

GDES: 4363 - Graphic Design Portfolio (Lab)

Section Number: 001
1/22/2020 - 5/4/2020
Semester: Spring
Year: 2020

Class time: M-W--- 03:00 PM - 04:55PM
Room: McNeal Hall 336
Credits: 3

Instructor Information

Mike Arney
Company: <http://halftone.digital>
Portfolio: <http://mikearney.com/>
LinkedIn: <https://www.linkedin.com/in/mikearney/>
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Office Hours: By appointment
Office Location: 346 McNeal
Email: marney@umn.edu
Also available via G-Chat at most times.

Course Description:

Graphic Design Portfolio provides an examination of design systems as they are applied to the cohesive branding of self-promotional materials in both print and web formats. In this course, students will be asked to explore both traditional and non-traditional methods of showcasing their design work within their own self-expressive brand. This can include, but is not limited to: business cards, resumes, cover letters, print portfolios, print promotional pieces, and a branded web-presence.

As in any graphic design course, emphasis is always placed on clear visual and verbal communication as well as uniformity of style and overall execution. However, there will also be an equally strong focus on the creation and consistent usage of branding and identity across multiple platforms. By the end of the semester, students will leave with a robust and professional looking package by which to showcase their work to prospective employers.

Established Course Objectives:

Your portfolio (also known as your “book”) is your most important artifact for finding internships and employment. The objective of this course is to end with a high-quality portfolio which shows your capabilities as a designer.

Recommended Materials: Bring materials to class to help you create concepts for your designs and be productive . . . laptops, sketchbooks, and mockup materials! Self-healing mats, x-acto knives, new blades, rubber cement erasers, bone folders, burnishers, artist tac, transfer tape, double sided tape . . . all easy to access!

Learning Outcomes:

1. Can identify, define, and solve problems
2. Can locate and critically evaluate information
3. Have mastered a body of knowledge and a mode of inquiry
4. Understand diverse philosophies and cultures within and across societies
5. Can communicate effectively
6. Understand the role of creativity, innovation, discovery, and expression across disciplines
7. Have acquired skills for effective citizenship and life-long learning

Class Policies

Release of Work Statement:

Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).

Attendance:

Attendance will be taken for each class. **Beginning at the THIRD unexcused absence,** there will be a 5% letter grade reduction for the course for each absence. This means that you are allowed a total of TWO unexcused absences without penalty. Use them wisely.

Coming in late

- If you come into class more than 20 minutes after the start, it will be considered an absence.
- If you're between 0 and 20 minutes late, make sure you let me know so that I can remove your absence from my spreadsheet since I've likely already taken attendance.

Workload:

For undergraduate courses, one credit is defined as an average of three hours of learning effort per week (over a full semester) necessary for an average student to achieve an average grade in the course. For example, a student taking a three credit course that meets for three hours a week should expect to spend an additional six hours a week on course-work outside the classroom.

Grading Structure:

Evaluation and grading will be based on the successful and timely completion of the four projects assigned. **This class is PASS / FAIL. If you do not end in the C range, you will fail the class.** Point being: Don't do the bare minimum. I will still give number grades as usual, but your final grade will not be a letter grade, but instead a Satisfactory or Unsatisfactory.

<http://policy.umn.edu/Policies/Education/Education/GRADINGTRANSCRIPTS.html>

Accepting and Returning Assignments:

Assignments will mostly be submitted electronically.

Grading Late Work:

I don't accept late work unless approved in advance or due to an extreme circumstance. You must have a note.

Policy for Missed Exams:

No exams in this class, just assignments and studio projects.

Make Up Work for Legitimate Absences:

<http://www.policy.umn.edu/Policies/Education/Education/MAKEUPWORK.html>

Students will not be penalized for absence during the semester due to unavoidable circumstances. Such circumstances include verified illness, participation inter-collegiate

athletic events, subpoenas, jury duty, military service, bereavement, and religious observances. They do not include voting in any elections.

Extra Credit Options:

Not available for this course.

Disability Letters:

Disability letters must be emailed to the instructor no later than the third class of the semester.

University Policies

Personal Electronic Devices in Classroom:

[Using Electronic Devices in Class](#)

Use of Class Notes and Materials:

[Using Class Notes](#)

Scholastic Dishonesty and Student Conduct Code:

[Student Responsibility and Scholastic Dishonesty](#)

Sexual Harassment:

[Sexual Harassment Policy](#)

Statement on Climate of Inclusivity:

You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to me when speaking. The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help. or download the policy at [Equity and Diversity](#)

Academic Freedom and Responsibility:

download the policy at [Academic Freedom](#)

Availability of Disability and Mental Health Services:

The University of Minnesota is committed to providing equitable access to learning opportunities for all students. The Disability Resource Center is the campus office that collaborates with students who have disabilities to provide and/or arrange reasonable accommodations.

If you have, or think you may have, a disability (e.g., mental health, attentional, learning, chronic health, sensory, or physical), please contact the DRC at 612-626-1333 to arrange a confidential discussion regarding equitable access and reasonable accommodations.

For additional information please visit: <https://diversity.umn.edu/disability/>

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities.

University of Minnesota services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about the broad range of confidential mental health services available on campus via www.mentalhealth.umn.edu or contact Counseling/Consulting Services at 612-624-3323.

Academic Services:

If you would like additional help, please contact one of the offices listed below:

Student Writing Support

<http://writing.umn.edu/sws/index.html>

Student Academic Success Service

<http://www.uccs.umn.edu/>

Plagiarism:

As defined by [The Office of Community Standards](#), plagiarism shall mean representing the words, creative work, or ideas of another person as one's own without providing proper documentation of source.

Plagiarism is a serious offense in academia and is not tolerated by the College of Design. It is the responsibility of students to understand the standards and methods of proper attribution and to clarify with each instructor the standards, expectations, and reference techniques appropriate to the subject area and class requirements, including group work and internet use.

The College of Design holds students accountable to the standards set forth in the [Student Conduct Code](#) regarding plagiarism. Students are encouraged to seek out information about reference methods from instructors and other resources and to apply this to all submissions of academic work.

The above information was adapted from the University of Minnesota Office of Community Standards.