

South University
College of Creative Art & Design
The Art Institute of Raleigh-Durham

Course Title: E-Portfolio
Course Number: PHOA409
Class Meetings: Fridays, 1 p.m. – 5 p.m., Fowler 216
Session/Year: Winter 2014
Instructor Name: Andrew Ross
Email Address: aiiandrewross@gmail.com (preferred) or awross@aii.edu
Phone:
Instructor Availability Outside of Class: Thu. 12 - 1 p.m., Fri. 12 - 1 p.m., or by appointment

Course Description:

Students will learn the basic tools for placing their photographs on the Internet and for archiving their portfolio on CD. Students will acquire the skills needed to develop, design and produce basic web pages.

Course Prerequisite(s): *PHOA309 Portfolio II*

Course Co-requisite(s): *None*

Instructional Contact Hours/Credits:

Course Length: 11 Weeks
Contact Hours: 44 Hours
Lecture: 22 Hours
Lab: 22 Hours
Credit Values: 3.0 Credits

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, practica, studio work, and other academic work leading to the award of credit hours.

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Learning Objectives:

Upon successful completion of the course, the student should be able to:

Create effective portfolio presentation

- Integrate current work to showcase portfolio
- Articulate the underlying themes in their portfolio
- Integrate personal style and vision and innovative concepts into the portfolio

Design and Develop a web presence

- Utilize appropriate file formats
- Design and develop a web presence with appropriate text and graphics
- Utilize social media to create a marketing presence

Instructional Materials and Reference(s):

Text(s): No required text. Readings, both PDF and web, will be distributed through eCompanion.

Materials: SD or CF camera card (at least 8 GB), Flash (thumb) drive and/or external HD, Card reader

Technology Needed:

Adobe Photoshop CS6, Adobe Acrobat Pro, Adobe Lightroom, Microsoft PowerPoint, Microsoft Word.

Instructional Methods:

This course will be delivered as a combination of in class lectures and laboratory experiences.

Assessment Criteria and Methods of Evaluating Students:

This class will have both Homework Assignments and Creative Projects. Each project/assignment will vary as far as requirements. Each Assignment and Project will be given with a typed handout explaining the guidelines for that particular assignment/project. The criteria will be discussed and clarified in class, however it is your responsibility as a student to follow those criteria. Everything you need to know will be listed on the handout. The grading rubric for each project/assignment will also be explained on the handout. READ THE ASSIGNMENT/PROJECT DESCRIPTIONS CAREFULLY, AND FOLLOW THE OUTLINED DIRECTIONS.

If the project/assignment is to be turned in digitally, I expect you to either upload the required materials to my Dropbox account *before* class or bring a jump drive to class containing a folder with your assignment. Be *sure* that all required files are contained in a folder with YOUR NAME and ASSIGNMENT # as its name. If you decide to use CDs, they must be readable to both Mac and PC and must be tested before turning in the assignment.

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Student Evaluation / Grading Policies:

Methods of Assessment		Grading Scale	
Mid-Term Project	25%	94 – 100	A
Homework Assignments (3) <i>(each assignment is worth 10%)</i>	30%	90 – 93	A-
Professionalism/Participation	10%	87 – 89	B+
Final Project	35%	83 – 86	B
Total	100%	80 – 82	B-
		77 – 79	C+
		73 – 76	C
		70 – 72	C-
		67 – 69	D+
		60 – 66	D
		59 and lower	F

Classroom Policy:

All of the course expectations, lab rules, and student behavior expectations outlined in the AI Photography Expectations Supplement are considered to be a part of this syllabus. This supplement is available in the Doc Sharing of eCompanion.

BRING YOUR CAMERA TO EVERY CLASS SESSION. If you do not bring your camera to class, you will not be able to participate in the class activity and I will deduct Professionalism/Participation points for that day.

Student Art Work:

The Art Institute of Raleigh-Durham seeks to foster a spirit of honesty and integrity. Any work submitted by a student must represent original work produced by that student. Any source used by a student must be documented through normal scholarly references and citations, and the extent to which any sources have been used must be apparent to the reader. **The school further considers resubmission of a work produced for one course in a subsequent course or the submission of work done partially or entirely by another to be academic dishonesty.** It is the student's responsibility to seek clarification from the course instructor about how much help may be received in completing an assignment or exam or project and what sources may be used.

Students are expected to complete all original work without collaboration and within the specified time. Students are expected to respect and uphold standards of honesty in submitting written work to the Instructor. Students found guilty of academic dishonesty or plagiarism shall be subject to disciplinary action up to and including dismissal from school. Plagiarism will automatically lead to a grade of F for the course.

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Students with Disabilities:

The Art Institute of Raleigh Durham, A Campus of South University provides accommodations to qualified students with disabilities. The Disability Services office 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 Raleigh Durham, A campus of South University.

Students who seek reasonable accommodations should notify the Disabilities Services Coordinators at 1-855-855-0567, dss@aii.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 David Lee, Director of Student Affairs at 919-317-3097 or dmlee@aii.edu. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

Attendance Policy:

A student who accumulates ten (10) cumulative hours of absenteeism (or 23% of class meeting hours) in a scheduled course during any academic quarter will receive a grade "F" for that course. Students will not be automatically withdrawn from a class for ten (10) consecutive hours absent.

The Registrar will automatically terminate from school any student who fails to attend all classes on his/her schedule for two (2) consecutive weeks of the quarter.

Student Conduct Policy:

For full student conduct policy, please refer to the student handbook.

E-Portfolio – Winter 2014

Weekly Schedule

Week 1 January 17

Introduction and overview of course, objectives and syllabus
Different methods for digital portfolio presentation – CD, PDF, tablet/device, Powerpoint
Prepping images for web/screen display
Importance of Metadata in your images (setting in camera, setting in Photoshop)
Photoshop Image Processor
Photoshop Actions and Batch Processing
Homework: Homework Assignment 1 (due Week 2) – Batch Folder of Screen-Prepped Photos

Week 2 January 24

DUE: Homework Assignment 1, class discussion
Prepping PDFs – from Photoshop, from Word
Scanning to PDF
Working with multiple PDF documents in Acrobat Pro
Homework: Homework Assignment 2 (due Week 3) – Multi-page PDF Document

Week 3 January 31

DUE: Homework Assignment 2, class discussion
PDF Book from Lightroom
Homework: start Mid-Term Project (due Week 5) – PDF Book

Week 4 February 7

Continue PDF Book
Social Media, Wordpress/BlogSpot, LinkedIn
Homework: finish Mid-Term Project (due Week 5)

Week 5 February 14

DUE: Mid-Term Project, critique
More on LinkedIn
Building a presentation in Powerpoint
Importance of theme, transitions, continuity
Making a Powerpoint “show”
Homework: Homework Assignment 3 (due Week 7) – LinkedIn Profile

Week 6 February 21

NO CLASS – SCHOOL HOLIDAY!

Week 7 February 28

DUE: Homework Assignment 3, class discussion
Individual student meetings, midterm grades
Making Powerpoint PDF
Final Project options
Homework: prepare outline for Final Project

E-Portfolio – Winter 2014

Weekly Schedule

Week 8 **March 7**

DUE: Final Project outline – review and discuss
Studio/lab time

Week 9 **March 14**

Studio/lab time

Week 10 **March 21**

DUE: Final project presentations
Presentation and critique of final projects – half of class (graduating students)

Week 11 **March 28**

DUE: Final project presentations
Presentation and critique of final projects – rest of class