



Advanced Graphic Design, Studio III
Professional Practice

FALL 2008

August 25- December 15

Assignments

ART DEPARTMENT
Kiehle Visual Arts Center
St. Cloud State University

Rm. 104, 3-5:45
Mon, Weds

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Resumé and Cover Letter

DESCRIPTION & PURPOSE

A strong resumé is a valuable and important part of your job seeking campaign. It should be nicely designed, but not overly done. It needs to be easily read and to the point.

PROCESS

Begin the process by researching other resumé examples. Sources of information are on the web and you are encouraged to look at the Career Services site (scsucareers.com) the AIGA site (aiga.org). Crane Paper Company is also a good reference.

Once you have your resumé completed, have a fellow class member proof it and sign off on it. They are to use proofreaders marks to indicate changes (please see Merriam Webster Online for their proofreader marks: <http://www.m-w.com/mw/table/proofrea.htm>) Listen to suggestions and act on them if it improves the work. These proofs are to be handed in with your near PERFECT resumé.

Things to consider: spelling, left margin, alignments of hanging indents, hierarchy, flow. Questions: Is the information necessary and is it enough or too much? / Is the format easy to read? / Does it look appropriately professional? / Does your name stand out (but not scream)?

Use the completed letterhead to write a cover letter. Address it to an appropriate and desired employer. Should be plausible; describe who you are, what your interests are in this organization and what you have to offer. Should be succinct. Check spelling and address. 1 extra credit point for those who mail it and get a response that will be put in the packet. (This can be done after the due date and the grade will be adjusted later).

FINAL CRITERIA

1st Phase: Evaluated on the basis of readability, effective and appropriate language. Evaluated on the basis of content but not design. The first deadline is without logo and paper choice or layout. Please consider them but you will not be evaluated until the whole identity system is submitted. Submit in a two pocket folder both a copy of the resumé and cover letter.

Due: Weds, Sep 10
2 pts

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2nd Phase: Use of resume and cover letter with identity system. Submit in a two pocket folder both a copy of the resumé and cover letter.

Due: Weds, Sep 17
1 pt

(Total: 3 pts)

Personal Identity System

DESCRIPTION & PURPOSE

Class members will develop a personal identity system to include a logo, envelope, letterhead and business card. This is a part of the professional graphic design portfolio development.

PROCESS

Begin the process by researching other identity systems and take extra care to look at similar kinds that include design firms, designers, illustrators, small business professionals. Observe the details of what type was used, how type was used, the size and placement of the marks, paper choices and sizes. Approach it with practicality and yet creativity. Your identity system should be appropriate and distinctive.

- Develop logo through process of research, conceptualization and refinement
- Research paper and make orders or go to a paper company for samples
- Develop letterhead, envelop and business card designs
- Present mounted on board. Select board that will be compatible for full portfolio

FINAL CRITERIA

Logo: Development of mark to include logotype; your name or company. This can be a pictograph, abstract mark or monogram. It must be easily reproduced and represent your professional attitude, goals and experience. The mark image size should be about 5 inches in size to fit on a larger paper.

Letterhead: A page with above logo mark on it. It should be serviceable for correspondence and business communication such as an invoice. The paper is to be of a high standard and appropriate for this use.

Include: Name, address, email, www (if you have one), phone number and perhaps a description such as “designer” or “design services”.

Envelope: Logo, name, address. Be careful to leave space between text and trim. Be aware of postal regulations and use of stamps in relation to the placement of images, text.

Business card: Choose a size that reflects your taste, creativity and is functional for the profession. If it is out of a normal size range it may not be kept and so fail to function. Conventional size: 3.5 x 2”. Include: Name, address, email, www (if you have one), phone number and perhaps a description such as “designer” or “design services”.

Resume and cover letter to be submitted in folder. These are to be on the letterhead.

Optional: Additional collateral elements may be made for the project and will count as creative enhancements that extend the system. Examples: Mailing/ Identity labels, Self promotion. Invoice form etc.
(extra credit: 1 pt.)

Optional: Ideation book: A documentation of the identity system development.
(extra credit: 1 pt.)

Evaluated on the basis of overall appearance, appropriateness to the identity, function and readability.

Due: Weds, Sept. 17

12 pts

Revision Project

DESCRIPTION & PURPOSE

Previous project work often is not resolved enough for a final portfolio. This project is an opportunity to re-work the earlier efforts for the purpose of improving the portfolio. You are to choose either one or two that are substantial enough to fulfill this expectations. Each individual will present the work in it's current state and consult with this faculty member on the value for portfolio development.

FINAL CRITERIA

Explain the value of the project for the portfolio and your career direction with portfolio plan due Sep 22.

Evaluated on the basis of substantial improvement, the quality of the piece and value as a portfolio element.

10 pts

Due: Weds, Oct 8

Personal Choice Project

DESCRIPTION

This is a personal choice project. It is meant as an opportunity for expanding the learning experience as well as providing for portfolio development.

PROCESS

- Discuss with this faculty member your ideas and goals for the project.
- Present the project in stages of development to class members and faculty member. You will be required to have two fellow class members review the work in progress and make suggestions as to developing the work. You will be required to respond to the comments either to take the suggestions or defend your ideas as the better choice. Please seek faculty response and suggestions for the work in progress.

FINAL CRITERIA

- Submit a proposal and receive approval for the project. Explain the value for personal growth, the portfolio and your career direction. Describe how it will be presented and submitted. Proposal due with portfolio plan on Monday, Sep 22.
- Final submission to include review by a class member, professional designer or faculty member that gives their critical response. Also your reaction to these comments. One page.

Evaluated on the basis of substantial merit of the project work, overall design quality and creativity.

15 pts

Due: Wednesday, October 29

Print Portfolio

DESCRIPTION

This is the main part of the course that is to become the portfolio. This should represent your best learning, thinking and presentation. It will serve as a vehicle for your future employment as a professional. It is primarily a print oriented portfolio but may include web and/or video print outs.

PROCESS

- Discuss with this faculty member your ideas and goals for the project. Make proposal of elements and form of portfolio on portfolio plan due on Sept. 22.
- Present the project in stages of development to class members and faculty member. You will be required to have a fellow class member review the work in progress and make suggestions as to developing the work. You will be required to respond to the comments either to take the suggestions or defend your ideas.
- Seek and receive faculty response and suggestions for the work in progress.

FINAL CRITERIA

- Submitted in a professional portfolio case. This may be created or bought but it should be for a professional viewing.
- Required elements: Personal Identity System, Personal Choice Project, Project Revision
- Elements: There should be between 12-15 elements. They should be presented well and consistently. They may be from coursework or outside of class. The work is to be substantial and correct– misspellings and bad grammar will not be accepted.
- Include a page that describes your reaction of the presentation of the portfolio to:
 1. an art or design class
 2. an art department faculty member or professional designerIndicate the date of the meetings, what the comments were and your response
- Response from one class member with your comments

Evaluated on the basis of criteria met, overall presentation, substantial merit of the project work, overall design quality and creativity.

The class will present the portfolios to the Art Department and Campus Community.

20 pts

Due: Wednesday, December 3, 2008

Digital Portfolio Project

DESCRIPTION

This is the digital portfolio that represents project work. A representation of the print portfolio is expected with web based project work. Alternatives to a web site for the digital presentation may include a Powerpoint version or a video.

PROCESS

- Discuss with this faculty member your ideas and goals for the project.
- Submit a proposal and receive approval for undertaking the project by September 22 with the portfolio plan.

FINAL CRITERIA

- Required elements: Personal Identity System, Personal Choice Project, Project Revision
- Elements: There should be between 12-15 elements. They should be presented well and consistently. They may be from coursework or outside of class. The work is to be substantial and correct.
- It needs to be submitted on a cd or flash drive (to be returned) for copying to the department server. The portfolio should be fully functional. The website should include a start page and this is to be named "index.html. No extraneous files.

Evaluated on the basis of criteria met, functioning, ease of navigation, effective presentation of the work , appropriate interface, use of typography, substantial merit of the project work, overall design quality.

10 pts

Due: Weds, Dec 10.

PORTFOLIO PLAN

Name _____

Due: Monday, September 22, 2008

Please indicate your plans for the portfolio work for the course. Use back of page or create new page and submit with this sheet.

Portfolio presentation. Describe plans for the kind of case, boards, paper etc.

Revision. Explain the value of the project for the portfolio and your career direction.

Personal choice project. Explain the value for personal growth, the portfolio and your career direction. Describe how it will be presented and submitted.

Print portfolio elements:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Digital portfolio. Category (website, Powerpoint, video)/ elements (in addition to the print portfolio)

The following are to be written papers or posted on the D2L site as directed. Assignment dates will vary but will roughly follow the schedule.

DESIGN ISSUES & PRACTICE

1. Graphic Design Readings

REQUIRED TEXTS USED IN READINGS

- *How to be a graphic designer without losing your soul* by Adrian Shaughnessy, Princeton Architectural Press, 2004
- *AIGA Professional Practices in Graphic Design*, Allworth Press, 2008

Articles assigned from texts. Response papers should address criteria and guidelines. Papers to be 1-2 pp. 6 readings, 2 pts each (12 pts total)

Reading 1: Shaughnessy-Chapter 1, pp 17-27

Attributes needed by the modern designer.

Response: Please use the following as a point of departure. The author likes the definition of design by Jessica Hefland. Do you agree or not? What is the significance of cultural awareness to you as a designer? What non verbal communication do you think is important in design work? Give an example. How important is listening in design practice? There will be a class discussion.

Reading 2: Shaughnessy-Chapter 2, pp 30-42

how to find a job

Response: What are some options for working as a graphic designer? Where does one look? What do employers want? Use the book's ideas and your own.

Response: Class members will be grouped

in sections for purposes of discussion.

+ Section 1: pp 28-29, Neville Brody interview/ pp 54-57, Rudy VanderLans interview

+ Section 2: pp 130-133, Corey Holms interview/ pp 84-87, Angela Holmes interview

Share good ideas and thoughts that impressed you. Also anything you disagree with or are critical of.

Reading 3:

Response: Class members will be grouped in sections for purposes of discussion.

+ Section 1:

Shaughnessy-Chapter 8, pp 119-129
self promotion

Discuss your ideas about reputation, strategies for developing a career

+ Section 2:

Shaughnessy-Chapter 9, pp 134-147
the creative process

Discuss your ideas about approaching a project, creative philosophy and criteria for good work.

Readings 4-6, from the text:

AIGA Professional Practices in Graphic Design

Guidelines to come.

Chapters to read:

Design relationships

#1: Chapt 1, 2 + endnote, 3

#2: Chapt 5, 7

also: 9, 11, 14, 15

Design management

21, 24

Design rights

25, 26

DESIGN ISSUES & PRACTICE

2. Activities log

This assignment is for outside of classroom experiences during the course. It is to be independently pursued with two reports due. Due week 8 and 13. 4pts each/ 8 pts total.

This aspect of the course is to encourage your engagement with professional designers, attendance of design exhibitions and lectures and other experiences that you can log and reflect on.

The format should be a list of activities, description and reaction. A significant portion of the paper should be a critical reflection. Keep a log of what you do, see and hear. Respond to it. This should be submitted as a paper as well as visual references such as exhibit descriptions or lecture information. It can be a notebook, log that is personal in tone. It needs to be descriptive, visual as well as analytical.

Criteria: The log should present a wide range of activities; some exhibits, some lectures, some professional designer, other things relevant. Should demonstrate initiative and independent research, explorations.