

## **Art 401 PORTFOLIO PREPARATION course syllabus**

**SPRING 2011 M/W 9:05 - 11:00 A.M.**

**Prof. David M. Brinley**

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**Office Hours MW 3:30-4:30 by appt.**

This is a portfolio course in which we will consider the relationship of the artist to his/her work.

The course will emphasize individual investigation and discovery while remaining open to collaborative projects that may cross disciplines within the department (new media, digital design, printmaking, photo, advertising, etc.). Deadlines are mandatory just as in the professional world. As assigned, they will consist of research > thumbnail stage > roughs > color comprehensive stage > final piece. Student process and progress will be documented and presented within each problem. Combining conceptual thinking (telling a story), critical thinking (verbal/visual vocabulary), creative thinking (problem solving), strong technical and communication skills, as well as imagination is crucial in developing a personal vision for your work. Experimentation is strongly encouraged, as is strong technique, craft and attention to detail. All students are required to maintain a separate personal sketchbook outside of projects. In this sketchbook you will fill one page per day.

Students will be using the color mediums and techniques learned in intermediate classes to create their work.

This course will further explore more unique, personal and conceptual approaches. Students will have the opportunity to experiment within each project. A responsible student will become familiar with traditional and digital mediums, the means of creating and delivering art, the history of illustration and design, and the expectations of working as an artist in the field.

### **ART 401**

#### **You are responsible for:**

1. FIVE assignments

2. Sketchbook

3. Digital Presentation and Portfolio Preparation

By the end of this class you should have all of the following:

- portfolio online and a physical portfolio
- standard letter of agreement/contract
- standard invoice
- resume and cover letter
- list of names to send work to
- promotional mailer

- **MANDATORY trips to NYC are scheduled for the semester.**

**For homework, you will create a metaphorical image from a place you visited. Size and media is up to you. We will critique them two weeks to the day after returning. These can utilize your imagination, reference photos, as well as images drawn in your sketchbook.**

**I encourage these to be highly experimental in approach and organic.**

- **Each class period we will wall critique and review progress on thesis and personal projects following our discussions of the assigned projects.**
- **Be prepared to work on your projects in class at all times. Have your materials on hand.**

**Morris Library has an extensive collection of film, photo, art, illustration and design books for inspiration. Check out the 3rd floor.**

## **Evaluation criteria**

**While listed separately below, both sets of evaluation criteria are applied during the critiques.**

- 1. Compositions of visual interest - Students must learn the following when creating compositions:**

**Compositions must be visually interesting -- not just to the artist creating the work. Only fresh new composition will be interesting.**

- 2. Conceptual thinking/Telling a story**

**Projects will also be evaluated on:**

- **Research, concept, imagination and creativity - depth of ideas explored.**
- **Craftsmanship - structural integrity and attention to details.**
- **Execution - consistently working on project during and outside of class.**
- **Presentation - completed state of the project, how the work is presented and what you have to say about your project and other projects during the critique.**

## **Course Objectives**

By completing this course you will:

- 1. Describe and speak articulately and critically about their work and the field of visual communications.**
- 2. Analyze creations on the basis of historical and contemporary influence of illustration on the culture, graphic design, fine art and visual communications.**
- 3. Create art that incorporates the fundamental elements and principles of design and select materials that express issues such as content and subject matter. Apply and use analog and digital processes in the creation of their work.**
- 4. Analyze and integrate a variety of methods to evaluate an assignment. Given a problem, determine the strategies that would be necessary to solve it (experimentation).**
- 5. Evaluate and the critique the work of others as well as their own work.**
- 6. Produce work that demonstrates creative thinking in order to express a personal vision/point of view that communicates a personal voice.**

Students will display their work on a final CD-r portfolio.

## **Course Requirements**

**Attendance is mandatory. Arriving to class late and/or leaving early three times will count as one unexcused absence. To avoid unexcused absences, please consult with me before you miss class. Projects will each be graded on a scale of 0-4.0 (4.0=A, 3.0=B, 2.0=C, 1.0=D, 0= F) and will utilize the plus minus system.**

**This course is intended for the art student who is committed to developing his or her creative potential. You will be graded on demonstrable knowledge of the subject matter, ability, effort, quality of your work, creativity, and attendance. Attendance is mandatory, and will be taken at the beginning of each class period. More than three absences can cause a grade drop of one letter grade, i.e., from an A to a B.**

Work not submitted on the designated due date will be considered late. Project grades will decrease by one full grade for each class the project is late. Work will not be accepted if missed due to an unexcused absence. Final Digital Portfolios (CD-r) will be collected at the end of the semester and graded as above. Final grades will be based upon the average of your project grades, your final portfolio grade, attendance, and weighted for effort and class participation. Please be aware that we will have class critiques in which work is shared and discussed. By being part of this class, we each agree to address other people and their work with respect.

**A = Outstanding.** Expansive investigation of ideas and excellent composition. All assignments completed on time. Insightful contributions to critiques. Student goes substantially above and beyond minimum requirements. Extraordinary work, extra effort. Work goes beyond assigned expectations, pursues concepts and techniques above and beyond what was discussed in class. Risks are taken in the pursuit of creative ideas.

**B = Above Average.** Substantial investigation of concepts and compositions. All assignments completed on time, insightful contributions to critique.

**C = Average.** All assignments done competently and completed on time. Strong participation in critique.

**D = Marginal Work.** Late projects, limited investigation of ideas, incoherent compositions. Limited contributions to critiques.

**F = Unsatisfactory Work.** Course failure due to minimal idea development, disjointed compositions, lack of participation, late assignments, or excessive absences.

## **Materials**

To start with...Oil, acrylic, mediums, watercolor, dyes, gouache, board, various heavyweight watercolor papers, printmaking paper, canvas, old and new wood, untempered masonite, CS5 - Photoshop, Illustrator, Painter, InDesign, , Raven Press, pencils, pens, charcoal, gesso, sharpies, ink wash, India ink, ballpoint pens, tracing paper, vellum, bond pad, extensive reference image 'morgue', sketchbooks and any other computer program, mark making material, or method that you can use to create images and/or objects.

## **STUDIO RULES**

**Safety and Hazardous Materials Policy :**

Spraying of fixative or any other toxic materials (spray mount, airbrush paint, etc.) are not allowed in the University's Design Studio.

**Adequate ventilation is necessary if you spray mount any work. Do so OUTSIDE and not on the brick or pavement right outside the building.**

**No eating and drinking in the classroom. No listening to Ipods or texting during class. Keep cells phones on 'vibrate'. Take cell phone calls outside in an emergency.**

**No cutting into the tables or into the floor.**

**Clean up.**

**Respect other people's property.**

**Take notes. Use the library as a resource for pertinent information.**

**Get information about assignments from classmates in the event you miss class.**

**Also:**

**No cutting on tables.**

**Clean up.**

**Respect other people's property.**

**Straighten up the desks and push in your chairs before leaving.**

**Do not 'chat' while professor is talking.**

**Get to know your peers.**

**No listening to Ipods or texting during class. Keep cells phones on 'vibrate'.**

**Take cell phone calls outside in an emergency.**

**Bring concept drawings to class - do not email. Email questions pertaining to the course.**