ATTENDANCE POLICY
1. ONE missed or late appointment will be permitted without penalty
2. Automatic Failure upon THREE or more missed or late appointments
3. TWO missed/late virtual deadline submission will equal ONE absence
4. Failure to make alternative arrangements for submitting work by the end of the semester will result in a hard limit Incomplete grade status
5. Withdrawal will only be given in accordance with the college policy

COURSEWORK & CONDUCT
The format of this course is designed to facilitate the individualized schedule restrictions of each student on a case by case basis.
While the schedule of meetings and project criterion is determined with consideration for the convenience of both parties, the student is required to fulfill all obligations in order to receive a final grade.
In addition, it is the student’s responsibility to maintain weekly written (email: help@clubrusso.com) communication, as per the status of his/her progress, with the instructor with/without a pending scheduled meeting.
1. Students are responsible for gathering instructions, procedure, coursework and project guidelines on the assigned date. Assignment details and project guidelines will be discussed by the professor on the assigned date only. Missed or inaccurate information will be communicated by office visit or telecommunication only.
2. This course requires a the body of work that reflects GRAPHIC DESIGN PRINCIPLES. There will be NO ACCEPTANCE of exclusive fine art or photographic compositions. However, students are encouraged to integrate original art & photos into their Graphic Design projects.
3. Students are expected to spend a minimum of 50 minutes per week fulfilling the obligations of this course which includes the mandatory meetings, and electronic submissions.
4. YOU MUST NOT WORK ON YOUR PORTFOLIO DURING ANY OTHER CLASS/COURSE! Doing so would be considered a violation of the academic policy and may result in withdrawal from this course.

COURSE OBJECTIVES
The objective of this course is to structure and facilitate the development of a portfolio of samples that reflect the student’s talent, computer literacy, professionalism, and direction suitable for entry into the graphic design industry or transfer to Bachelor of Fine Arts Program. Students will be able to demonstrate their fulfillment of the objective through the following methods:
1. Students will identify and document strengths, weaknesses in graphic design solutions to promote fine-tuning of design solutions and attention to detail.
2. Students will demonstrate a command of graphic design terminology during participation in critiques of current and past projects.
3. Students will yield documentation of a specific direction/focus toward professional or educational goals in the graphic design field.

GRADING CRITERIA
Grades are averaged and weighted by the grading criteria. An “A” for a final grade will not be given there are any MISSING ASSIGNMENTS, SLOPPY PRESENTATION, MISSED DEADLINES OR LACK OF PARTICIPATION.
50% Homework, Preparation, File Management, Projects Revisions, Met Deadlines
50% Final Presentation
A - Exceptional; objectives are fully demonstrated, impeccable attention to detail, neatness & presentation, highest level of design principles applied
B- Above Average; thorough effort demonstrated, minor deficiencies in attention to detail, neatness presentation, display of design principles applied
C-Mediocre; minimum requirements fulfilled, deficiencies in both attention to detail, neatness presentation, display of design principles applied
D-Poor; unfinished, several deficiencies in attention to detail, neatness presentation, display of design principles applied
F-Unacceptable; missed deadline & or sloppy, unfinished, no clear display of effort or understanding of design principles

INSTRUCTIONAL PROCEDURES
Assigned readings and individualized instruction. Oral and written assessment of student projects. Supervised student critique and revision sessions

MATERIALS & TEXT
The Graphic Designer’s Guide to Portfolio Design by Debbie Rose Meyers
A Current Gr Design Trade Magazine
CDR/RW for Dept. Archive
4. Students will provide individual samples of work and/or research that reflect alternative presentation techniques for packaging and promoting graphic design samples.

5. Students will demonstrate a capacity to adhere to professional standards by meeting project deadlines, presenting neat and organized layouts, and, cooperating within groups.

6. Interpretation and execution of design solutions that are consistent with the needs and/or specifications of a prospective client, industry niche or institution of higher education will be demonstrated through the submission of a portfolio of samples.

7. Students will contribute artistic criticism in a constructive and supportive manner based on an established criteria; creativity, appropriate use of type, technique & presentation.

**Design Objectives**

1. Demonstrate understanding of design hierarchy through identification of the focal point and supporting accents during individual project evaluations.

2. Identify appropriate use of type; choice of font, size, style, kerning/tracking and leading as it relates to display type and text type.

3. Explain methods and guidelines for promoting readability and legibility of type.

4. Demonstrate understanding of design terminology through verbal analysis of student projects.

5. Analyze creative alternatives for enhancing the visual impact of various design formats.

6. Identify a target audience and creative judgement based on critical analysis of student work.

7. Interpret and analyze design concepts, execution, technical application and presentation based on format, suggested target audience and esthetic theme.

8. Analyze design solutions for balance, rhythm and unity.

**Technical Competencies**

1. Demonstrate the technical skills required to revise individual projects as it relates to critical group analysis.

2. Articulate technical knowledge for execution of suggested project revisions.

3. Prepare samples of work that reflect use of computer applications for page layout, image editing and art creation.

4. Demonstrate understanding of production techniques to obtain professional quality comprehensive layouts.

**SESSIONS AND ASSIGNMENTS** tentative

**DUE Before NEXT Appointment:**

15-20 previous graphic design project files submitted to your DROPBOX folder.

All files must be optimized and compressed for minimum file size, while maintaining print quality. (PDF, JPG preferred)

**DUE 1st Meeting:**

1. Fill out Self Analysis Form.

2. Search web for Graphic Designer’s Portfolio sites and pick 2 you like and document the web address and the reason for your choice.

3. Create a document that lists the original requirements/specifications for each project submitted to the DROPBOX.

4. A printed sample of the projects submitted to the DROPBOX along with a completed "Initial Evaluation" form (also sent to DROPBOX & printed) for each project to be reviewed by the instructor during the meeting.

5. Establish timeline for next session.

**Topics to be addressed:**

Presentation Issues addressed

Obtaining External Critique

Personal Brand Identity & Resume

Project Revisions & Printing Session

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