

# P Portfolio

Instructor: Robert Gilbert

## Class Hours:

Thurs. - 4:00 - 5:15 p.m.

Location: ACAS 2.128.

Instructor Office Hours:

Tue., - 9:00 - 12:00 p.m.

and by appointment

Contact Information:

rgilbert@panam.edu

Phone: 381-2214

Office 215 B

## Course Description

In this course seniors will concentrate on building the visual materials and sharpening the personal skills what are required to mount a successful job search. Seniors will re-assess and in some cases strengthen the creative work that they have completed during their studies at UTPA, generating a finished portfolio. Subsequent materials to complete a job search will also be created and refined, including cover letter, artist statement, resume, personal logo and identity system among others. All material will be placed into digital format so that it can be emailed to perspective employers. Students will also work on a personal promotion piece that will include their portfolio in an alternate format. The class will culminate with practice interviews where students will present their portfolio and themselves as professional designers.

## Course Objectives:

- To organize and finalize the portfolio case.
- To design the relevant paperwork such as resume and cover letter.
- To convert all work to digital format, ready to be used in job search.
- To create personal identity material.
- To complete a personal promotional piece.
- To examine strategies for finding design employment.
- To practice the interview process.

## Student Learning Outcome:

To review, prepare and in some cases improve the individual body of work compiled during the completion of the design program at UTPA. To place this work into the context of a professional design portfolio and its adjunct materials. These materials will include a resume, cover letter, artist statement and sample sheets. To compile a comprehensive body of materials needed to mount a successful job search. To complete all work in digital format to be emailed or sent in disk form. To become skilled in the interview process. To gain knowledge of the materials and equipment relevant to this process, and to continue to exercise skills appropriate to the major area of study, critical thinking skills, creative/generative skills, verbal communication skills, visual communication skills for professional practice and the ability to present a cohesive body of art products. To study and participate in the interview process, strengthening positive body language, presentation, verbalization and writing skills.

## Student Learning Outcome For The Graphic Design Major UTPA:

Students who complete the Graphic Design Major are prepared to enter the working world as professional designers or as artists who use the tools and effects of communication art. Student designers are trained to successfully manipulate the components and composition of visual art within a framework of concept that targets an audience or purpose, whether that target is commercially based or personal. The design program installs technological knowledge, cultural and historical understanding and artistic integrity. To respond critically to works in the arts and humanities. To engage in the creative process or interpretive performance and comprehend the physical and intellectual demands required of the author or visual or performing artist.

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## Topics

- Portfolio organization
- Personal promotion
- Business letter and writing skills
- Digital portfolio presentation

## Required Texts

Students are encouraged to do their own independent research on related course topics. You can find textbooks at the university book store or at [www.half.com](http://www.half.com) or [www.amazon.com](http://www.amazon.com).

## Course Structure

The instructional methods of this course will include creative work, lectures, group discussions and presentations. Participation in all aspects is vital to the success of this class and will be an integral part of your final course evaluation.

## Course Outline And Timeliness

A general outline of the course content is attached (this schedule can be subject to change). All deadlines and due dates (for projects, reading, discussion, lectures, etc.) will be announced in class. It is the student's responsibility to be aware of any announced alterations to the schedule.

## Grading System And Evaluation

The purpose of grading is to pinpoint clearly and accurately the strengths and weaknesses of the student's performance. Your over-all grade will be based on your participation, collaboration and professionalism during this course. Your final grade is composed in the following manner:

**10%** In class projects & other evaluations, quizzes, papers, presentations

**75%** Three or four large projects.

**15%** Participation

## Grading Scale

**A** superior work, all criteria have been surpassed in a distinguished manner [100 -90 ]

**B** very good work, all criteria have been surpassed [89 -80 ] **C** adequate, average work [79 -70 ]

**D** barely meeting the above criteria [69 -60 ] **F** failure to meet all of the above criteria [59 -0 ] Please note the grade scales.

## Grade Breakdown:

10% in class projects

80% large projects

10% participation

100% final grade

## Class Grade Scale

this grade scale applies to grades for class work.

100% - 90%A

89% - 85%B+

86% - 80%B

79% - 75%C+

76% - 70%C

69% - 60%D

59% and below F

## Final Grade Scale

This grade scale only applies to your final grade for the entire semester.

100% - 90%A

89% - 80%B

79% - 70%C

69% - 60%D

59% and below F

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## Dates To Remember:

*August 31, Friday*

Last day to add by special permission

*September 3, Monday*

Labor Day Holiday. No classes.

*September 4, Tuesday*

Last day to receive 100 percent refund for dropped course(s).

*September 21, Friday*

Last day to receive a DR, W or change to Non-Credit.

*November 21, Wednesday*

Last day to drop a course or withdraw through the Office of the admissions.

*November 22-23, Thursday, Friday*

*Thanksgiving holiday. No classes.*

*December 6-7, Thursday, Friday*

Dead days.

*December 10-13, Monday - Thursday*

Final examinations.

*December 15, Saturday*

Commencement exercises.

## Process Binder

You are required to keep a binder to document your process through-out the semester. This collection will contain your ideas, notes, all your sketches, thumbnails and research materials for each project. It should also contain information given in class, homework, critiques and discussions. It will be handed in at the end of the semester for final evaluation, and reviewed during the semester. As your personal book, it could contain a visuals, objects or photographs that inspires you and your work. Think of this collection as your companion, your personal tool, to help you now and in the future. This book is the forrunner of the binders you will keep as professional designer.

## Projects

There will be both in class and large individual projects. All projects will be graded on their success in the following areas:

### Completeness and Timeliness

Project can not be turned in after the specified deadline. If a student does not turn a project on the specified date and time they will receive an automatic zero. If there are extenuating circumstances with backup information, this needs to be called to my attention.

### Quality of Visual And Conceptual Solution

Factors such as composition, inventiveness, originality, layout and craft will be considered. All large projects must be mounted on board. All projects must be the result of an ongoing sketch and research process that both the class and I have seen evolve.

## Deadlines

All assignment deadlines and critiques will be announced in advance. All daily deadlines must be met to keep the course on schedule and these will contribute to the process and professionalism components of your project and to your overall class grade. Projects must be turned in on the assigned date at the time specified. All late projects will receive an automatic zero.

## Class Participation

Participation by all members is critical to a positive and productive learning environment.

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## Recommended Books:

*The Best of International Self-Promotion*

by Supon Design Group

ISBN 0-942604-32-6

*Working with Computer Type 4*

Experimental Typography

by Rob Carter

ISBN 2-88046-279-7

*Designers' Self Promotion: How Designers  
and Design Companies Attract*

*Attention*

by Roger Walton (Editor)

ISBN 006621355X

## Attendance Policy

Good attendance and punctuality are expected for this class and will strongly affect your grade. Roll will be taken at every class. It is expected that students will attend EVERY class. This is a performance based class and interaction with peers and the instructor cannot be duplicated outside of class. You will be considered late if you arrive to class after roll has been taken. Constant tardiness will affect your grade. Absent students are responsible for having their homework in on time, Absent students are also responsible for missed notes/handouts, deadlines, and other pertinent materials. Remember late work WILL NOT BE received and will get an automatic zero.

Only three unexcused absences will be allowed. The third unexcused absence will lower your final semester grade by one letter grade. The fourth unexcused will result on automatic course failure. If there are extenuating circumstances please notify me as soon as possible. Students upon prior notification of their instructions, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. The student must submit the request for approved absences for observance of a religious holy day on the Notification of Absence Form. This request must be made no later than the 15th day after the first day of the semester (Thursday, August 25th). This also applies for University officially-recognized activities (such as athletic events or scholastic or student development activities).

## Graphic Design Studio Notes

DO NOT USE SPRAY ADHESIVE IN THE STUDIOS. The tables in the lab and studio are not a exacto blade resistant, DO NOT cut directly on top of these surfaces. As a student, your use of software and the Internet is governed by university policies. Access to individual classrooms, laboratories and the studio facilities is limited to those enrolled in the program. Lab fees are used to supply the printers with ink and paper. Be conservative in our use of these materials. If you encounter other problems in the classroom or studio, first speak with your instructor outside of class, or talk with any graphic design area faculty member.

## The Honor Code

We, the members of the University of Texas Pan American community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. Plagiarism is the act of taking someone's work or ideas as if they were your own. Work includes not only images but design, layout, style and sometimes even concept. Plagiarism will not be tolerated. Those who plagiarize will receive an automatic F grade. Creativity is the essence of design. Working from photographs is allowed and sometimes necessary for the production of illustrations and layouts, however an attempt should be made to adapt and alter the image so as not to merely duplicate someone else's artwork in another medium or form. Do not take the ideas someone else has worked hard to create. Always give credit to your inspiration source.

## Critiques and Other Policies

Always be open and constructive. Critique ideas, not people. No side conversations during class presentations or crits. No instant messaging or working on computers during lectures, discussions or crits. **Turn cell phone ringers off or to vibrate mode during class time.**

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## Disability Accommodation

Please notify the instructor if you have a disability that requires accommodation as early as possible during the semester so that your educational needs can be met. Reasonable accommodation in the classroom is an individual civil right guaranteed by Federal legislation. You are required to register any disability for which you are requesting accommodation with the Office of Services for Persons with Disabilities\*.

## Supplies Required

Portfolio case, there are a variety of cases available, in stores or online.

Binder.

White bond paper, three hole punched, (copier paper is fine)

Supply box (Artbin or tackle box)

Metal Rulers –24 or 12 inches long, preferably with a cork back

Uniball brand pens, with waterproof BLACK ink

Thin, medium, and thick BLACK markers

.05mm mechanical pencil

White eraser

Utility mat knife

Self-healing cutting mat, at least 9"x 12"

Board for mounting, do not use foam core

Spray Mount

Paper hole punch

Box of recordable CD

USB external micro vault drive (FUJI 128MB abo \$47)

Check online at:[www.macmall.com](http://www.macmall.com)

\*There could be more materials to be purchased, depending on the needs of the in and out of class projects.

## Suppliers

*Michaels Arts and Crafts Store*

520 East Expressway 83, McAllen

956. 631. 4065

*Wal Mart*