

THE ART INSTITUTE OF TAMPA
A BRANCH OF MIAMI INTERNATIONAL UNIVERSITY OF ART & DESIGN

MISSION STATEMENT

Miami International University of Art & Design is a multi-campus, career-oriented institution that provides students with academic preparation and practical skills through programs in the applied arts and design industries. The institution prepares its undergraduate students for entry-level positions and its graduate students for advancement in their chosen fields. The University is dedicated to fostering a culture that encourages creativity, research, and learning-centered endeavors.

COURSE SYLLABUS

Course Number: GADA409, FX4802 and MAAA409
Course Title: Portfolio Production, Portfolio I
Class Meetings: **Thursdays, 1PM – 5PM, Room 232**
Session / Year: **Spring 2017**
Instructor Name: Krishna M. Sadasivam
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Telephone: **813.393.5220**
Office Hours: **posted on sivamstudios.com/ait**

Course Title: **Portfolio Production**
Course Description: This course prepares students for entry-level employment within the industry by assisting them with the development and presentation of a professional portfolio that reflects the stated exit competencies. Students will demonstrate an advanced skill-set in areas such as conceptual thinking, design, craftsmanship, and other skills, as projects are refined and assembled into a cohesive, comprehensive body of work. Particular emphasis will be placed on identifying short- and long-term professional employment goals, industry and professional related resources and standards, portfolio development and presentation strategies.

Course Length: 11 weeks
Contact Hours: 44 hours
Credit Values: 3 credits
Estimated Homework: 6- 8 hours per week

Quarter Credit Hour Definition: A quarter hour of work is the equivalent of fifty (50) minutes of class time (often referred to as a “contact hour”) of instruction per week over the entire term. The credit hour is the unit by which the university measures its course work. The number of credit hours assigned to a course quantitatively reflects the outcomes expected, the mode of instruction, the amount of time spent in class, and the amount of outside preparatory work expected for class. The working understanding is that for every hour a student spends in class, the student will be assigned two hours of work outside the class.

Prerequisite(s): Portfolio Pre-production

Learning Objectives:

Upon successful completion of the course, the student should be able to:

Demonstrate craftsmanship (organization, neatness, precision)

- Exhibit solutions in a finished manner
- Exercise attention to detail

Develop, analyze, and refine creative concepts from initial idea as thumbnail sketches to final product

- Analyze and define creative challenges in message making

Select and apply appropriate visual elements

- Apply the design process to specific goal-focused problem solving

Utilize basic terminology and concepts of design and media

- Evaluate which media options may be most effective

Develop practical skills in design, scheduling, budgeting, leadership, production, and project documentation

- Select and apply various management strategies in business situations

Initiate creative solutions to graphic design challenges utilizing fundamental design principles.

- Create a design solution that communicates a concept

Apply time management skills to the development and production of projects

- Prioritize, budget time, and sequence tasks

Articulate and defend concepts

- Recommend and apply creative typographic solutions to design problems

Demonstrate effective verbal and visual presentation skills

- Initiate the selection of final portfolio pieces
- Exhibit solutions in a finished manner suitable for client presentation
- Evaluate and organize researched information for effective presentation

Critique and evaluate design solutions

- Develop and use critical thinking in the design process

Meet deadlines according to project specifications

- Select and apply various management strategies in business situations

Examine and differentiate personal and career goals

- Evaluate personal and professional skills and interests relative to their application in possible career paths

Present a portfolio and articulate strength

- Update resume and projects that reflect the individual's most marketable skills and qualities

Instructional Materials and Reference:

Textbook(s):

Technology Needed: Either Window computers running XP or Macintosh computers running MacOS10.x with an Internet connection, printers, software including image manipulation, digital painting, 3D, & virus utilities. Students should have removable hard or flash drive for personal file storage.

Instructional Methods: (Instructional methods include, but are not limited to simulations, case studies, discussion, group work, questioning, presentations, journals, individual projects, etc.)

Grading Scale: All assignments must have clear criteria and objectives. All students shall be treated equitably. It will be every student's right to know his or her grade at any reasonable time he or she requests it. The criteria for determining a student's grade shall be based on a percentage of total points, as follows:

93 – 100%	= A
90 – 92%	= A-
87 – 89%	= B+
83 – 86%	= B
80 – 82%	= B-
77 – 79%	= C+
73 – 76%	= C
70 – 72%	= C-
65 – 69%	= D+
60 – 64%	= D
0 – 59%	= F

Student Evaluation / Grading Policies:

The following assignments, projects, and exams fulfill the learning objectives for this course:

Project Presentation (Midterm)	100 points
Research Paper (Midterm)	100 points
Final Digital Marketing Deliverables	100 points
Total Possible Points:	300 points

Electronic Submission of Assignments:

Any assignments submitted to the instructor as electronic attachments to an email are the responsibility of the student. Instructor will acknowledge the receipt of the email to the student within 24 hours of receiving it. If the student does not receive an acknowledgement within 24 hours it is the students responsibility to contact the instructor, otherwise it is assumed that the assignment has not been sent.

Students with Disabilities:

The University provides accommodations to qualified students with disabilities. The Student Affairs office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at the University.

Students who seek reasonable accommodations should notify the Dean of Student Affairs of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Dean of Student Services to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Dean of Student Affairs in Room. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

Attendance Policy:

- The Art Institute of Campus is committed to learning-centered, hands-on instruction, which can only be accomplished when students attend class. There are no excused absences. The satisfactory explanation of an absence does not relieve the student from responsibility for the course work assigned and/or due during his/her absences. A student who does not attend class during the first week of school or starts late is still held responsible for his/her absences.
- A student who is absent for *three cumulative weeks** will be withdrawn from the course and will receive a Withdrawal (W) grade during weeks 1 through 9 of an 11 week term and a Withdrawal/Fail (W/F) grade after week 9 of an 11 week term for that course (after week 4 of a 5.5 week Mid-quarter ground term) unless the student submits an appeal to remain in class that is accepted by the instructor and department director/dean. A student is allowed only one appeal per class. In other words, if a student submits an appeal and it is approved, the next absence will initiate a non-appealable withdrawal from the course. The Attendance Appeal Request Form may be found in the Registrar's Office.
- It is your responsibility to stay in communication with your instructor about absences in order to stay current with assignments. **You are expected to spend the entire amount of scheduled class time in the classroom.** If you are dropped from the class and you have a documented mitigating circumstance, you may have the opportunity to appeal. It is your responsibility to ensure that your attendance in class is brought to the faculty member's attention if you arrive late.
- Students who are not marked present in any of their scheduled classes for fourteen (14) consecutive calendar days before the end of the ninth week of the 11 week term (week 4 of a 5.5 week Mid-quarter ground term), will be withdrawn from the Institute and will receive W's (withdrawals, with no grade penalty), or if the withdrawal occurs after the end of the ninth week of an 11 week term (after week 4 of a 5.5 week Mid-quarter ground term) students will be withdrawn from the Institute and will receive WF's

(Failures due to late withdrawal). Calendar days include days that the student does not have any scheduled class. All calendar days that the school is not in session (e.g., school closings and holidays) do not count in the fourteen (14) calendar days as well during the active term. Students who have been withdrawn due to violation of the consecutive absence policy, but are still in good academic standing, if otherwise eligible, will be able to return the following term through the normal readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing the academic dismissal.

- Students are encouraged to make all schedule changes early in the first week of the quarter to minimize absences. Failure to sit in all classes during the first two weeks of school will result in termination from school for the quarter. Detailed information about scheduled adjustment periods can be found on the back of your official schedule or in the local Ai campus catalog.
- If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.

Ai Unearned F (UF) Grade Definition

Unearned F Grade: students who failed the course AND did not complete the final assignments in the course. Final assignment include, but is not limited to a final exam, final project, final paper, portfolio presentation, capstone project or any other assignment due in the last week of the course. If a student completed some or all of the other requirements in the course but did not complete the final assignment of the course and failed the course, the F grade will be considered unearned. An unearned F grade will be reflected as a “UF” grade on the transcript. The course’s instructor will award this grade when appropriate.

Academic Honesty:

The University does not tolerate plagiarism, cheating, copying or academic dishonesty in any form. Academic integrity policies apply to both the giver and receiver of information. Students who witness any act of academic dishonesty should report the incident to a faculty member, their Chair, or to another member of the University staff or administration immediately.

Saving Work:

It is the student’s responsibility to save his or her work. The student should save and verify multiple copies prior to leaving the classroom. The teacher is in no way responsible for work saved on the hard drives, nor is he or she required to give an extension on work improperly saved. Local and network drives at the University, including all computers in the labs, will be purged regularly and should never be used by students for long-term storage. These drives are available for student use during class and lab sessions, but all data will be deleted on a daily basis. Students are expected to backup all work. Loss, theft, and computer failure are not acceptable excuses for not saving work.

Reminders:

Students wishing to withdraw from a course must do so before week nine. Students wishing to drop a course without penalty must do so the first week of class.

Library:

The Libraries on each campus are one of the most important resources available to students while attending the University. The Library supports learning and encourages intellectual curiosity among students and faculty. The Library staff works in cooperation with faculty to help students develop the ability to find, evaluate, and use information in order to become lifelong learners. To fulfill this mission, the Library develops and maintains a quality collection of books, periodicals, audiovisual materials, and online databases. The Library provides access to remote resources through Internet access and cooperative agreements with other libraries.

WEEKLY CLASS TOPICS AND ASSIGNMENTS

WEEK 1

Overview:

- This week, students will continue to develop materials in their area of focus: 2D animator, 3D animator, 3D organic modeler, Technical Artist, 3D Environment Modeler, Hard Surface modeler, Storyboard Artist, or Concept Design
- Students will gather up to 6 existing projects to bring in for Week 2. These projects will be evaluated by the faculty to determine the three strongest projects that would make good candidates for the student's portfolio.
- The syllabi and outcomes for the course will be discussed, including specific deliverables for each of the above areas of focus.

Weekly Objective:

- The student will understand the importance of research and its role in assessing work to be placed within a demo reel.
- The student will understand the importance and use of a production schedule and implement one for keeping track of their progress.
- The student will understand the requirements for presenting their work in a professional manner.

Reading Assignment
and/or Homework:

- Bring in 6 existing projects you have completed in your area of study
- Read Syllabus, sign Syllabus Contract form, print and return to instructor at the beginning of class Week 2.

WEEK 2

Overview:

Faculty will assist student in selecting the top three projects of the existing work shown for future revision and polish.

Weekly Objective:

- Students develop a production schedule and proceed to make the necessary fixes / enhancements / polish to the projects that have been agreed upon.
- Students will document their process work for inclusion within their flatbook

Reading Assignment
and/or Homework:

FIX THOSE PROJECTS!

WEEK 3

Reading Assignment
and/or Homework:

- Fix those projects!

WEEK 4

Overview

Weekly Objective:

- Fix Those Projects

Reading Assignment
and/or Homework:

- PRESENTATION NEXT WEEK!

WEEK 5

Overview:

Students will present their three revised projects in an organized fashion, showing process work and final results.
The outcome of this presentation will constitute the midterm grade.

Reading Assignment
and/or Homework:

- RESEARCH BRANDING / LOGOS

WEEK 6

Branding and Marketing Lecture

Brand vs. Logo

Final senior portfolio deliverables

ELEMENTS OF A WELL DESIGNED BUSINESS CARD

DO'S AND DON'TS OF BUSINESS CARD DESIGN

TEMPLATES – HOW TO WORK WITH YOUR ONLINE PRINT VENDOR

Reading Assignment and/or Homework:

Develop at least 7 separate business card designs for us to evaluate next week. Read the creative brief for this project on the sivamstudios page.

WEEK 7

Overview:

Today we will evaluate the business card design comps you created last week

Weekly Objective:

- Leave behinds- what they are, and why you need them

Reading Assignment
and/or Homework:

Develop at least 5 separate leave behind mock-up designs. Read the creative brief for this project on the sivamstudios page.

- The Flatbook – why it's important
- Size considerations
- Layout (Positive / negative space)
- Sequencing / storytelling through process work
- Online printing options

Reading Assignment
and/or Homework:

- Begin working on your flatbook design

WEEK 8

Overview:

Today we will evaluate leave behinds you created.

WEEK 9

Today we will evaluate the leave behind design mock-ups you created last week

Overview:

- Studio Time / One-on-one help

Weekly Objective:

- One-on-one milestone checkpoint

Reading Assignment
and/or Homework:

Portfolio page layouts and cover due. Read the creative brief for this project on the sivamstudios page.

WEEK 10

Overview: Today we will evaluate the flatbook covers / layout

Weekly Objective:

- Prepare for final class presentation next week. Make necessary fixes to all marketing deliverables. You should have an organized presentation showing your finalized business card, leave behind, and portfolio flatbook (cover and interior pages). DRESS UP!
- Read the creative brief for this project on the sivamstudios page.

WEEK 11

FINALIZED DIGITAL DELIVERABLES DUE TODAY. (business card, leave behind, Flatbook layouts due) –organize your work into a clear, well organized presentation. Dress up!

NOTE: Syllabus contents and schedule may be subject to change at the instructor's discretion.

STUDENT / INSTRUCTOR CONTRACT (DUE AT THE BEGINNING OF CLASS ON WEEK 2)

I, _____, affirm that I have received the syllabus for Portfolio I / Portfolio Production (GADA409, MAAA409, FX4802) for Spring Quarter 2017. Furthermore, I have read the content of this document and understand that I will be held accountable for the assignments and other required work for this class.

I confirm that I understand and acknowledge:

- GADA409, MAAA409, FX4802 syllabus
- Class attendance policy
- Grading criteria
- Statement of Project dues dates and/or deadlines.
- Purchase requirements

- The topic for my research paper
- Overview of assignments and class schedule
- The website for the course assignments (<http://www.sivamstudios.com/ait>) and the instructor's contact information (krishna.at.ait@gmail.com)
- This is a senior portfolio class, where I am expected to create work that meets a minimum standard of quality.
- **In order to pass my senior portfolio class, I must earn a grade of C or higher on all of your cumulative work. As per the Ai Tampa grading scale, a C is equal to 73.0 %.**
- I understand that late work will not be graded and will result in a ZERO.

Signature

Date