

spring 2020: 12:20 pm –3:15 pm MW in VA 207

prerequisite: Permission of the advisor and instructor.

instructor: Craig Brasco, associate professor - cbrasco@kennesaw.edu

office hours: MW 10:00 am - 12:00 p.m., VA228

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ART 4980 - Senior Portfolio & Project

School of Art and Design | Kennesaw State University

Course Description:

This graduating senior capstone course focuses on the development of a student resume and professional portfolio showcasing work designed for varied platforms. There is also a research component for current job market demands & requirements, as well as graduate school options. The design pieces will demonstrate work that represents an individual style and a high level of conceptual abilities and professionalism.

Course Objectives:

- Students will prepare and publish a live self-marketing website.
- Students will prepare, create, and publish print collateral for their self-marketing including business cards, cover letters, resumes, and portfolios.
- Students will evaluate sample business forms (proposals, contracts, invoices) and design sample forms according to suggested guidelines.
- Students will research good practices for social media marketing and compose a profile on an industry-standard social media platform.
- Students will practice verbal and interpersonal skills to enhance professionalism and marketability.

Expenses:

- Printing all collateral including business cards and resumes.
- Printing and presentation services for a physical portfolio.
- Renting a domain and hosted server for web publishing for 1 year.
- Printing and hanging work for Senior Capstone Exhibition, Providing refreshments.

Textbook:

The Graphic Artists Guild Handbook: Pricing & Ethical Guidelines, 15th Edition
ISBN: 978-1507206683

Recommend Resources:

- **MOO Print Limited** (<https://www.moo.com/us/>)
- **Pina Zangaro** (<https://www.pinazangaro.com/>)
- **GoDaddy** (<https://www.godaddy.com/>)

Materials:

- Notebook for critiques and work revisions.
- Folder for collecting handouts.
- Dropbox.com account for cloud storage and back up.

Purpose/Rationale:

The purpose of this course is to prepare Graphic Communication students for the design job market or for a design-related graduate program. Unlike other more hands-on courses in the concentration, individual work ethic and responsibility are at the forefront. **Students that take the tasks put before them in this course seriously with the utmost professionalism will be the most successful.**

Course Requirements/Assignments:

Due to the complexity of the requirements of this course, please review the **ART4980 Required Deliverables** document in the Syllabus & Required Documents section of the class site. This document will be reviewed and discussed carefully during the first week of the course. This document outlines the five **Deliverables** required for the course.

Classroom Etiquette & Professionalism:

Due to the work-intensive atmosphere this class requires, the following behavior is not tolerated during lecture or class work time:

- Arriving late or leaving early.
- Discussing, working on and/or printing of work for another course.
- Browsing internet media on any agent (computer, phone, etc.) without direct instruction from the professor to do so.
- Failure to address or attempt any class work during class time.

Note that your class time is limited. It's imperative that time is dedicated to working on all the required elements of the course outside of class. The course website will be designed in a way to maximize your time outside of class.

Deliverables	Semester Percentage
Branding and Collateral	20%
Print Portfolio Production	20%
Professional Research & Communication	20%
Self-marketing Website	20%
Senior Capstone Exhibition	20%
TOTAL:	100%

Evaluation and Grading:

Each deliverable will be evaluated using the following basic criteria via rubrics:

- **Preparation and Management**
- **Content**
- **Professionalism**
- **Quality of Work**

Each deliverable will have specific requirements in terms of each basic criteria. These specific requirements are outlined in each deliverable's own rubric.

Formula for Evaluation:

A = 90 – 100

B = 80 – 89

C = 70 – 79

D = 60 – 69

F = 59 or below.

Schedule

W 01: 01/06 - 01/08	Class Intro , Branding and Collateral
W 02: 01/13 - 01/15	Branding and Collateral, Claire Beaudro visit
W 03: 01/20 - 01/22	Holiday (No class on 01/20) Branding and Collateral (01/22)
W 04: 01/27- 01/29	Branding and Collateral
W 05: 02/03 - 02/05	Print Portfolio Production
W 06: 02/10- 02/12	Print Portfolio Production
W 07: 02/17- 02/19	Print Portfolio Production
W 08: 02/24- 02/26†	Professional Research & Communication
W 09: 03/02 - 03/04	Professional Research & Communication
W 10: 03/09 - 03/11	Self-marketing Website
W 11: 03/16 - 03/18	Self-marketing Website
W 12: 03/23 - 03/25	Self-marketing Website
W 13: 03/30 - 04/01	Spring Break (No Classes)
W 14: 04/06 - 04/08	Senior Capstone Exhibition Prep, Elizabeth Thomas visit
W 15: 04/13 - 04/15	Senior Capstone Exhibition Prep
W 16: 04/20 - 04/22	Senior Capstone Exhibition Installation
W 17: 04/27	Senior Capstone Exhibition
All Final Deliverables Due: May 1, 2020 before 5:00 p.m.	

† February 26th, 2020 is the last day to withdraw without academic penalty.

Attendance Policy:

When a student misses more than 20% of the scheduled hours for a course, he/she may be withdrawn from the course by the respective instructor and will receive the appropriate grade based on the Kennesaw State University grading policy. **Regardless, if a student has 4 absences recorded, he/she will receive one letter grade lower for the course as a penalty for absenteeism.**

Attendance is tracked on the course Brightspace D2L page under “Attendance” in the top menu. Any student will be marked **tardy** if they are not in attendance 15 minutes after the beginning of class.

4 recorded tardies = 1 absence. Tardies cannot be reversed. Absences accrued via tardies cannot be reversed.

Non-tardy related absences can only be reversed if substantial proof from a **medical professional** or similar documentation (police report, letterhead from place of business, etc.) is presented the following class period. **Absences for any other reason will not be excused.**

Important Contact Information:

Department of Career Planning and Development

Claire Beaudro, Career and Internship Advisor
cbeaudro@kennesaw.edu, 470-578-6555

Handshake Career Management System at KSU
<https://careers.kennesaw.edu/students/handshakeinfo.php>

Bernard A. Zuckerman Museum of Art

Elizabeth Thomas, Education & Outreach Coordinator
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