

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: FV4101
Course Title: Portfolio Preparation
Class Meetings: Thursdays 1 - 5 PM
Session / Year: Winter 2012
Instructor Name: Krishna M. Sadasivam
Email Address: ksadasivam@aii.edu, krishna.at.ait@gmail.com (preferred)
Telephone: 813-393-5220 (Alex Buffalo)
Office Hours: posted on <http://www.sivamstudios.com/ait>

Course Description: In this first portfolio course, students will assess personal strengths to establish a career goal and decide how to organize their digital filmmaking and video production work in a graduation portfolio. Guided by a faculty or a team of faculty, each student assembles a preliminary portfolio and identifies areas for more work and/or content enhancement.

Course Length: 11 weeks
Contact Hours: 44 hours
Credit Values: 2 credits
Estimated Homework: 4 - 8 hours per week

Quarter Credit Hour Definition: A quarter credit hour is an amount of work presented 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 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, studio work, and other academic work leading to the award of credit hours.

Learning Objectives:

Upon successful completion of the course, the student will:

Assess personal strengths to develop a career goal.

- Assess personal and professional strengths and limitations.
- Identify short-term, medium-range, and long-term career goals.
- State verbally and in writing a clearly-envisioned and realistically-achievable career goal.

Maintain a current professional awareness through learning and networking.

- Practice life-long learning.
- Keep up with latest development of technologies and their implications and applications in the field of digital filmmaking and video production.
- Read professional journals and participate in networking activities.

Develop and organize an effective portfolio for professional use.

- Develop the necessary work for a portfolio that best exhibits one's own talent, achievements, and strengths.
- Organize the portfolio materials effectively.
- Present the portfolio articulately and compellingly.

Produce and deliver effective presentations.

- Determine the format of presentation.
- Generate the necessary documents, visual aids, and other appropriate content materials for presentation.
- Apply production tools to create effective presentations.
- Choose the proper media for effective presentation.
- Deliver a verbal presentation with emotion, intelligence, and eloquence.

Prioritize tasks to meet deadlines.

- Recognize the importance of meeting deadlines.
- Develop a schedule to meet deadlines.
- Prioritize tasks and activities to ensure completion of projects on time.

Course Prerequisite(s): Department Chair Approval, FV4000 Senior Project Production

Text(s): HeadFirst HTML & CSS, O'Reilly and Associates

Materials and Supplies:

Technology Needed: domain name, web-hosting, external hard drive (data back-up), Dropbox.com account, Blogger / Wordpress account

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:**

Assignments, Projects, Grading Rubrics and deliverable due dates can be found under the course listing at <http://www.sivamstudios.com/ait>

**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 student's 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 Department 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 of 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 the necessary documentation. If you have a concern or complaint in this regard, please contact the Dean of Student Affairs. Complaints will be handled in accordance with the University's Student Grievance Procedure for Internal Complaints of Discrimination and Harassment.

Course Attendance:

The University expects students to attend all scheduled meetings of each course. Students should be prepared to start the quarter on the first day of classes and to add/drop courses early in the first week of the quarter to minimize absences. Absences accrue against the student even if the student was not originally registered for the class but adds it after the start of classes.

Students who do not attend any of their classes during the Add/Drop will be withdrawn from the University. They must contact the Assistant Director of Readmissions to return.

Students must attend a minimum of nine classes per course in order to receive a passing grade in the course. Attending less than nine classes or 36 hours of course instruction will result in course failure unless the Dean of Academic Affairs determines that there are acceptable extenuating circumstances. Students should be prepared with written documentation of circumstances beyond their control that contributed to the absences for consideration by the Dean. If the student is allowed to remain in the class and receive a grade there will need to be a description of appropriate make up work from the respective Instructor. Please note that a student can withdraw from any class through the ninth week without receiving an "F." Course withdrawal forms must be submitted to the Registrar's Office by the close of business on Friday of week 9 in order to receive a "W" grade. Holidays and official class cancellations do not count as absences.

REQUIREMENTS

- 1. Attend all class meetings, arrive on time, and stay for the duration of the class.**
- 2. Faculty policies regarding attendance, tardiness arriving to class and returning from breaks, or leaving class early can be found in the course syllabus.**
- 3. Students who violate the attendance policy will fail the course.**

Consecutive Days Absence Policy

A student who is withdrawn for failure to attend any classes within a consecutive ten calendar day period may be permitted to apply for readmission into the subsequent quarter.

Students who miss ten consecutive calendar days may be withdrawn from the University and will receive W's for all courses, if the withdrawal occurs before the end of the ninth week of the quarter, or WF's for all courses, if the withdrawal occurs after the end of the ninth week of the quarter. Students who have been withdrawn due to violation of the consecutive absence policy but are still in good academic standing will be able to return the following quarter through the 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 academic termination. See Satisfactory Academic Progress section.

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 into 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 _____ Thursday

Overview:

Weekly Objective:

Review requirements of course and portfolio (as appropriate to career path and geographic market), class schedule of events, and deadlines.

What to Expect at the Senior Portfolio Show

Why an Artist Statement is important. Examples of Artist Statements.

A look at branding and why it's important

Developing your brand identity.

**Reading Assignment
and/or Homework:**

Process Blog URL emailed to instructor.

Finalized Artist Statement posted on blog.

Logo identities exploration.

WEEK 2 _____ Thursday

Overview:

Due Today:

Process Blog URL emailed to instructor.

Finalized Artist Statement posted on blog (class critique)

Logo identities exploration (class critique)

Weekly Objective:

Focus on business card design considerations

Design Principle: Contrast

Design Principle: Proximity

Tips on selecting fonts

Typography tricks to enhance your card

Where to print your business card

Putting together your resume

Career Services and what they offer



Enhancing your resume with your brand
Resume do's and don'ts
How to print your resume

Why consistency in design is important
Design Principle: Repetition
Design Principle: Alignment

Reading Assignment and/or Homework:

Develop at least 5 preliminary Business Card Designs based on the principles we covered and the feedback you were given in class.
Have your designs evaluated with Design Survey.
Bring the Design Survey to class and be prepared to discuss.

WEEK 3 _____ Thursday

Due Today:

Preliminary Business card designs (class critique)
Design Survey due.

Overview:

Weekly Objective:

Final thoughts on business cards and suggestions on how to improve them.
Creating an online presence for showcasing your work.
Who is your target audience?
Web basics: FTP, domain names, web hosts, etc., HTTP, HTML : What's it all mean?
What to look for in a good hosting company.
The importance of a domain name.
Getting started with HTML and CSS.
File naming conventions
What is CSS?
Basic structure of a website.
Domain names and URLs.
Working with basic tags (h1, h2, p, br, em, head, body, html, etc.)
Adding images to a page.

**Reading Assignment
and/or Homework:**

Final Business card design due.
Design Survey (Final Business card) due.

WEEK 4 _____ Thursday

Due Today:

Final Business Cards Due.
Design Survey on Final Business Card due.

Overview:

Weekly Objective:

Research portfolio websites
Don't make me think: web usability
The importance of design comps when planning your website.
Using Lorem Ipsum to block out text in your comps.
Constraints within web design.

**Reading Assignment
and/or Homework:**

Procure web hosting, a domain name, and research at least 20 portfolio websites that inspire YOU.
Bring in your finalized printed resume to class.
Post your design comps for your pages on your website.

WEEK 5 _____ Thursday

Due Today:

Portfolio research: What Did You Find?
Design comps for your website.
Finalized printed resume.

Overview:

Weekly Objective:

Keeping consistency with your DVD. What to include: what to leave out.
Good UI design.
Packaging design - things to include and consider when developing your DVD package.
The importance of a shotlist. What to include. What to leave out.

Building a navigation bar.
The advantage of making a template HTML page.
Linking pages together.
Adding images to your webpage.
Using Lorem Ipsum for text layout.
External CSS pages and why they are awesome.
The hallmarks of good web design: readability / accessibility / attractiveness
Inspiring Examples.
When to Flash and when not to Flash.
The Importance of the Almighty Search Engines.
Planning the structure of your site.
Creating a web template.
Tying in your brand: Creating an effective header.
Creating a working navigation bar.
Working with Image Maps to create hotspots.

**Reading Assignment
and/or Homework:**

First Play DVD with menus due.
Put together your template page for your website and make links to the other pages of your site.

WEEK 6 _____ Thursday

Due Today:

First Play DVD with menus due (Class Critique)
Website nav bar, template page, external CSS and working links between all pages due

Overview:

Weekly Objective:

Working with images. JPEG vs GIF vs PNG.

Formal introduction to the img tag
Optimizing images for the web
Creating thumbnails
Making a custom gallery
Using Photoshop's galleries.
Using Flickr galleries.
Adding content to your site.
Customizing the look of your content with CSS (font size, font weight, color, etc.)
CSS classes
Working with padding, margins, and borders.
Dividing a page into logical sections using the div tag.

**Reading Assignment
and/or Homework:**

Final DVD packaging / Shotlist Due.

WEEK 7 _____ Thursday

Due Today:

Final DVD packaging / Shotlist Due.

Overview:

Weekly Objective:

Integrating your demo reel with your website
Flash video compression.
Vimeo.
YouTube.
Getting your work online. How to FTP your site to your host.
In-class one-on-one help.
Uploading your site to the web (FTP tricks)
Formatting tricks (creating sidebars)

**Reading Assignment
and/or Homework:**

Add content to all your pages for your website.
Start ordering your promotional items (business cards, etc.)

WEEK 8 _____ Thursday

Due Today:

All content to all your pages for your website must be complete today (class critique)

Overview:

Weekly Objective:

Preparing for the Portfolio Assessment
The senior show and planning / preparing your booth space.
Studio Time / One-on-one help

**Reading Assignment
and/or Homework:**

Website must be live on the Internet. E-mail me a link to your website.
All printed content (business card, DVD packaging, DVD shotlist, artist statement and resume) must be brought to class for review.

WEEK 9 _____ Thursday

Due Today:

Website must be live on the Internet. E-mail me a link to your website.
All printed content (business card, DVD packaging, DVD shotlist, artist statement and resume) must be brought to class for review.

Overview:

Weekly Objective:

In-class presentations of work.

**Reading Assignment
and/or Homework:**

Prepare for Portfolio Assessment. Start putting together your booth ideas.



WEEK 10 _____ Thursday

Overview:

Weekly Objective:

Portfolio Assessment. Website and ALL branding materials (business card, DVD, shotlist, artist statement and resume) are due. Dress up and prepare to defend your work.
Bring 6 copies of your finalized DVD (with package) to class.

**Reading Assignment
and/or Homework:**

Submit a data DVD of your work, neatly organized into folders.

WEEK 11 _____ Thursday

Overview:

Data DVD due.

Final Thoughts.

STUDENT / INSTRUCTOR CONTRACT

(DUE AT THE BEGINNING OF CLASS ON WEEK 2)

I, _____, affirm that I have received the syllabus for _____ for Winter Quarter 2012. 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 have received the following documents:

- FV4101 syllabus
- Class attendance policy
- Grading criteria
- Statement of Project due dates and/or deadlines.
- Purchase requirements
- 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)

Signature

Date