



MARYMOUNT UNIVERSITY

School of Arts and Sciences
2017-18

COURSE SYLLABUS

Course Number CMD405A	Course Title Portfolio		
Fall Semester 2017	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 TUE 11/14 3:30-6:16 Rowley G221			
Office Hours, Location, Phone TUE 1:00-3:00, WED 6:00-7:00, TH 2:30-3:30, 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 seeking accommodations for a disability must complete the required steps for obtaining a Faculty Contact Sheet from the Office of Student Access Services (SAS). Students are then responsible for meeting with their instructors at the beginning of the semester to review and sign the Faculty Contact Sheet and develop a specific plan for providing the accommodations

listed. **Accommodations cannot be granted to students who fail to follow this process.** Appointments with the SAS director can be 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** to reach the SAS director or an academic support coordinator.

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 **MUAlerts**, 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 **MUAlerts** 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 media (graphic) design exit portfolio.
- B. Explain and defend work before a professional Media (graphic) designer
- C. Create media (graphic) 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 media (graphic) design.
- F. Demonstrate a basic understanding of media (graphic design) 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. Public Service campaign	20pts	A- 90-92	C- 70-73
D. Portfolio Review	65pts	B+ 87-89	D+ 67-69
Total	100pts	B 83-86	D 63-66
		B- 80-82	D- 60-62
		C+ 77-79	F Below 60

Each unexcused absence will result in one lower finale course grade i.e. A to B

Criteria for portfolio evaluations are on the "Portfolio Evaluation Forms" distributed in class

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 Studio II
4. poster
5. print advertisement
6. magazine cover and spread(s)
7. integrated marketing campaign – from Studio II
8. promotional campaign – from Sr Portfolio
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. Studio III 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

Friday, September 29, 2017, is the last day to withdraw from a class without academic record.

Friday, November 3, 2017, is the last day to withdraw from a class with a grade of W.

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