

**Portfolio**  
**Harris Hall, Rm 205**

**VCAD 430**  
**3 credit course**

**Tues, Thurs**  
**4PM-5:30PM**

**Instructor:**  
**Bizhan Khodabandeh**  
**bizhan@bizhy.com**

### **COURSE DESCRIPTION**

As one of the capstone courses of the Art & Design curricula, Portfolio begins to prepare the artist for the challenges of presenting their artwork as professionals. Students will learn how to present their work and themselves for the business aspects of the art world, from searching for gallery and professional representation, to job searches. Lectures, discussions, practice sessions, and critiques will culminate in the students producing professional quality resumes, cover letters, and artist portfolios.

### **COURSE OBJECTIVES**

At the conclusion of this class, students will be able to demonstrate:

- Produce a professional portfolio of their artwork in both digital and traditional (print) formats.
- Produce a professional quality web site to showcase their artwork.
- To develop competency in the fundamental technical skills required to work with type.
- Write a professional quality resume and cover letter.
- Learn to act in a professional manner for all aspects of the 'world of work'.
- To develop a sensitivity to typographic image as visual communication.
- Become familiar with the business aspects of being an artist.

### **REQUIRED COURSE TEXT**

Designing A Digital Portfolio by Cynthia L Baron

### **COMMUNICATION**

VSU's e-mail system will be used for correspondence outside of class meetings. Students are required to obtain and use an official Virginia State University e-mail address or supply an outside e-mail address if a VSU one is unavailable.

### **OFFICE HOURS**

E-mail me any questions about the course or if you intend to stay after class - since, as adjunct faculty I have no definitive hours.

### **REQUIRED TECHNOLOGY & MATERIALS**

For this class each student must have:

- Access to Adobe CS4 Design Premium  
OR at least Photoshop, InDesign, Dreamweaver
- Clear ruler with pica, point, and inch measurements
- Kneaded eraser
- #11 X-ACTO knife with extra blades
- SOBO glue
- Glue stick

- Burnisher or bone folder
- Adobe Font Folio Education Essentials
- Half-size sketchbook (about 8.5" X 5.5")
- Pencils and pens and any other materials for sketchbook
- Prepared to pay for "domain name server" and server expenses.

### **ATTENDANCE**

Since attendance and punctuality is vital for success in college and the professional world, it is imperative that students make every possible effort to attend each class. There is no such thing in this course as an excused absence. However, circumstances beyond your control (such as sickness, family or child-care issues, and transportation problems) may arise that will cause you to miss a class. Because these events in life do happen, each student may have up to two (2) absences during the semester. One more than this (three absences) will result in a reduction of the final grade for the course of ten (10) points. Students missing more than three (3) classes will receive an F for the course (anybody would be fired from any job at this point).

Class begins promptly at 4PM. Students who are tardy are displaying unprofessional behavior that would lead to their dismissal in the professional world. Therefore, tardiness will be penalized with an oral warning on the first occasion, a reduction of five (5) points from the final grade for each of the following two (2) occasions, and dismissal from the class (i.e. failure) on the fourth occasion.

### **GRADING**

Digital Porfolio 20%  
 Traditional Portfolio 20%  
 Web Portfolio 10%  
 Resume and cover letter: 10%  
 Personal Identity: 10%  
 Participation 5%  
 Professionalism 5%

*No late work will be accepted.*

### **GRADING SCALE**

93-100 A+	89-87 B+	79-77 C+	69-67 D+	56-0 F
92-90 A	86-83 B	76-73 C	66-63 D	
	82 -80 B-	72-70 C-	62-60 D-	

## **CODE OF CONDUCT**

Cheating in this class will not be tolerated. The copying of artwork and/or ideas is an infringement on copyright and will result in failure of the class.

There will be no eating or drinking in class. No food or drink is allowed into the classroom. Cell phones, PDAs, iPods and other personal electronics are to be turned off and put away during class. If you must keep a phone or pager activated for an emergency, see me before class.

Any behavior in the classroom that disturbs the other students and/or disrupts the instructor will not be tolerated. Continued disruptive and/or abusive behavior can result in removal from the classroom, expulsion from the course, or criminal charges.

## **DISABILITIES**

The Americans with Disabilities Act of 1990 requires VSU to provide 'reasonable accommodations' for individuals with physical or mental disabilities. Please inform me in private at your convenience (prior to the first due date) of any special needs you might have.