

City University of New York (CUNY)

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2020

Digital Design Portfolio

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CUNY City College

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Thursday 9:00AM-11:50AM
Comp Goeth CG124

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Office Hours
Compton-Goethals 130
Wednesday 12:00 – 3:00PM
Or by appointment

Google Classroom Code
qrtdct

COURSE DESCRIPTION

Advanced projects and portfolio evaluation for students planning a career in digital design, illustration, web design and animation. Exploration of presentation techniques; introduction to the business of design, career resources and business practices. Portfolio preparation; practical experience in making portfolio presentations; creation of self-promotion materials. Use of social media to develop a personal profile as a designer.

LEARNING OUTCOMES

- * Research the current design job market and gain a strong understanding of job opportunities and employers' expectations
- * Create an effective portfolio presentation and verbally explain every design choice
- * Create of a new body of works that include risk-taking, originality and problem-solving
- * Demonstrate an understanding of the process of ideation, research and concept development
- * Critically analyze contemporary design work

ATTENDANCE

Please sign *in* and sign *out* each class.

2 excused/unexcused absences = 10 points deduction

3 excused/unexcused absences = 20 points deduction

4 excused/unexcused absences = 30 points deduction

Arriving 10–29 minutes' late = 1/2 absence

Missing more than 30 minutes' class = 1 absence

Leaving more than 10 minutes' early = 1 absence

Leaving 1–10 minutes' early = 1/2 absence

Please do not pack early, since it disrupts the class.

Missing critique (excused/unexcused) = 2 points deduction

TEXTBOOKS

\$0 This is a ZERO textbook course.
Consult the professor for book recommendations.

SUPPLIES

- variable Website subscription (must be maintained till May 28)
- variable Job fairs
- \$0–60 An external hard drive or cloud storage (minimum 500 MB)
USB thumb drives are not secure.
- \$0–5 A pen or a pencil

EMAIL POLICY

Email is the official means of communicating. Students are expected to check their email frequently and are held responsible for all communication regarding grades, attendance, etc.

When emailing your professor, use full sentences. Address your recipient's name in your first email. Check your spellings. Please get into the habit of writing professional emails. It is very important when you start finding an internship or a job.

PRINTING POLICY

This is a print-based design class. It is up to each student to make sure that their work is printed well before class—we will not critique work on the computer. **ALLOW ADEQUATE TIME FOR PRINTING** (I recommend a minimum of 24 hours in advance of class start time). Printer malfunction isn't a valid excuse for missing work—projects that are late or missing due to printing reasons will be lowered in grade (reference grading + attendance policies, both below). Please familiarize yourself with the new DOC 2nd Floor printing procedures at CCNY; if you have any questions, please see Mike, Skiter, or a lab monitor in open lab 124. Labs are available Monday-Saturday.

For large-format 3880 or 9900 printing: <http://edm.arts.ccny.cuny.edu/edm/print.html>

FONT POLICY AT CCNY

EDM students and faculty are expected to obtain and use fonts legally through licensing. Fonts that are illegally acquired, including the sharing of fonts without a license, are prohibited in school projects and on school computers.

Please reference (ATypI) Association Typographique Internationale's list of five basic rules for legal font usage:

<http://www.atypi.org/fonts-and-fairness/five-basic-rules-for-buying-fonts>

ACADEMIC INTEGRITY

Presenting the work of others as your own will result in a failing grade for the project and possibly for the class. Always clearly document when using source material that is not your own (this means quote marks, footnotes, or parenthetical documentation for sourced materials in term papers, a works cited list in artist's book colophons, picture captions when necessary, etc). When in doubt, consult the professor. See the CCNY course bulletin for further information.

DISABILITIES

Students who feel they may need an accommodation based on the impact of a disability should contact the professor privately to discuss their specific needs; all discussions will remain confidential. For questions, contact the Office of Student Disability Services (SDS) at 212.650.5913 or disabilityservices@ccny.cuny.edu. For more information, visit <https://www.ccny.cuny.edu/accessability> and/or <https://www.ccny.cuny.edu/counseling>.

GRADING CRITERIA

Meeting deadlines, meeting requirements, research, concept, design process, craftsmanship and presentation, clarity, hierarchy, composition and experimentation.

Percentages for each project and exercise may vary.

A minimum of 3 *hours* per week outside class working on assignments is required. Not having access to tools is not a valid excuse for unfinished work.

GRADING SCALE

A	100-94	B-	83.9-80	D+	69.9-67
A-	93.9-90	C+	79.9-77	D	66.9-64
B+	89.9-87	C	76.9-74	D-	63.9-60
B	86.9-84	C-	73.9-70	F	59.9 and below

See the chart on the back for point calculation.

	PROBLEM SET	SYLLABUS QUESTIONS	SURVEY	BRANDING
POINTS	2 X 9	1	1	16
1. <i>01.30</i>		DUE	DUE	Logo (3 attributes, 5 designers, 20 pencil sketches) 2 Resume (MS Word doc) 2
2. <i>02.06</i>	1			Logo (5 digitized) 2 Resume (5 different designs printed) 3
3. <i>02.13</i>	2	BCW visit		LinkedIn Profile 2 Business Card (20 sketches) 3
4. <i>02.20</i>	3			Cover Letter Writing (MS Word doc) 1
5. <i>02.27</i>	4			Cover Letter Design 1
6. <i>03.05</i>	5			
7. <i>03.12</i>	6			
8. <i>03.19</i>	7			
9. <i>03.26</i>	8			
10. <i>04.02</i>	9			
11. <i>04.23</i>				
12. <i>04.30</i>				
13. <i>05.07</i>				
14. <i>05.14</i>				
15. <i>Finals</i>				

OLD PORTFOLIO		NEW WORK		JOB SEARCH	
20		30		14	100
					1. <i>01.30</i>
Presentation 10 min, 10 pieces	5			ALGA Job Fair 02.07	2. <i>02.06</i>
				List of 5 jobs to apply	
Project 1 revision WIP		New Project 1 Proposal & Moodboard DUE			3. <i>02.13</i>
Project 1 revision DUE Critique	5	New Project 1 WIP			4. <i>02.20</i>
Project 2 revision WIP		New Project 1 Critique		Behance	5. <i>02.27</i>
				2	
Project 2 revision DUE Critique	5	New Project 2 Proposal & Moodboard DUE			6. <i>03.05</i>
Project 3 revision WIP		New Project 2 WIP			7. <i>03.12</i>
Project 3 revision DUE Critique	5	New Project 2 Critique	10	Website Draft	8. <i>03.19</i>
		New Project 3 Proposal & Moodboard DUE		Website Final	9. <i>03.26</i>
		New Project 3 WIP			10. <i>04.02</i>
		New Project 3 Critique	10	5 job applications	11. <i>04.23</i>
					12. <i>04.30</i>
					13. <i>05.07</i>
				Mock interview	14. <i>05.14</i>
				2	
					15. <i>Finals</i>