

# The Art Institute of Atlanta

## IMD 490 Senior Portfolio

Section A Fall 2005  
Course Outline

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**Please note:** The contents of this course outline may be revised by the instructor during the quarter. The changes may be made to improve and facilitate the students' achievement of the competencies for the course.

The Art Institute of Atlanta  
**IMD 490 Senior Portfolio**

Section A  
Course Outline, Fall 2005

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## **COURSE DESCRIPTION**

Students produce a comprehensive project including an online portfolio site, compilation of project documentation, a resume, and a business card in a unified packaged presentation. Students appear for a comprehensive oral defense on the portfolio presentation as well as industry concepts, methods, and technologies.

### ***Credits***

4 Credits, 4 Hours

### ***Prerequisite***

Approval of the Faculty Committee at Portfolio Preview

## **OBJECTIVES**

Upon completion of this course, you should be able to:

- Identify at least three current job openings in the field that relate to your career goals
- Generate a professional resume and business card
- Identify and secure a unique domain name
- Generate a professional online portfolio
- Present digital and print portfolio projects as well as packaging
- Generate comprehensive documentation to support projects in your portfolio
- Present yourself professionally at the portfolio defense interview
- Present your portfolio and respond to questions related to it
- Respond to questions about the industry trends, technology and approaches

## **COURSE INFORMATION**

### ***Textbook***

Baron, Cynthia. (2004). *Designing a digital portfolio*. New Riders. ISBN: 0-7357-1394-4

### ***Supplemental Materials***

Backup storage, CDs, print supplies

Must have a web account (server space) to upload projects

### ***Technology***

Mac and/or PC computer, Internet connectivity, Scanner, Printer and other technologies as required by your portfolio

Adobe Acrobat 6, Adobe PhotoshopCS, Adobe Premiere 6.5, Adobe Illustrator CS, Macromedia Fireworks MX 2004, Macromedia Dreamweaver MX 2004, Macromedia Flash MX 2004, Browsers, FTP applications, and other software applications as required by your portfolio

### ***Course Online***

<http://www.classbot.com/>

### **Room/time**

	<b>Day/Time</b>	<b>Room</b>
Lab:	Thurs. 6-9:40pm	216

### **Instructor**

Name:	Aarron Walter
Phone:	770-689-5006
Email:	<a href="mailto:aarron@classbot.com">aarron@classbot.com</a>
Office hours:	Mon.4-6pm. & Fri. 4-5pm.

## **COURSE GRADING**

The following are essential to obtain a passing grade in this class:

- **Approval of the faculty committee at the portfolio defense interview**
- **Participation in the portfolio show**

**If these two conditions are met**, the final grade will be based on the following:

<b>Activity / Assignment</b>	<b>Title</b>	<b>Points</b>	<b>%</b>
1	Resume	50	5
2	Business Card	50	5
3	Online Portfolio	300	30
4	Portfolio Documentation Book	200	20
5	Packaging	100	10
6	Identity/Logo Presentation Display Board for Portfolio Show	50	5
7	Portfolio Defense Interview	250	25

### **Grading Scale**

<b>%</b>	<b>Grade</b>	<b>%</b>	<b>Grade</b>	<b>%</b>	<b>Grade</b>	<b>%</b>	<b>Grade</b>	<b>%</b>	<b>Grade</b>
96-100	A	88-90	B+	78-80	C+	66-70	D+	=< 60	F
91-95	A-	84-87	B	74-77	C	61-65	D		
		81-83	B-	71-73	C-				

## **AIA ATTENDANCE POLICY**

It is the goal of this policy to improve the academic performance of students in the classroom by stressing the importance of course attendance and reinforcing the work-ready expectations of employers for employee attendance.

Students should be prepared to start the quarter the first day of classes and to drop/add courses early in the first week of the quarter to minimize absences.

The following attendance requirements are in addition to and amend those currently published in the AIA Student Handbook and Daily Planner.

### **Course Attendance Policy**

- Students are required to attend all class meetings, to arrive on time, and to stay for the full duration of the class.
- Students arriving 20 minutes after the start of each class will be marked absent. Students who leave class before the class is over and without the approval of the instructor will be marked absent.
- Students who accumulate more than three absences may be dropped from the course and a grade of "FS," Fail/Suspension, will be recorded for the course. Students who are suspended receive no refund for the course.

There are no excused absences. Students may verify their attendance with the instructor of the course. In the event a student is suspended from a course and believes an error in recording attendance has been made, he or she should first contact the instructor.

### *Attendance Appeals Process*

Students may appeal a course suspension. Such appeals must be made in writing to the Registrar. Appeals will only be considered when the absences were beyond the control of the student and **all** absences are fully documented.

## **ACADEMIC HONESTY**

As a member of the academic community, students are expected to recognize and uphold standards of intellectual and academic integrity. Under all circumstances, students are expected to be honest in their dealings with faculty, administrative staff, and fellow students. In speaking with any member of the college community, students must give an accurate representation of the facts at hand. Students are required to refrain from any and all forms of dishonorable or unethical conduct related to academic work. In class assignments, students must submit work that fairly and accurately reflects their level of accomplishment. Any work that is not the product of the student's own efforts is considered dishonest. Engaging in academic dishonesty can have serious consequences for the students. Academic dishonesty includes, but is not limited to, the following:

- Cheating
- Plagiarism
- Submission of the same work in two or more classes without prior approval of the instructors involved.
- Submission of any work (full or partial) not actually produced by the student.
- Submission of any work without clear acknowledgement (reference/credit) of the original author or creator of work.

Students proven to have been dishonest in submitting or presenting their work in this class will receive the F (fail) grade for the class. Record of this incident will also be kept in the student's file. If such an incidence occurs and you would like to file a written appeal, you may do so with the academic director of the department.

## **DISCLAIMER**

All work designed and developed in this class should carry the following statement (typically displayed at the bottom of the page):

**This interactive media project was created by students for educational purposes at The Art Institute of Atlanta and is in no way intended for commercial gain or as a source of public information.**

## SCHEDULE

Date		Activities outside Class	Topic/Activity
Thurs. 10/6 (wk 1)	Lab	Work on 5-year Plan Find an advisor Work on 3 Comps for Shell Gather all Portfolio materials and backup	<ul style="list-style-type: none"> <li>• Overview</li> <li>• File structure for Portfolio</li> <li>• Portfolio examples from other quarters</li> <li>• Portfolio show</li> <li>• Articulating design decisions</li> <li>• Sign up for class mailing list</li> <li>• Creating a professional portfolio</li> </ul>
Thurs. 10/13 (wk 2)	Lab	Work on 3 Comps for shell	<ul style="list-style-type: none"> <li>• Domain name registration – server space working</li> <li>• 5-year plan - Presentations</li> <li>• Analyzing, prioritizing and sequencing activities.</li> <li>• Work on Shell Comps</li> </ul>
Thurs. 10/20 (wk 3)	Lab	Post functional shell to the server	<ul style="list-style-type: none"> <li>• Cascading Style Sheet review</li> <li>• Review requested technologies or techniques</li> <li>• Present Shell Comps in Class</li> <li>• Format for individual pieces</li> </ul>
Thurs. 10/27 (wk 4)	Lab	Post final shell to the server with placeholders for projects	<ul style="list-style-type: none"> <li>• Resume, Business Card</li> <li>• How to prepare portfolio for distribution.</li> </ul>
Thurs. 11/3 (wk 5)	Lab	<ul style="list-style-type: none"> <li>• Business Card complete</li> <li>• Resume complete</li> <li>• All projects integrated in the portfolio</li> </ul>	<b>Midterm Review</b>
Thurs. 11/10 (wk 6)	Lab	Begin Quality assurance and Usability evaluation	<ul style="list-style-type: none"> <li>• The Quality Assurance process</li> <li>• Job search resources (All career advisors, professional publications, professional organizations, trade shows, and seminars)</li> </ul>
Thurs. 11/17 (wk 7)	Lab	Continue Quality assurance and Usability evaluation	CD Burning Demo - Wrap up CD Burning. Students will submit portfolio for final review. Interviewing techniques.
Thurs. 11/24	Lab		<b>NO CLASS: THANKSGIVING</b>
Thurs. 12/1 (wk 9)	Lab	Complete portfolio, packaging, business cards, resume	<ul style="list-style-type: none"> <li>• Work on Production of Portfolio.</li> <li>• Work on Portfolio Production.</li> <li>• Prepare for Dry Run.</li> <li>• Submit portfolio for preliminary review</li> </ul>
Thurs. 12/8 (wk 9)			<b>Portfolio Defense</b>
Thurs. 12/15 (wk 10)	Lab	Portfolio set-up at 3:00pm. Portfolio Pre-Show is from 5:00pm – 6:00pm	
Fri. 12/16 (wk 10)		Fri. 12/16 <b>Portfolio Show</b> 9am – 2pm.	

# PORTFOLIO OUTPUT

This course follows an aggressive schedule that requires exceptional diligence and perseverance from each student. The output of the course is of utmost importance, as you will be building the tools that will shape your professional career. For the next nine weeks, your portfolio must be your full time job. Remember, in order to pass this course, your work must be of high quality, should be usable, and demonstrate thorough quality assurance.

## ***1. Web Site***

The posting of your portfolio site to a server is a requirement of the course. You are encouraged to register your own domain name and obtain server space to post your portfolio online. You may post the site to your AIA server account. If this is your choice, please let the instructor know during **the first class session** so that a request for increase in server space can be put in. Please note that posting your portfolio on a free server that has web banners looks unprofessional and may effect you adversely in your job search.

You should include one or more of the following for your portfolio: links for plug-in downloads, browser detection, plug-in detection.

Your domain name (other than the school server) **must be yours and not of your company**. It is important to choose a domain name that is simple and easily remembered. You may use a creative concept for this domain name that should be reflected in your portfolio shell and throughout all of the portfolio material. However, your name must appear on the site in some form so that your identity is established.

## ***2. Contact Form***

The contact form in your portfolio must have form validation. There are files on the class site that could aid you in this process.

## ***3. Disclaimer***

Please be sure to include the following disclaimer on all projects:

**This interactive media project was created by students for educational purposes at The Art Institute of Atlanta and is in no way intended for commercial gain or as a source of public information.**

## ***4. Resume***

The resume must be 8.5 x 11" format. The logo should be included on the resume. You may choose to use one or more colors to reflect the design of the portfolio shell concept. Have your resume proofread by as many people as possible. An error on your resume may mean that you do not get the job!

## ***5. Business Cards***

Consider having the cards printed professionally by a printing service. Make sure that you inspect any cards that have been printed and cut by a printing service because sometimes the cards will have errors. The instructor will demonstrate how to cut out business cards that you have produced and printed out yourself (these should look professional and have no rough edges).

## ***6. Paper Documentation***

You should have a documentation book (printed documentation) showing at least one web/multimedia project with comprehensive documentation: Project plan, requirements analysis, information architecture, design concept note, comps, production document, quality assurance documents, usability study, etc. The rest of the projects must be presented with a site map/flowchart, design concept note, and comps. These must be presented at the Portfolio Defense. Please make sure that the documentation has been proofread and adequately labeled. Use appropriate branding on the documents. A document with more than two pages must display page numbers.

## ***7. Electronic Documentation***

Electronic documents of at least a concept note and site map for each web site project **must** be included in the online portfolio. Be creative but above all, make sure you clearly communicate the structure of your site. The use of Visio or Illustrator is the best solution to create your site maps. Electronic documentation must be available for download from your portfolio site and delivered in PDF format (you may offer other formats as well). Be sure to include the file size and type of the document and a link for visitors to get the Adobe Acrobat PDF Reader. Read Adobe's branding specifications for details on how you should present that link.

## ***8. Packaging***

The resume and business card must be physically incorporated together so that they can be easily handed out to visitors to the portfolio show. You are encouraged to be professional as well as creative so that your resume and business card leave an impact on the person who receives them. A hybrid CD-ROM with auto-run on both Mac and Pc should be incorporated into this package.

A minimum of four package sets need to be produced: two packages to be submitted to the department and two for your backup.

### **Highly Recommended Option:**

You may decide to produce 15 to 20 high quality packages to give to employers at the Portfolio Show and for future job search.

## ***9. Identity/Logo Presentation Display Board for Portfolio Show***

Your logo and URL must be printed in color and mounted on a piece of foam core for display at the Portfolio Show. This print must be of high quality. Dimensions: 18" x 24" or larger

## ***10. High Quality Printouts***

Print out 3 of your best pieces to display at Portfolio Show. These may be screen shots of web site pages or other projects. Each piece must be mounted on foam core and be of high quality. Dimensions: 8.5" x 11"

## ***11. Senior Project***

You are encouraged to consider including your senior project in the portfolio. The project must show a high level of quality and potential.

## ***12. Meeting with an Advisor***

You must identify a faculty advisor to work with during the quarter. This faculty member must be of your choosing and be full-time. You must meet with the advisor at least four times (meetings should be spread throughout the quarter) and document each meeting in writing (a sheet is provided in this course outline). You may discuss any aspect of your portfolio with this advisor. A list of faculty skill sets is posted on the Class Bot site under the files section. Please contact an advisor other than the portfolio instructor in the first week of the quarter.

## ***13. Quality Assurance***

Before presenting your web site for final defense, you should have completed a thorough Quality Assurance to ensure that your portfolio and all of the web sites and projects contained in it are free of all errors (spelling, technical, etc.). This is an important step in the portfolio process.

## ***14. Working in Class***

You must utilize the full 4-hour class time. Bring something to work on in class. This will help you to finish a task. If you do not stay and work during the class period, you will be marked absent for that class. There are certain milestones within the portfolio class that must be met in order to successfully complete the portfolio by the deadline.

## ***15. Mid-term Review***

During the mid-term review, the instructor will discuss your progress in the course. If the instructor feels that you are falling behind at this crucial time in the quarter, he/she may advise you to withdraw from the course.

## 16. Dry Run for the Portfolio Defense

The portfolio must be up and running (web sites posted to server, CD-ROM and DVD fully integrated and tested) and quality assured by the **8<sup>th</sup> week** of the quarter.

The URL for the online portfolio must be available for the dry run of the Portfolio Defense during the **8<sup>th</sup> week** of the quarter. You should bring a sample of your documentation, business card, resume and packaging for this class. Be prepared to answer questions about the industry, your areas of expertise, and other industry related topics. Your attendance to this class is crucial so that you can identify and address any quality assurance and technical problems that may have been missed.

## 17. Portfolio Defense

This is a formal interview session with an examination committee during the **9<sup>th</sup> week** of the quarter. You will be asked to respond to general questions about the interactive media industry (hardware & software tools, technologies, design strategies, definitions, roles, well-known professionals, trends, organizations, and so on). Your passing or failing of the Portfolio course will depend on how well you present yourself, if you have met all the requirements stated below (see chart below), and how well you are able to respond to questions on the industry. Failure to attend or tardiness to the Defense will result in failure of the Portfolio course. **There will be no exceptions made to this requirement.**

These requirements must be present at the Portfolio Defense:

<b>Business Card/Resume/Packaging</b>
<b>Presentation Outline</b> List of projects being presented, a brief description of each project, your specific contribution/strength being demonstrated in each project.
<b>Two Job Postings</b> Find current job openings that interest you and explain why your skills, experience, strengths, etc match the qualifications.
<b>Six Projects (presented via web site, CD-ROM, DVD and/or print)</b> All projects should be fully functional and complete.  <i>At least four web/multimedia projects – each of six pages/screens or more</i> These projects should present <u>your</u> work and demonstrate strengths in the career focus you have chosen; web sites should be on-line. The site map/flowchart and design concept note must be presented for each project.  <i>At least one web/multimedia project with comprehensive documentation</i> Project plan, requirements analysis, information architecture, design concept note, comps, production document, quality assurance documents, usability study, etc  <i>Remaining projects</i> may include presentation of animation clips, illustrations, comps, library of code, etc.
<b>Documentation Book (printed documentation)</b> Comprehensive documentation for one project: project plan, requirements analysis, information architecture, design concept note, comps, production document, quality assurance documents, usability study, etc.  The site map/flowchart, concept note and comps for all the web/multimedia projects in the portfolio.
<b>Portfolio Site</b> <ul style="list-style-type: none"> <li>• The site must be viewed online through your URL and NOT through your log-in and password to your server space</li> <li>• Site must be complete and fully functional in all respects</li> <li>• Site must be uploaded to your server correctly</li> <li>• Site must be Mac and PC compatible</li> <li>• Site must have cross-browser compatibility</li> </ul> Please bring a fully functional backup on a CD. This CD cannot replace the requirement for an <u>online</u> portfolio site.
<b>Interview with Faculty Committee</b> The faculty committee will ask you questions about the industry, your career goal, design decisions, process, technology used, industry trends and so on. You will need to respond to these questions professionally.

### ***18. Portfolio Pre-Show***

Participation in the Portfolio Pre-show is required if you are to participate in the Portfolio Show. You must have your table with: resume, business cards, logo display, color printouts, and computer set up by 5:00pm the night before the Portfolio Show. The AiA staff, Department chairs, the Dean of Education and the President of the school will be viewing the portfolios at this time.

### ***19. Portfolio Show***

You must pass the Portfolio Defense in order to participate in the Portfolio Show. Participation in the Portfolio Show is part of the portfolio class requirement. **Failure to participate in the Portfolio show will result in failure of the portfolio course.**

# Portfolio Advisor Sheet

You must meet with the advisor at least 4 times during the quarter.

Faculty Signature: \_\_\_\_\_

Student Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Meeting		Student Signature	Faculty Advisor Signature
Date	Time		