Instructor: Professor Nikki Arnell
Office: Art Annex 211
Office Hours: Mondays and Wednesdays, 7:30-8am and 4:15-4:45pm; by appointment
Office Phone: cell preferred 303-842-3039 – call or txt; (office: 870-680-8457, leave a message)
Email: narnell@astate. edu
Online Coursework: nikkiarnell.net > coursework > **ART-435V FALL19**; Google shared folder; closed Facebook group

COURSE DESCRIPTION

A portfolio is by far the most important tool in your arsenal for job acquisition. Think of it as a living organism that must continue to grow with your artistic development as well as adapt to an interviewer's demands. Tangible and online versions are of equal importance in today's world and both must work in complement to your overall visual brand, including résumés, cover letters, business cards, and all forms of networking.

> **ART-435V**: Faculty-guided self-directed studio practice for the advanced student. Open to all art media. This course requires three or more hours per week outside of class. May be repeated for credit. Prerequisite, advisor, instructor, and department chair permission. Fall, Spring. - **A-State 2019 Course Catalog**

This independent study will be for credit in ART-4493 Portfolio Presentation:

> **ART-4493**: GRAPHIC DESIGN. Capstone course required for all graduating BFA, Graphic Design emphasis students. Preparation of portfolio of graphic design solutions that demonstrate the students overall knowledge and special skills. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class. Enrollment restricted to permission of advisor and instructor. Prerequisite, minimum GPA of 2.75 in all course work with an ART, ARTH, or ARED prefix. Spring. - **A-State 2017-18 Course Catalog**:

Time: This course is almost entirely independent study; however, we will meet on scheduled Wednesdays from 4:15-5:15pm.
Location: Art Annex 211 *(meet in professor's office unless otherwise scheduled)*
Course Length: Fall 2019 semester.

TEACHING METHODS

- This course is based almost entirely on independent studio practice outside of a set class time. (See Building Access under Policies.) The vast majority of ongoing revisions of work will be performed via online communication with Prof. Arnell.
- Reading and study are required in this course to supplement work.
- Reading and study are required in this course to supplement work. This includes required awareness of social media postings in our closed Facebook group. Student should set up notifications or check manually daily to not miss any postings. If student has a SmartPhone, the Facebook app should be installed and notifications set.
- All messaging about the class (other than grades or other FERPA-related information) should be done via Facebook Messenger.
- Become very comfortable using Google shared folders and documents, as almost all class materials will be presented and saved in this way.
- It is *imperative* that student have command of her/his time management and communication skills. Independent study is key throughout the class. Student should enter schedule into her/his calendar at the beginning of the semester and plan time around due dates. Procrastination should not be a habit.
- If student does not understand something, PLEASE speak to the professor as soon as possible but AFTER one has read over all materials provided for the course. All written directions, whether that be a project sheet or syllabus, will be on nikkiarnell.net. It is possible that "assignment" directions (like Facebook posts) may be on the closed Facebook group, but will still be available in the stream if one looks back to earlier posts.

REQUIRED

Software

You should live and breathe Adobe Creative Cloud as a designer.

- ***How to access:*** Most applications will be available on the computer labs in the Art Annex. However, your correct password allows you to *use* the software.
- ***Password:*** The Adobe Creative Suite is included with your enrollment as a student. Due to its hefty price and licensing

agreements with the university, it requires a password.

- o Whenever you first signed up to access the Creative Cloud as a student here at A-State, the password you held at the time for A-State's MyCampus was used. Then A-State continually asks for an updated password for better security; however, Adobe is separate from A-State. Therefore, the Adobe password may be from an old A-State password.
- o If you can't sign on, put in a work order with A-State, as this is a licensing issue a professor cannot fix. Go to MyCampus and see "Adobe Creative Cloud" at the bottom of choices available. This will lead you to page about how to contact IT.

Materials

- **Sketchbook**
  This could be a binder with white copy paper or an actual sketchbook. The sketchbook must only be used for this class and Branding. In addition to ideas, student should keep diligent notes from critiques and lectures in the sketchbook.
- **Print collateral** created in Branding, including Brand Book, Job Hunt Journal, business cards, résumé, and cover letter. For students who have already passed Branding: if any of the work listed was not A quality – or if student would like to revise for any other reasons – it should be reprinted.
- **Digital storage device**: USB flash drive(s), external hard drive, etc. Student should save work to the cloud (Google shared folder for this class), but backing up work to an external device should also be routine. Though it is encouraged to work with files directly on the computer desktop *while working*, DO NOT store files here where safety depends on a lab computer's hard drive.
- **Portfolio:** Archival Box and all materials within (see under Other Expected Expenses).
- All other materials are those that are required to create work for a professional portfolio. These could include:
  18-24 inch metal ruler; X-Acto and #11 blades; Roller/burnisher; Spray Mount or K-77; Self-healing cutting mat;
  Black mounting boards or sheets (TBD).

Books

- Winning Portfolios for Graphic Designers by Cath Caldwell, ISBN: 9780764145056. *See Calendar for scheduled test.*

Online

- You must join the closed group**: ASTATE**(space)**Portfolio**(space)**FALL19** on Facebook (see link on nikkiarnell.net). Check via notifications and/or manually on a daily basis. Students must be engaged on social media.
  (Sorry but I will not Friend you while you are a student at Arkansas State.)
- All projects, outside reading material, notes, and syllabus will also be posted on: **www.nikkiarnell.net.**
- Professor will create a **shared Google Drive folder** for each student. Inside will be a folder for every Monday something is due. In each of these folders, student will save his/her Portfolio Assessment PDF and any supporting materials that are necessary to explain the work shown on the assessments. Professor will save a new commented Portfolio Assessment PDF also within the same Monday's folder. **Do not save over work in the individual Monday folders and do not delete these folders.**

Other Expected Expenses

- *Printing:* See the cost to print color and its new process under Policies : Color Printing. These costs come from a student's account, so it might seem to be free. As your printed portfolio requires high quality prints, it is a good idea to set aside money to have work printed at a more professional level.
- *Portfolio:* This will be a significant cost and should be of the highest quality. Information to come in class, but it would be safe to assume at least $150-$200[1] should be set aside. Remember this is an investment and will be used for years to come. This class will require a digital[2] portfolio and an archival box[3] unless student presents significant research and budget for other options.
- *Leave-Behind:* This should be budgeted so that many can be made for a small amount of money. Only one is required for this class, so approximately $20-$50 should be set aside.
- *Collateral:* All materials that are/were required for Branding will be required to be shown again at the Senior Show. This should be considered an expense for *this* class only if student must revise any work from Fall 2018 Branding.
- *Website:* Purchase of a domain name and server space for site are required, which are completed in Branding class.

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[1] Digital Design majors may have less of a cost for this printed material.
[2] Device on which to show digital portfolio will be required only for final interview. A notebook (like iPad) is preferred.
[3] **A2** (420 mm x 594 mm = about 16.5 in x 23.4 in) Archival Box for **Graphic Design** majors. **A3** (297 mm x 420 mm = about 11.7 in x 16.5 in) is acceptable for **Digital Design** majors. Archival preferred, but other options in similar sizes with substantial substrate may be accepted if presented to professor before purchase. Cost estimate also includes contents for portfolio.

This is another expense only if student must revise any work if Branding class has already been completed.

- o Absolutely no free sites are allowed, as they are littered with ads.
- o AIGA, Adobe, and Behance sites are encouraged to have in addition to – but not instead of – one's own site as platforms to bring viewers to your actual website.
- o Graphic Design majors may choose to use a CMS site like Wix to create their site. The lowest cost for this would be their Combo plan for a connected domain, live site, and no ads at either $14.50 per month or $132 per year ($11/month). A website is absolutely necessary to get a job, so this also is an investment.
- o All Digital Design majors must code their own site and it must shine as a portfolio piece in itself. A domain name can cost anywhere from $10-15 per year. A web host can cost anywhere from $50-$1,000+ per year, depending on the needs of the site. Research now and plan ahead.
- *Awards Entrance:* It is required that each student **enter at least one** design awards competition or juried art exhibition. Proof of this will be turned in at the end of the semester (see calendar). Regional AAF Student Addy's is the optimal award competition in the fall semester. See Prof. Nikki for guidance on other possibilities. *Note: it is not required each student win an award or get into a juried exhibition, though it is obviously preferred.*

RECOMMENDED
Software
It is highly recommended that you pay for the full **Grammarly.com** subscription if you need any help writing (and speaking) as a college-educated, professional adult. Yes, that sounds elitist. Do it anyway.

Social Media
- Follow the public **A-State Department of Art + Design** Facebook page and the **ASTATE ART + DESIGN** Instagram feed.
- Join the A-State Dept of Art+DESIGN GD page on Facebook where information like job and internship announcement, art exhibitions, and graphic design news will be posted. It is a closed group and permissions granted to GD majors.
- There are plenty of other pages to follow, so get on your favorite social media platform(s) and search.

Books
- Burn Your Portfolio: Stuff They Don't Teach You in Design School, But Should by Michael Janda; ISBN-10: 0321918681
- Success By Design by David Sherwin; ISBN-10: 144031022X
- The Little Red Book of Selling by Jeffrey Gitomer; ISBN-10: 1885167601

Web Sites and Periodicals - *see nikkiarnell.net : links : Creative Every Day*
Student Memberships
- **AIGA** (the professional association for design) - https://www.aiga.org
  "As the profession's oldest and largest professional membership organization for design—with more than 70 chapters and more than 25,000 members—we advance design as a professional craft, strategic advantage, and vital cultural force. From content that defines the global practice to events that connect and catalyze, we work to enhance the value and deepen the impact of design across all disciplines on business, society, and our collective future."
  - o **AIGA-Memphis** is our base, though there is also a very active new chapter in northwest Arkansas. Please see here for current events! http://memphis.aiga.org/ .
  - o Professor Arnell is on the board in Memphis and serves as its Education Director. Prof. Arnell is also the faculty advisor of the A-State Student AIGA group, serving along with Prof. Parker. Please remember that being involved with this group is extraordinarily beneficial for students. The experience and its consequential line on the résumé is reason enough.
- **AAF** (American Advertising Federation) - http://www.aaf.org/ . This group is also beneficial in which to be involved. Almost all of the design professors have served as board members for the regional club (https://aafnea.org/) at some point and still in close contact with members. It is recommended that design students attend monthly Lunch & Learns in Jonesboro and enter the annual (Student) Regional Addys held in December.

POLICIES
Attendance
Please see calendar for days that student will meet with professor for lecture/discussion. As this is independent study, the calendar is flexible, but only with plenty of advanced notice by both parties. Please note that consequences are enforced when absences are **un**excused. An example of this would be if a student missed a scheduled appointment with no communication to professor.

- 2 tardies = 1 absence
- **1st unexcused absences** = final letter grade reduced by 1 *(ex. if you have an A for the semester, you receive a B)*
- **2nd unexcused absences** = final letter grade reduced by 2 *(ex. if you have an A for the semester, you receive a C)*
- **3rd unexcused absences = course grade falls to a D**, even if you have an A+ on all projects. As this is a course within the major, you must retake for credit to the degree.
- **Arkansas State University Student Handbook 2017-2018: CLASS ATTENDANCE POLICY**
  Students should attend every lecture, recitation and laboratory session of every course in which they are enrolled. Students who miss a class session should expect to make up missed work or receive a failing grade on missed work...Students who may be assigned a grade of "F" [or D] in a course because of excessive absences may withdraw from the course without penalty before the deadline for dropping an individual course...Students enrolled in upper level courses will not be assigned a grade of "F" solely for failing to attend classes. [However, a D in a class will not count toward your major in the Art + Design department. It is like failing, but without quite the same effect on GPA.] **Instructors shall set forth in their syllabi at the beginning of the semester their attendance requirements and expectations** with regard to making up work missed, class participation and other factors that may influence course grades...**Students must utilize their available absences for any cause which requires them to miss class including, but not being limited to, vacation, illness, emergency, or religious observances.** Students who are aware that they will have absences during a term should ensure that they do not exceed the absences available.

Craftsmanship

I expect perfect craft and your grade will fall if it is not.

Distractions

Do not use your cell phone while we are meeting independently unless it is an emergency or you are asked to do so by the professor. If you do not follow these rules, you will be asked to leave the room and counted absent for the day.

Deadlines

THIS IS A 4000 LEVEL CAPSTONE CLASS. Students are expected to have command of time management and professional communication, as well as an understanding of consequences for missing deadlines. Materials are due almost every Monday. These deadlines must be observed or student will quickly fall behind. These are not graded like a class project, so consequences like a reduced project grade for every day something is late does not make sense. However, all work that is late is noted. Student should consider *each thing* that is late with no valid excuse to be something to reduce the final course grade.

Building Access

The Art Annex is unlocked: **Weekdays 7am-11pm, Saturdays 8am-11pm, and Sundays noon-11pm**. Students may stay in the Art Annex reliably after hours if they follow the directions of the **Building Access Policy**. See **nikkiarnell.net : ASTATE : Helpful Links.** Student's names on the course roster will be supplied to the department after the first week of classes, but each individual must still acquire an **After-Hours Pass**.

COURSE LEARNING OUTCOMES

Problem Solving Skills

Projects will apply theories studied via lectures and assigned readings. Together these will acquire the skills to create and develop the following:

- A default portfolio of student's best work for "desired job".
- Comprehension of the process in order to tailor portfolio for individual future situations.
- Tangible portfolio exhibiting perfect craft beyond the expected creative pieces.
- Live website of online portfolio that continues overall brand while flawlessly displayed portfolio.

Technical Competence

- Student will acquire demonstrable knowledge of tools needed for the purposes of design, as well as improvement of hand-eye coordination and craft.
- Student will continue development of software knowledge as a tool of graphic design.
- Research skills refined for present and future job acquisition and networking, regardless of geography.

Communication Skills

- Proper vocabulary and methods of presentation will allow student to communicate with others in a public forum both in person and social media. In addition, these skills will further develop the ability to critically evaluate artistic output for individual improvement.
- Overall presentation and networking skills to get the book where it needs to be.

Interpretation of Historical Artistic Skills

- Essays and Projects will demand student evaluate and interpret historical graphic design output in relevance to the student's individual experience, within design subcultures, and to the world as a whole.

Organizational Skills
- Time management and research skills will be reinforced by deadline-dependent grading.

Collaboration Skills
- Continuing methods of critique will improve self-awareness, as well as art reception per audience and context.

ASSESSMENT / GRADING

- Students are continuously assessed of skills via scheduled required work, whether they be submissions of new work or revisions of previously submitted work. See calendar for these times.
- Assessment is completed throughout the course on an individual basis via a shared Google Drive folder separated into dated folders corresponding with due dates on the course calendar. Student will submit pieces/ideas to go into one's portfolio and its accompanying reasoning (see PortfolioAssessments.PDF on nikkiarnell.net). Professor will evaluate work and reply in writing via a PDF left in said Google Drive folder(s). Until professor agrees each piece for portfolio is complete, student should continue to resubmit and revise work.
- Though professor will push student to revise until work is A quality, it is possible that professor may say "approved, but should improve". This may only occur if the professor is concerned that student may not be able to finish all required work for the semester. Hopefully, a student will have time once the allotted number of other pieces are approved to return to this piece (or start another one to replace this) and make it A-quality work.
- Once student has reached the required amount of approved work (10-12 "pieces", see Intro Lecture slides for further explanation), student is no longer required to - but is allowed to - turn in more work for review until the final assessment is turned in before the tangible portfolio is created.
- Three process books will be created for three separate pieces of approved work. Lecture and Project Sheet provided. This will help student verbalize his/her creative process in terms proper for the industry.
- One take-home test and ongoing participation will also aid in assessing student in this course. "Assignments" like assigned research into samples or other Facebook group social media posts are part of participation. It is key that student understand when something is due and what the minimum amount of participation is so that this grade does not fall.
- An informal preliminary critique will be scheduled (see calendar).
- In order to receive an A, the final portfolio must be exceptional in all respects, student must present well at the final interview, and all submissions for evaluations and conclusive revisions must be timely and complete. To be mediocre in *any* of these areas will reduce the grade.
- The course grade will be based on the final portfolio and its contents, both online and in tangible form (80%), the ongoing submissions for evaluations and conclusive revisions (10%), take-home test and participation (10%).* Please see how attendance affects final grade. *Percentages are approximate.*
- Be aware that the *overall* course grade does not use + or -; therefore, be sure something like participation doesn't pull your B+/A- to a B grade (for example).
- If student does not understand something about how one is assessed in this course, PLEASE speak to the professor as soon as possible but AFTER one has read over all materials provided for the course.

BFA-GRAPHIC DESIGN (ART AND GRFX) PROGRAM LEARNING OUTCOMES

Content Knowledge *Reinforced/Assessed*
Students will have a working knowledge of various aesthetic and visual communication issues, processes, and media; and be able to apply that knowledge to conceptualize, develop, and complete professional work that answers project objectives and responds to audience and context.

Critical Thinking Skills *Reinforced/Assessed*
Students will be able to apply the critical, analytic, and communication skills required of an academic and professional designer; and will be able to present their work in a competent and professional manner.

Problem Solving Skills *Reinforced/Assessed*
Students will be able to understand and apply problem identification, research prototyping, user testing and analysis to generate multiple solutions to visual communication problem and evaluate their outcomes based on critical, historical, and aesthetic issues.

Technical Competence *Reinforced/Assessed*
Students will be able to execute technical and conceptual decisions based on an understanding of art, design, and

communication principles culminating in a portfolio of professional work that displays knowledge of these skills through self-directed research, experimentation, risk-taking, and reflective analysis of content and context.

BFA-DIGITAL DESIGN (ART AND GRFX) PROGRAM LEARNING OUTCOMES

Content Knowledge *Reinforced/Assessed*

Students will have a working knowledge of various aesthetic and visual communication issues, processes, and media; and be able to apply that knowledge to conceptualize, develop, and complete professional work that answers project objectives and responds to audience and context.

Critical Thinking Skills *Reinforced/Assessed*

Students will be able to apply the critical, analytic, and communication skills required of an academic and professional designer; and will be able to present their work in a competent and professional manner.

Problem Solving Skills *Reinforced/Assessed*

Students will be able to understand and apply problem identification, research prototyping, user testing and analysis to generate multiple solutions to visual communication problem and evaluate their outcomes based on critical, historical, and aesthetic issues.

Technical Competence *Reinforced/Assessed*

Students will be able to execute technical and conceptual decisions based on an understanding of art, design, and communication principles culminating in a portfolio of professional work that displays knowledge of these skills through self-directed research, experimentation, risk-taking, and reflective analysis of content and context.

AND...

I love a good story, but not when it's just a lame excuse for late work. I encourage defense of your design choices and professional communication, but have no patience for lack of respect and bad manners. So thank you ahead of time for being excited to be here and eager to learn!

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UNIVERSITY AND DEPARTMENT OF ART+DESIGN POLICIES

F.E.R.P.A.

Under the Family Educational Rights & Privacy Act, the instructor is prohibited from posting grades in any manner that reveals the identity of the student. The instructor also cannot discuss grade information over the telephone or via email, text, or any other format in which positive identification cannot be established. *If you have questions about your grade, please make an appointment to meet with me in person.*

Safety Concerns

This course may require the use of hazardous chemicals, equipment or processes that the University Safety Committee recognizes as potentially hazardous to a student's safety and health. Every instructor is required to provide instructional information and training on safe handling and usage procedures prior to engaging students in the use of hazardous chemicals or equipment. In addition, students are advised to notify the instructor or laboratory supervisor of any medications or conditions that may impair their mental alertness and/or their ability to safely engage in the use of any hazardous chemical or equipment.

All students should use hazardous chemicals and equipment only under the direct supervision of the instructor or by approval of the instructor, using recommended methods and procedures. Failure to adhere to the outlined safety precautions could result in disciplinary action.

Inclement Weather

University closures are decided by university administration and announced to faculty, staff, and students concurrently. If weather or other unforeseen circumstances cause class to be cancelled, immediately check the class's Facebook group site. If the weather is questionable, also check the class's Facebook group site just in case professor cancels classes (highly unlikely). If you are a commuter student and weather is extreme, it is imperative that you contact the professor as soon as possible to open a line of communication and not fall behind in coursework.

2015-2016 ASU-J Undergraduate Bulletin, Page 14: INCLEMENT WEATHER POLICY

The university remains open for academic classes and all other services during inclement weather except in extreme circumstances determined solely by the Chancellor of the University. Regional and local news media will publicize the closing. Commuter students are encouraged to use good judgment in deciding whether to drive to campus during inclement weather. In those cases where the decision is made not to travel to campus under this policy, it is the responsibility of the student to immediately contact each of his/her professors upon return to explain the circumstances and to determine the need to complete any missed assignments. The student is responsible for all missed assignments during inclement weather within a time frame to be determined by the professor.

Disability Statement

Any student who is registered with A-State's Disability Services and who needs reasonable accommodation must notify the professor by the end of the second week of classes.

2015-2016 ASU-J Undergraduate Bulletin, Page 53: DISABILITY SERVICES

Disability Services (DS) specializes in facilitating full and equal access to ASU-Jonesboro and sister campus services, programs, and activities for students with disabilities. The philosophy of Disability Services is inclusion for students, while maintaining high standards of academic excellence and student satisfaction through the provision of accommodations that support students' personal, academic, social and career development. Students who are allowed access and accommodations are likely to achieve academically and develop their confidence to navigate college life and excel in a university setting. Disability Services offers a variety of support services, including; mentoring and transitional services, alternative testing options, advocacy, note-taking services, physical access to the classroom, buildings, and grounds; assistive technology, software training and alternative textbooks format. Students may participate in several DS programs that promote volunteerism, including; The Ghostwriter Program, Academic Success and Access Program (ASAP), Golf Cart Program, and Delta Sigma Omicron, a fraternity dedicated to promoting advocacy and inclusion of students with disabilities at Arkansas State University. For additional information, please visit our Disability Services' website at http://disability.astate.edu or
call 870-972-3964

Academic Integrity Policy of the Department of Art + Design

I. *Academic Integrity*
   a. Academic integrity calls for students to do their own work and not to claim as their work anything someone else has done. Intellectual growth calls for doing one's own work; so does academic honesty.
   b. Infringements of academic integrity include offering someone else's work as your own (see Plagiarism below), buying term papers, and cheating (see Test cheating below). Specific penalties may result.

II. **Plagiarism***
   a. "Plagiarism" means giving the impression in an assigned paper or studio work that someone else's thoughts, ideas, images and/or words are your own.
   b. To avoid plagiarism give written credit and acknowledgement to the source of the thought, idea, image and/or words, whether you have used direct quotation, paraphrasing, or just a reference to a general idea.
   c. If you directly quote words written by someone else, enclose the quotation in quotation marks and provide a footnote.
   d. If you directly incorporate an image by someone else, you should give credit to that person, in the title, or following your signature, or in some other appropriate way. Example: ".. after Rembrandt."
   e. No written paper or studio project created for credit in one class should be used for credit in another class without the knowledge and permission of all professors concerned.
   f. The research as well as the complete written paper or studio project should be the work of the person seeking academic credit for the course.

III. *Faculty members may respond to plagiarism in any of the following ways:*
   a. Return the work to be redone; the grade may be reduced.
   b. Give a failing grade on the work ("F" or zero).
   c. Give the student a failing grade in the course.

IV. *Test Cheating may consist of any of the following:*
   a. Having access to exam questions beforehand.
   b. Having access to course information during an exam period.
   c. Observing another person's test during the exam period.

V. *If cheating occurs during a test, a faculty member may:*
   a. Seize the test of the offending student, or
   b. Allow the testing to continue without interruption, informing the offending student at the end of the period about the offense.

VI. *Faculty members may respond to cheating in any of the following ways:*
   a. Give a failing grade on the exam ("F" or zero).
   b. Give a failing grade in the course.
   c. Refer the matter for disciplinary action to the Office of Student Affairs.

VII. *Scope: These policies cover all classes in the Department of Art and Design.*

PLAGIARISM INCLUDES DOING A DIRECT COPY OF WORK CREATED BY ANOTHER DESIGNER/ARTIST.

If you are unsure of the difference between simple inspiration, intentional appropriation, and outright copying, please discuss with Prof. Arnell *before* you begin your work.