Course Syllabus

Department: Visual and Performing Arts

Date: Spring 2017

I. Course Prefix and Number: ART 251

   Course Name: Portfolio Prep

   Credit Hours and Contact Hours: 1 credit hour and 2 contact hours

   Catalog Description including pre- and co-requisites: This capstone course is designed to prepare Fine Art and Graphic Design Students for transfer or employment. Students will learn how to compile digital images of their work for submissions, how to mount and prepare physical work for portfolio and begin to navigate the college application or job application process. Emphasis is put on assembling work that is already completed and so this course should be taken near to the end of study.

   Prerequisite: ART 103, ART 109

   Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:

   This will be a required course for AS Fine Art and AAS Graphic Design. AAS Graphic Design students will be advised to take this course in the Fall semester and AS Fine Art students will be encouraged to take it in the Spring. AS Fine Art students applying for transfer may be advised to take this course in the Fall semester.

II. Course Student Learning Outcomes: State the student learning outcome(s) for the course (e.g. Student will be able to identify…)

   Upon completion of this course students will be able to:

   a. Photograph, submit and archive images of their own work for use in creating a digital portfolio

   b. Develop and refine a resume, cover letter and artist statement

   c. Create a basic digital portfolio, Facebook page, Etsy page or website to promote themselves

   d. Demonstrate sound ethics and values through development of professional relationships and their conduct in the marketplace

   e. Actively participate in the art community on campus

   f. Employ archival storage options

   g. Evaluate their creative development and aesthetic by writing an artist statement
h. Design ways to arrange their work
i. Present and defend a portfolio of their work

**College Learning Outcomes Addressed by the Course:** (check each College Learning Outcome addressed by the Student Learning Outcomes)

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<thead>
<tr>
<th>Writing</th>
<th>Computer Literacy</th>
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<td>☑️</td>
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<tr>
<td>Oral Communications</td>
<td>Ethics/Values</td>
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<td>Reading</td>
<td>Citizenship</td>
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<td>Mathematics</td>
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<td>Critical Thinking</td>
<td>Information Resources</td>
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**III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed):** For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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<tbody>
<tr>
<td>Writing: Students will develop and revise a cover letter, resume and artist statement</td>
<td>Measured through the review of submitted documents. The instructor will provide written and / or verbal feedback</td>
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<tr>
<td>Computer Literacy: Create a basic digital portfolio, Facebook page, Etsy page or website to promote themselves</td>
<td>Measured through the review of submitted or posted materials.</td>
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<td>Ethics and Values: Demonstrate sound ethics and values through development of professional relationships and their conduct in the marketplace</td>
<td>Measured by reviewing email correspondence and site reviews</td>
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<td>Citizenship: Actively participate in the art community on campus</td>
<td>Attendance will be taken at gallery openings and artist talks</td>
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<td>Critical Thinking: Evaluate their creative development and aesthetic by writing an artist statement Design ways to arrange their work</td>
<td>Measured through the review of submitted document. The instructor will provide written and / or verbal feedback Also, measured through the review of submitted projects</td>
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<tr>
<td>Information Resources: Present and defend a portfolio of their work</td>
<td>Measured through the review of submitted materials and final presentation</td>
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IV. Instructional Materials and Methods

Types of Course Materials:

Since course content is constantly changing, most instructional materials are downloaded from the web.

Methods of Instruction (e.g. Lecture, Lab, Seminar …):

Lecture, discussions, demonstrations, hands on experience in the computer labs

V. General Outline of Topics Covered:

I. Where are you headed?

a. What needs submission?
   i. Identifying your options
   ii. Creating a plan
   iii. Developing a timeline

b. Body of work
   i. Photographed
   ii. Archived
   iii. Stored using archival methods

c. Following your dream and making a living
   i. Traditional and non-traditional venues for showing and selling work
   ii. Etsy, Facebook or other digital outreach
   iii. Portfolio assembly
   iv. Resume / applications
   v. Cover letters / application letters

d. Follow up on documentation
   i. Blogs
   ii. Photo documentation
   iii. Digital documentation
   iv. Portfolio resources online and on tablets
II. Presenting yourself
   a. Assembling physical work that can be transported
   b. Reproducing authentic duplicates of oversized pieces
   c. Archival assembly methods
   d. Personal portfolio style
   e. Basic communication skills
   f. Typos, typography and visual communication check