



MARYMOUNT UNIVERSITY

School of Design, Arts, and Humanities
2018-19

COURSE SYLLABUS

Course Number CMD405A	Course Title Portfolio		
Fall Semester 2018	Spring Semester	Summer Semester	Credit Hours 1
Name of Instructor Barry C. Erdeljon			
Meeting Day, Time, and Room Number TU 3:30 -6:15 Rowley Hall, Room G215 (Mac lab)			
Final Exam Day, Time, and Room Number TU December 11, 3:00-5:30PM			
Office Hours, Location, Phone TUE 1:00-3:00, WED 6:00-7:00, TH 12:00-1:00, Gailhac G106, 703-284-1652			
E-mail barry.erdeljon@marymount.edu Course website: http://www.mudesign.net/portfolio			
Course Description The fundamentals of preparing an entry-level online portfolio and the supporting social media for entry into the job market of communication and media design. Self-branding will be emphasized. Business cards, letterhead, and résumés will be created. Developing leads for employment and interviewing techniques will be covered. Prerequisite: senior status, including the completion of 36 credits in the communication or media design major. (1)			

UNIVERSITY STATEMENTS

ACADEMIC INTEGRITY

By accepting this syllabus, you pledge to uphold the principles of Academic Integrity expressed by the Marymount University Community. You agree to observe these principles yourself and to defend them against abuse by others. Items submitted for this course may be submitted to TurnItIn.com for analysis.

STUDENT COPYRIGHT INFORMATION

For the benefit of current and future students, work in this course may be used for educational critique, demonstrations, samples, presentations, and verification. Outside of these uses, work shall not be sold, copied, broadcast, or distributed for profit without student consent.

ACCOMMODATIONS AND ACCESSIBILITY CONCERNS

Please address any special challenges or needs with the instructor at the beginning of the semester.

Students with Disabilities

If you are seeking accommodations (class/course adjustments) for a long-term or short-term (less than 6 months) disability, you must do the following:

- 1) Register as a student with a disability with Student Access Services (SAS) in the Center for Teaching and Learning. This process takes time, so you should engage it as early as possible.
- 2) Once registered with SAS, you may be approved for accommodations by SAS. Approved accommodations will be listed on a "Faculty Contact Sheet" (FCS). This is important because not all accommodation requests are approved.
- 3) After receiving the FCS, meet with each of your instructors as soon as possible to review your accommodations, and have them sign the FCS. This document will help you and your instructors develop a plan for providing the approved accommodations.
- 4) Let SAS know if there are any concerns about the way your accommodations are being implemented by your instructors.

Please remember that:

- 1) Accommodations for disabling conditions cannot be granted if you do not follow the above steps.
- 2) Accommodations are not retroactive. That is, accommodations can only be applied to a course *after* they have been approved by SAS and put into motion by *you* through working with your instructors.
- 3) Appointments with the SAS staff are scheduled through the Starfish "Success Network" tab in Canvas. For more information, check the SAS website, e-mail access@marymount.edu, or call 703-284-1538.

Students with Temporary Challenges

Temporary challenges due to accident, illness, etc. that may result in missing class or navigating general campus access do not fall under the purview of SAS. If you experience something of this nature, please start by alerting your instructors. The Dean of Student Success may be involved in alerting instructors in extreme cases.

EMERGENCY NOTIFICATION POLICY

When students are absent due to a crisis situation or unexpected, serious illness and unable to contact their individual instructors directly, the Division of Student Affairs can send out an Emergency Notification. To initiate an Emergency Notification, students should contact the **Division of Student Affairs 703-284-1615** or student.affairs@marymount.edu. Emergency Notifications are **NOT** appropriate for non-emergency situations (e.g. car problems, planned absences, minor illnesses, or a past absence); are **NOT** a request or mandate to excuse an absence, which is at the sole discretion of the instructor; and are **NOT** a requirement for student absences. If a student contacts instructors about an emergency situation directly, it is not necessary to involve the Division of Student Affairs as arrangements are made to resolve the absence.

For non-emergency absences, students should inform their instructors directly.

ACCESS TO STUDENT WORK

Copies of your work in this course including copies of any submitted papers and your portfolios may be kept on file for institutional research, assessment and accreditation purposes. All work used for these purposes will be submitted confidentially.

UNIVERSITY POLICY ON WEATHER AND EMERGENCY CLOSINGS

Weather and Emergency closings are announced on Marymount's web site: www.marymount.edu, through **MUA** alerts, area radio stations, and TV stations. You may also call the **Weather and Emergency Hotline at (703) 526-6888** for current status. Unless otherwise advised by local media or by official bulletins listed above, students are expected to report for class as near normal time as possible on days when weather conditions are adverse. Decisions as to inclement closing or delayed opening are not generally made before 6:00 AM and by 3:00 PM for evening classes of the working day. Emergency closing could occur at any time making **MUA** alerts the most timely announcement mechanism. **Students are expected to attend class if the University is not officially closed.** If the University is closed, course content and assignments will still be covered as directed by the course instructor. Please look for communication from course instructor (e.g., Canvas) for information on course work during periods in which the University is closed.

1. BROAD PURPOSE OF COURSE

The fundamentals of preparing an entry-level online portfolio and the supporting social media for entry into the job market of communication and media design. Self-branding will be emphasized. Business cards, letterhead, and résumés will be created. Developing leads for employment and interviewing techniques will be covered. Prerequisite: senior status, including the completion of 36 credits in the communication or media design major. (1)

2. **COURSE OBJECTIVES:** Upon successful completion of this course students will be expected to:

- A. Prepare a graphic and media design exit portfolio.
- B. Explain and defend work before a professional graphic/media designer
- C. Create graphic and media design solutions that effectively solve marketing communications problems.
- D. Create an effective self-promotional marketing campaign.
- E. Demonstrate an understanding and appreciation of the various disciplines and styles of contemporary graphic and media design.
- F. Demonstrate a basic understanding of graphic and media business practices – ethics, proposals, estimates and billing processes.

3. **TEACHING METHOD** : lecture, audio-visual, discussion, demonstration, off campus research, seminar

4. **GRADING POLICY**

A. Weekly assignments	5pts	Grading Scale	
B. Self-Promotion Campaign	10pts	A 93-100	C 74-76
C. Class client projects	10pts	A- 90-92	C- 70-73
D. Public Service campaign	10pts	B+ 87-89	D+ 67-69
E. Portfolio Review	65pts	B 83-86	D 63-66
Total	100pts	B- 80-82	D- 60-62
		C+ 77-79	F Below 60

The final portfolio must include the following items:

- 1. logo and application – not used in any other assignment or campaign
- 2. website
- 3. multi-page brochure – from CMD 360
- 4. poster
- 5. print advertisement
- 6. magazine cover and spread(s)
- 7. integrated marketing campaign – from CMD 360
- 8. promotional campaign – from Portfolio (this class)
- 9. "real world" actual client designed piece
- 10. Thumbnails, and roughs for any project

Plus at least one or more of the following:

- 1. Performance Media campaign
- 2. Way finding or branding
- 3. Video production
- 4. 3-D graphic piece
- 5. Art of the Book II project
- 6. additional Web site(s)
- 7. additional "real world" client project(s)
- 8. Photographs and illustrations

Tuesday, September 4, 2018, is the last day to withdraw from a class without academic record.

Friday, November 2, 2018, is the last day to withdraw from a class with a grade of W.

Attendance: The nature of the course is skills development. Therefore, attendance is mandatory. More than 2 unexcused absences (missed class or 15 minutes late) will result in a reduced final letter grade for the course i.e. B to C. *This is the department policy for all Graphic and Media Design courses.*

Excused absences require proper documentation i.e. a doctor's note. See the current catalog for the University attendance policy. All missed assignments are still required to be completed. Make-up due dates for missed assignments is determined by the instructor. ***Missing a class does not extend the due date for assignments.***

All assignments will be posted to your course website. *No assignments will be accepted after the final class of the semester.*
No assignments will be accepted by email.

Late assignments will be reduced one letter grade i.e. B to C. Late assignments will not be accepted one week after deadline. *No assignments will be accepted after the final class of the semester.*

Class participation in meetings, discussions, working on projects during designated class times and critiques is mandatory. Failure to participate will result in a lower grade. Work habits/ethics will influence your grades.

5. CLASS SCHEDULE

Lecture topics, assignments, and due dates will be posted on the class Web site on a weekly bases at <http://www.mudesign.net/portfolio/>. Individual assignment due dates will be determined upon review of students work from previous classes

6. REQUIRED TEXT and SUPPLIES

Heller, Steve, and Fernandes, Teresa. Becoming A Graphic Designer. Wiley & Sons, Inc.

Graphic Artists Guild Handbook: Pricing & Ethical Guidelines

Project specific periodicals and books

Subscription to HOW, CA, or PRINT magazine

At least two 32GB USB 2.0+ Flash Drives or portable USB 2.0+ hard drive

Several pages of color computer output

Several sheets of black or white illustration board

Spray adhesive

Portfolio case