Course Title:	**Portfolio**
Course Number:	**INTB409 A**
Session/Year:	**Spring 2017**
Day/Time:	**Tuesdays and Thursdays 11:00am – 1:45pm, Lab 1010**
Instructor:	Patricia Kruep
Contact Info:	pkruep@aii.edu
Office Hours:	Tuesdays and Thursdays, 10:30 – 11:00am *appointments preferred

Course Description: This course prepares students for the transition to the professional world. This course will prepare students for the industry by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio projects. Working individually with an instructor, each student will select representative projects showcasing work that reflects a unique style and developing them further as needed. Particular emphasis is placed on identifying short- and long-term professional employment goals, industry and professional related resources and portfolio development strategies.

Designers present portfolios of their work to prospective employers and clients to showcase their conceptual, technical and business abilities. Working with the instructor, students compile an entry-level portfolio to prepare for their job search. All graduating students are required to present their final portfolio to employers at the Student Portfolio Show.

Core Course Competencies: Upon successful completion of the course, the student should be able to:

Demonstrate craftsmanship (organization, neatness, precision)
- Exhibit solutions in a finished manner
- Exercise attention to detail

Develop, analyze, and refine creative concepts from initial idea as thumbnail sketches to final product
- Analyze and define creative challenges in message making

Select and apply appropriate visual elements
- Apply the design process to specific goal focused problem solving

Utilize basic terminology and concepts of design and media
- Evaluate which media options may be most effective

Develop practical skills in design, scheduling, budgeting, leadership, production, and project documentation
- Select and apply various management strategies in business situations

Initiate creative solutions to graphic design challenges utilizing fundamental design principles
- Create a design solution that communicates a concept

Apply time management skills to the development and production of projects
- Apply, prioritize, budget, and sequence tasks

Articulate and defend concepts
- Recommend and apply creative typographic solutions to design problems

Demonstrate effective verbal and visual presentation skills
- Initiate the selection of final portfolio pieces
- Exhibit solutions in a finished manner suitable for client presentation
- Evaluate and organize researched information for effective presentation

Critique and evaluate design solutions
- Develop and use critical thinking in the design process
- Collaborate with classmates in the design process

Meet deadlines according to project specifications

- Select and apply various management strategies in business situations

Examine and differentiate personal and career goals
- Evaluate personal and professional skills and interest relative to their application in possible career paths

Present a portfolio and articulate strength
- Update resume and projects that reflect the individual's most marketable skills and qualities

Course Length: 11 weeks

Contact Hours: 6 per week

Credit Value: 4

School Policies:

Definition of a Credit Hour: A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than

1. One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10 to 12 weeks, or the equivalent amount of work over a different amount of time; or

2. At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practicum, studio work, and other academic work leading to the award of credit hours.

Estimated Homework Hours: As much as it takes to for you to complete and polish your work in a presentable and pro-fession manner *on time.* Good design doesn't just happen—it is the product of an iterative process.

Academic Services/Advising: Your School Director or a member of the faculty or virtual advising team is designated as your academic advisor at The Art Institute of Washington. In addition to helping you succeed with your educational goals, the academic advisor will also guide you toward your career goals and successful completion of your portfolio work. While every effort is made by all advisors to assist you in planning your schedules, it is your responsibility to know course se-quence and prerequisites for your program of study. If you fail a prerequisite to a course for which you have pre-registered, it is your responsibility to change your schedule prior to the end of the add/drop period.

Disability Services: The Art Institute of Washington provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommoda-tions and in supporting equal access to services, programs and activities at The Art Institute of Washington.

Students who seek reasonable accommodations should notify Disability Support Services at 1-855-855-0567 or dss@ai-i.edu of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to re-quest accommodations as early as feasible with the Disability Support Services to allow for time to gather necessary doc-umentation. If you have a concern or complaint in this regard, please contact Student Resolution at studentresolution@edmc.edu. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

Satisfactory Academic Progress: The Art Institute of Washington encourages students to excel in their classes and to earn the highest grades possible. The minimum acceptable academic standard to become a graduate is to earn a 2.0 cu-mulative grade point average (CGPA) and pass at least 2/3 of the courses attempted (ICR). Receiving a failing grade in any course requires a student to retake the class at the first opportunity. The second, passing grade mathematically raises the CGPA. Earning a D in a class is a passing grade; however, a D is worth only 1grade point and can lower the CGPA to below the minimum level to graduate (2.0). Therefore, it is in the best interest of students to complete their courses with a grade of C or higher. If students encounter difficulty with class material, they are encouraged to utilize the Academic Sup-port Center (703-247-6818) on the 12th floor. Should extenuating circumstances take place that require a student to stop attending classes, students are responsible for contacting their instructor, School Director, or the Registrar's office on the 10th floor.

Academic Resources: Students are expected to utilize resources such as the campus library for research assignments and academic support center for tutoring needs. Information on these services can be found on the student portal at myaicampus.com.

Student Conduct Policy: The Art Institute of Washington recognizes its students as responsible and dedicated men and women who are preparing for career employment. An integral part of their career and professional development is the expectation that they conduct themselves during the education process in the same manner as will be expected in all employment situations.

As members of The Art Institute of Washington community, students have responsibilities and duties commensurate with their rights and privileges. In this policy, The Art Institute of Washington provides guidance to students regarding those standards of student conduct and behavior that it considers essential to its educational mission. This policy also provides guidance regarding the types of conduct that infringe upon the fulfillment of the Institute's mission. Please refer to the "Student Conduct Policy", page 27, Student Handbook 2012-2013 for more details. http://www.artinstitutes.edu/arlington/pdf/student-handbook.pdf

Academic Honesty at The Art Institute of Washington: As members of the academic community, students are expected to recognize and uphold standards of intellectual and academic integrity. Under all circumstances, students are expected to honestly interface with faculty, administrative staff, and fellow students. In speaking with any member of the college community, students must accurately represent facts, and refrain from dishonorable or unethical conduct related to academic work. Students must submit work that fairly and accurately reflects their level of accomplishment. Any work that is not the product of the student's own efforts is considered dishonest. Engaging in academic dishonesty is a rule infraction with severe consequences for the students.

1. Academic dishonesty includes, but is not limited to, the following:
2. Cheating
3. Plagiarism
4. Submission of the same work in two or more classes without prior approval of the faculty members of the classes involved
5. Submission of any work (full or partial) not actually produced by the student
6. Submission of any work without clear acknowledgment (reference/credit) of the original author or creator of the work

Students proven to have been dishonest in submitting or presenting their work in a class will receive the following sanctions:

- First Offense: you will receive an F for the assignment and meet with your program director

- Second Offense: you will receive and F in the course in which you committed the second offense and will need to meet with the Dean of Academic Affairs

- Third Offense: you will be dismissed from The Art Institute of Washington

Record of any incidents will be kept in the student's fill—this procedure is in place for all a student's classes collectively. If such an incident occurs and you would like to file a written appeal, you may do so with the academic director of the department.

Portable Communication Devices: The Art Institute of Washington is committed to providing an atmosphere that enables the highest quality of student learning. In order to ensure the maintenance of such an environment, The Art Institute of Washington prohibits the use of portable telecommunications devices (cell phones, pagers, mp3 players, radios, etc.) in classrooms during class meetings. Such devices should be disabled prior to class periods to prevent their inadvertently sounding during classes. Failure to adhere to this regulation may result in grade adjustments, dismissal from class, and/or additional disciplinary action. Page 8, Student Handbook 2012-2013. http://www.artinstitutes.edu/arlington/pdf/student-handbook.pdf

Attendance Policy: The Art Institute of Washington is committed to learning-centered, hands-on instruction, which can only be accomplished when students attend class. There are no excused absences. The satisfactory explanation of an absences does not relieve the student from responsibility for the course work assigned and/or due during his/her absences. A student who does not attend class during the first week of school or states late is still held responsible for his/her absences.

A student who is *absent for three cumulative weeks* will be withdrawn from the course and will receive a Withdrawal (W) grade during weeks 1 through 9 of an 11 week term and a Withdrawal/Fail (W/F) grade after week 9 of an 11 week term for that course (after week 4 of a 5.5 week mid-quarter ground term) unless the student submits an appeal to remain in class

that is accepted by the instructor and department director/dean. A student is allowed only one appeal per class. In other words, if a student submits an appeal and it is approved, the next absence will initiate a non-appealable withdrawal from the course. The Attendance Appeal Request Form may be found in the Registrar's office.

It is your responsibility to stay in communication with your instructor about absences in order to stay current with assignments. **You are expected to spend the entire amount of scheduled class time in the classroom.** If you are dropped from the class and you have a documented mitigating circumstance, you may have the opportunity to appeal. It is your responsibility to ensure that your attendance in class is brought to the faculty member's attention if you arrive late.

Students who are not marked present in *any* of their scheduled classes for fourteen (14) consecutive calendar days before the end of the ninth week of the 11 week term (week 4 of a 5.5 week mid-quarter ground term), will be withdrawn from the Institute and will receive W's (withdrawals, with no grade penalty), or if the withdrawal occurs after the end of the ninth week of an 11 week term (after week 4 of a 5.5 week mid-quarter ground term) will be withdrawn from the Institute and will receive WF's (Failures due to late withdrawal). Calendar days include days that the student does not have any scheduled class. All calendar days that the school is not in session (e.g., school closings and holidays) do not count in the fourteen (14) calendar days as well during the active term. Students who have been withdrawn due to violation of the consecutive absence policy, but are still in good academic standing, if otherwise eligible, will be able to return the following term through the normal readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing the academic dismissal.

Students are encouraged to make all schedule changes early in the first week of the quarter to minimize absences. Failure to sit in all classes during the first two weeks of school will result in termination from school for the quarter. Detailed information about scheduled adjustment periods can be found on the back of your official schedule or in the local Ai campus catalog.

If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.

Unearned F (UF) Grade: Students who failed the course *and* did not complete the final assignments in the course. Final assignments include, but are not limited to: final exam, final project, final paper, portfolio presentation, capstone project, or any assignment due in the last week of the course. If a student completed some or any other requirements in the course but did not complete the final assignment of the course and failed the course, the F grade will be considered unearned. An unearned F graded will be reflected as a "UF" grade on the transcript. The course's instructor will award this grade when appropriate.

Grading Scale:

A	100-92	B-	81.9-80	D+	69.9-67
A-	91.9-90	C+	79.9-78	D	66.9-60
B+	89.9-88	C	77.9-72	F	59.9-0
B	87.9-82	C-	71.9-70		

Student Evaluation/Methods of Assessment

The instructor is looking for steady improvement and active engagement of the course of the quarter.

Grading: Grades for this class will be based on the following:

- Portfolio projects
- Designed process book
- Portfolio presentation
- Personal promotional material (business cards, resume, online presence)
- Participation and professionalism

Work submitted is evaluated based on design, craftsmanship, presentation, and completion. Input from the student and their faculty mentor is considered when determine the grade. Participation and professionalism is evaluated based on engagement, willingness to work and re-work, effort expended, and presentations of work to peers and others. Specific point values and criteria are provided with each assignment.

Class Policies:

Submitting Work: Assignments, including the portfolio checklist/sign-off, will include instructions for submission. Unless specifically stated otherwise, all assignments will be submitted in some form via the eCompanion course shell. Students need to be able to access their MyAiCampus accounts and eCompanion.

Late Work: Work turned in late will not be awarded the full amount of available points for the assignment. Point values decrease by 5% of the total value, rounded to nearest integer for each day the assignment it late.

Resubmitting Work: Work submitted on deadline may be resubmitted for an improved grade.

Lab Policies: No eating, drinking, smoking, chat/IM, installing software, or any other activity outlawed by the Technology department. Please limit surfing to the activity at hand.

Class Participation: When in class, you are expected to participate in class. That means participating in the activity at hand, be it working on a project, participating in a critique, following the lesson, etc. I urge you to make the most of the time and resources provided by this class and myself. Push yourself to the next level. This is the quarter you graduate. Make this class time count.

Class Conduct: Professional conduct is expected. Respect for classmates, the instructor, and the classroom environment is expected.

Class Communication: Primary communication is through scheduled class time. If necessary, students will be contacted through their student email account. Class assignments and other useful information will be posted at http://pk311.aisites.com. I am also available for IM/Chat on Google Talk/Google+ (pkruep) and AIM (pkruep, Twitter: http://twitter.com/littleberry, and Facebook: https://www.facebook.com/patricia.kruep. You can also email me at pkruep@aii.edu.

Week 11: This course is 11 weeks. That is, we meet 6 hours a week 11 times over the course of the quarter. Classes cancelled for any reason will not be made up. It is strongly recommended to not make plans for the scheduled class time during the 11th week.

Homework: All assignments posted to http://pk311.aisites.com.

Handouts: All course resources or handouts posted to http://pk311.aisites.com. This includes assigned readings.

Saving Work: You are responsible for all of your work. Keep backups of your files. Keep your files organized. School computers and the UAM server are not suitable or safe places to keep your files. It is a good practice to restart a lab computer before plugging in your own drive. On boot, the lab computers are reset to their initial settings. Any virus or other nasties that might be lurking there should be wiped away in the reset. **This is the quarter you *do not want* a technology meltdown. It is your responsibility to be diligent.**

Faculty Tardiness/Absenteeism: In the event that the instructor is late or absent, students should wait 30 minutes. Students must then circulate an attendance sheet and designate one of their members to scan or clearly photograph the attendance sheet and email the scan/photo to the instructor.

Portfolio and Portfolio Show Policies

Student portfolio: The student portfolio contains the following components:

- An assembled body of their best work that exhibits focus in their area of concentration, conceptual development, and technical expertise.

- A designed process book that documents the design thinking and process of a Senior Project/Capstone project (BFA) or other suitably involved project (AA).

- A clean, well-organized, and professional presentation (oral and display) that supports and defends their body of work.

- A coherent and professional promotional campaign that presents their personal brand and includes (but is not limited to) business cards, resumes, and online presence.

Portfolio pieces are selected and approved based on fulfilling requirements per their degree and major and by approval of the portfolio class instructor and the student's faculty advisor/mentor. All portfolio pieces must come from program-related courses completed at The Art Institute of Washington (includes Arlington and Dulles campuses). Minimally, projects should already be in progress, if not already complete. New projects should not be started or created specifically for Portfolio. Projects from classes concurrent with Portfolio will be considered on a case-by-case or need basis. Projects completed for external clients may not be used.

Faculty mentor/advisor: Students are to meet weekly with a faculty member in their program for advising or mentoring on their portfolio. The student, faculty mentor, and course instructor all work together as a team with the goal of polishing portfolio pieces for presentation. Ultimately, it is the student, as the designer, who is responsible for decisions regarding a project's design outcome.

Student Affairs and Career Services: Student Affairs and Career Services work with graduating students to guide them through the graduation process and get ready to enter the work force. Students are required to meet with Career Services representatives for their exit interview and to review their resumes and career goals. Students may also need to meet with representatives from other departments to be cleared for graduation. Students are responsible for completing all tasks necessary to graduate.

Final grade: As part of completing their degree and graduating, students in the Advertising, Graphic & Web Design, and Interior Design programs must compile a portfolio of their work, attain a grade of C or higher in their final Portfolio class, and exhibit their work in an Art Institute portfolio show. Students receive provisional grades in Week 9, based on participation, professionalism and progress in perfecting their portfolio and portfolio show presentation. Final grades may be revised based on the student's Portfolio Show preparation and attendance. *A student who fails (receives a C- or lower) portfolio class is required to re-enroll in the class for the quarter immediately following.*

Portfolio Show: The Portfolio Show is a quarterly event that highlights the work of all students graduating that quarter (Culinary students have their own, separate event). For the event, students prepare a display of their work and an oral presentation to present and defend their work to local professionals and Ai faculty and staff. Family and friends are invited to attend for the latter part of the Show, as well. Students are responsible for procuring and preparing materials that they need for their Portfolio Show presentation. This includes any electronic devices and supporting equipment needed for displaying work. Budget accordingly. Students are also responsible for the set up and take down of their Portfolio Show displays. Specific details about the show and requirements will be discussed in class.

Portfolio show attendance: Portfolio Show attendance and participation is a requirement for graduation for students in the Graphic & Web Design and Interior Design programs. Missing the Portfolio Show, arriving late for Portfolio Show setup, arriving without all of their Portfolio Show materials, and/or not completing their presentation setup by the start time may be denied the opportunity to participate in the Portfolio Show. Students who do not participate in the Portfolio Show will have their final portfolio class grade reduced by two full letter grades. If the grade change results in a failing grade (C- or lower), the student must re-enroll in the portfolio class for the quarter immediately following.

Materials and Supplies

Materials and Supplies:

- **Black matte boards: it is required that all flat projects are mounted on 15"×20" black matte board for display at the Portfolio Show**—the only exceptions are the constructed 3d projects, and the 18"x24" poster, which may either be framed, or mounted flush on foam core and laminated. Buy a large supply of matte boards at the same time, from the same source; make sure the color/shade is exactly the same for all. Inspect front and back for scratches, tears, and dented edges/corners.

- Sketchbook, pencils, markers, pens for sketches and notes

- Notebook or separate section in ring-binder for keeping an on-going notebook of ideas for Portfolio Show display, identity development, give-aways, and job-related research.

- Good quality paper for printing final projects; large and color printouts.

- Tools for mounting final projects: sharp X-acto knife blades, metal ruler, mounting adhesive, cutting mat.

- Portfolio Show: tools & materials (see separate list to get you started); helpers as needed for setting up; appropriate professional attire with comfortable shoes.

Technology Needed:

- Internet connection
- Online presence relevant to major/degree
- Word processor and presentation software
- Adobe Acrobat
- Image editing/creating software and hardware (as needed)
- Storage media (USB drive/disk *and* cloud storage recommended)

Text and References:

- References, resources, and articles will be posted to http://pk311.aisites.com as needed.

Course Calendar

Content subject to change at the discretion of the instructor.

	Topic/Activity	Assignment See http://pk311.aisites.com for list of each week's assignments.	Reading See http://pk311.aisites.com for list of each week's reading assignments.	Due Date
Week 1	Introduction to course and each other Review portfolio requirements	Portfolio project inventory and task list Meet with faculty advisor		1/17
Week 2	Career Services presentation Review portfolio inventory	Schedule meeting with Career Services Resume initial draft Meet with faculty advisor		1/24
	Lab work day			
Week 3	First sign-off for portfolio projects Present projects	Personal branding concepts Online portfolio plan Resume 2nd draft Meet with faculty advisor		1/31
	Lab work day			
Week 4	Review progress	Personal branding final designs Online portfolio accounts/hosting secured Final resume draft Meet with faculty advisor		2/7
	Lab work day			
Week 5	**Midterm** Present personal branding and projects 2nd sign-off portfolio projects and resume	Personal branding promo material Construct online portfolio Portfolio display concept Meet with faculty advisor		2/14
	Lab work day			
Week 6	Review personal branding material and portfolio display concepts	Final portfolio display concept and bill of materials Process book initial draft Elevator pitch draft Meet with faculty advisor		2/21

	Lab work day			
Week 7	3rd sign-off portfolio projects and personal promo materials Present projects, display, elevator pitch	Process book revised draft Set up and photograph display Meet with faculty advisor		2/28
	Lab work day			
Week 8	Present online portfolio Review work to date	Prepare for final sign-off deadline Meet with faculty advisor		3/7
	Lab work day			
Week 9	FINAL SIGN-OFF all portfolio work completed Portfolio presentations	Meet with faculty advisor		3/14
	Lab work day			
Week 10	Portfolio presentations	Meet with faculty advisor		3/21
	Lab work day			
Week 11	Portfolio show setup Portfolio Show!			