to class for you.**

You will be working on projects outside of class time every week. This is expected in all art department classes (not just here, but at any college). If you have a job, plan your work schedule accordingly. Failure to put in considerable time between class sessions will effect the quality of your work (and thus, your grade), and the amount of assistance I can give you.

Grades

Your grade will be based on the following:

- 70% The development and quality of your work *in* your portfolio
- 30% Your professional website portfolio

Grading for attendance will be particularly strict in this class, and attendance will be defined as being *fully* present (for the entire class period) and working only on design portfolio work.

A	95-100%
A-	90-94%
B+	87-89%
B	84-86%
B-	80-83%
C+	77-79%
C	74-76%
C-	70-73%
D	60-69%
F	0-59%

An F can also be earned by failing to meet the requirements, by turning in projects unfinished or not according to the directions and/ or criteria, or by violating the University's Academic Integrity policy.

If your final percentage grade is near or on the line (e.g. 86.5%), your professionalism during the class will be used to determine which letter grade you receive. Professionalism means your attendance (for the full class period), punctuality, effective use of class time, classroom civility, and verbal and nonverbal engagement.