Course Description
A project-based seminar wherein the development of professional portfolios, print and/or multimedia, is the goal, along with job-seeking skills.
Prerequisite: Art 81 or departmental permission
Co-requisite: Art 86 & Art 90 or departmental permission

Course Materials
Blackboard/ePortfolio Class Site

Course Learning Outcomes
1. Create a professional print portfolio in book layout form and develop a personal identity system for professional use.
2. Produce original projects demonstrating the ability to develop a visual identity system across a series of interrelated pieces.
3. Demonstrate the process used by designers to plan, analyze, create and evaluate visual solutions to communication problems.
4. Use advanced application of typographic concepts in the creation of visual communications.
5. Apply typographic principles, such as measurement, optical adjustment, hierarchy, legibility, and content organization in the successful integration of type into layouts and designs.
6. Demonstrate proficiency in the use of typographic concepts, such as hierarchy, use of the grid, type selection, to create a multipage manual.
7. Demonstrate the advanced use of typography, digital imaging, color and, composition.
8. Demonstrate advanced presentation skills, including trimming, printing, sequential layouts, and binding to produce mockups.
9. Demonstrate the ability to articulate ideas and concepts to clients, self-assess and self-select successful work, and readiness to enter the workforce in an entry-level position.

Course Grade and Attendance Policy
It is crucial that you attend every class. Excessive absence or lateness may result in lowering of grade. Students must complete all class work and meet all assignment deadlines.
Attendance 10 %
Class participation 10 %
Timely completion of assignments 10 %
Projects 70%

General Education Goal
Communication: Use reading, writing, listening and speaking to find, interpret, and communicate information in various modes, including aesthetic, symbolic and graphic.