

The Art Institute of Seattle  
Course Syllabus

Course Title: PORTFOLIO I  
Course Number: GWDA209

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.

Course Length: 11 weeks  
Contact Hours: 44 hours  
Credit Value: 3

#### Quarter Credit Hour Definition

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 10-12 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, studio work, and other academic work leading to the award of credit hours.

#### \*Course Competencies:

At the conclusion of this 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

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### ***Critique and evaluate design solutions***

- Develop and use critical thinking 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 in and articulate strength***

- Update resume and projects that reflect the individual's most marketable skills and qualities

**Course Prerequisite:** INTERMEDIATE WEB DESIGN

**Methods of Assessment:** See Instructor's *Syllabus Addendum* for details.

### **Textbooks:**

Title: Digital Textbook: Design: Portfolio  
Author: Welsh, C.  
Date: 2013  
Publisher: Rockport Publishers  
ISBN: 9781592538409

**Required Supplemental Materials:** See Instructor's *Syllabus Addendum* for details.

### **Attendance Policy:**

Students must notify the Registrar's Office if they will be missing two weeks of classes. After two consecutive weeks of absences in all courses students are subject to being administratively withdrawn from school, regardless of notification.

### **Plagiarism:**

Students are expected to meet academic standards of honesty in all aspects of their work at The Art Institute of Seattle. All work submitted, including papers and projects, written and oral examinations, and oral presentations and reports, must be free of plagiarism. **Plagiarism is using the creations, ideas, or words of someone else without formally acknowledging the author or source through appropriate use of quotation marks, references, and citations.**

Examples of plagiarism include using another person's ideas as your own; copying words from a book or magazine without using quotes and citation; paraphrasing another person's work without citation; or presenting designs, art or digital files created by someone else as your own. Any student who is uncertain whether his or her use of the work of another will constitute plagiarism should consult the course instructor before submitting the course work involved. Citation standards and guidelines are available from you instructors and The Art Institute Library.

*The Art Institute of Seattle Policy on Plagiarism-* It is the policy of The Art Institute of Seattle that students who copy or otherwise plagiarize the assignments, examinations, artwork, media or projects of other individuals are subject to disciplinary action, including failure of the course in which the plagiarized work was submitted or possible termination from The Art Institute of Seattle.

### **Disability Services:**

The Art Institute of Seattle provides accommodations to qualified students with disabilities. The Office of Disability Support Services assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of Seattle.

Students who seek reasonable accommodations should notify the Office of Disability Support Services at 1-855-855-0567 or via email at [TheCenterDSS@edmc.edu](mailto:TheCenterDSS@edmc.edu) of their specific limitations and, if known, their specific

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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 request accommodations as early as feasible with The Office of Disability Support Services to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Office of Student Conduct and Resolution at [studentresolution@edmc.edu](mailto:studentresolution@edmc.edu). Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

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Students who seek reasonable accommodations should notify the Disabilities Services Coordinator at Sara Lyttle, MaED, Disability Services Officer, Direct Line: 412.518.3304, Fax: 480.999.8966, Email: [slyttle@edmc.edu](mailto:slyttle@edmc.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 request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact Sara Lyttle, MaED, Disability Services Officer, Direct Line: 412.518.3304, Fax: 480.999.8966, Email: [slyttle@edmc.edu](mailto:slyttle@edmc.edu). Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.