

The Art Institute of California – San Francisco
Course Syllabus

Course Number: FS497

Course Title: Portfolio II

Class Meetings: Wednesdays from 1-5pm

Session/Year: Spring 2012

Instructor Name: Andrew Klein

Email Address: amklein@aii.edu

Phone: not available

Website: www.kleinmakelearngood.com (has the course notes)

Instructor Availability Outside of Class:

-1 tutoring hour per week, first come first serve: Mon.5-6pm, room 015

-1 office hour per week, GAD Portfolio students first: Wed. 5-6pm, room 015

Portfolio II

Course Description: This course focuses on the completion of a student's portfolio and enables the student to begin a career search. Students present work for the portfolio, then review and determine the quality of the work and make any enhancements necessary. The student also completes a professional resume and extensive job search.

Course Length:	11 Weeks
Contact Hours:	44 Hours
Lecture:	0 Hours
Lab:	44 Hours
Credit Value:	2 Credits

Course Competencies:

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

- ***Organize artwork in a print portfolio.***
 - Develop a plan that conforms to desired outcomes and can be completed within a specified time frame.
 - Analyze, prioritize, and sequence project tasks.
 - Generate a resume that reflects the individual's most marketable skills and qualities.
 - Recognize and adhere to copyright laws governing the use of emerging technology.
 - Adhere to rules and standards of academic and intellectual integrity such as those related to plagiarism
 - Produce an ID package – letterhead & business card
- ***Communicate effectively with prospective employers.***
 - Generate a letter that helps the individual obtain a job interview.

- Discuss the relative effectiveness of various media for different communication purposes.
- Use the Internet to conduct career related research.
- Conduct networking activities with pertinent industry groups, individuals, and/or associations.
- Evaluate personal and professional skills and interests relative to their application in possible career paths and projects.
- Develop communication skills for job interview and presentation
- Develop an understanding of self-promotion, bidding + estimates, taxes, and billable expenses.

Course Prerequisite(s): Permission of Academic Director

Required Texts: None

Materials and Supplies: Portfolio case, color prints and/or Storage disk, other materials as needed

Estimated Homework Hours: 4-6 Hours per week

Technology Needed: PC or Mac Computer, whatever software and hardware it takes to produce your portfolio, Camera

Grading Scale:

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student's right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student's grade shall be as follows (on a percentage of total points basis):

A	100-93
A-	92-90
B+	89-87
B	86-83
B-	82-80
C+	79-77
C	76-73
C-	72-70
D+	69-67
D	66-65
F	64 or below

Process for Evaluation: YOU MUST EARN ALL 11 POINTS TO GRADUATE

Attendance of all 11 classes (case-by-case exemptions)	1 point
Test Burn of DVD/web upload	1 point
Website Creation	1 point
Resume (approved by Phillipa)	1 point
Personal Statement (approved by Phillipa)	1 point
Business Cards	1 point
DVD reel (plus cases and covers)	1 point
Web reel	1 point
AI Student Portfolio site	1 point
Portfolio Show signs	1 point
Print Portfolio Creation	1 point

Student Evaluation/Grading Policies:

- To graduate, students must achieve a minimum grade of “C” in their final portfolio class.
- Class time will be spent in a productive manner.
- Grading will be done on a point system.
- Points for individual activities will be announced.
- All work must be received by the set deadlines.
- ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 11.

Classroom Policy:

- No food allowed in class or non-kitchen lab at any time. Drinks in recloseable bottles allowed in classroom.
- Edible items brought to class or lab must be thrown out.
- If student elects to eat/drink outside class or lab door, missed time is recorded as absent.
- Tardiness or absence is recorded in 15-minute increments.
- Break times are scheduled by the instructor at appropriate intervals.
- No private software is to be brought to lab or loaded onto school computers.
- No software games are allowed in lab (unless in course curriculum).
- Headphones are required if listening to music during lab. No headphones are allowed in lecture.

Disability Policy Statement:

It is our policy not to discriminate against qualified students with documented disabilities in its educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class, contact the Disabilities Services Coordinator at 415-276-1060.

Academic Honesty Policy:

Students are expected to maintain the highest standards of academic honesty while pursuing their studies at AiCA-SF. Academic dishonesty includes but is not limited to: plagiarism and cheating;

misuse of academic resources or facilities; and misuse of computer software, data, equipment or networks.

Student work that appears to violate AiCA-SF's standards of academic honesty will be reviewed by the Committee on Academic Honesty. If the work is judged to have violated standards of academic honesty, appropriate sanctions will be given. Sanctions include but are not limited to course failure and academic termination.

Suggested Course Outline

Week 1:

Lab: Explain aspects of a professional-level portfolio stressing focus, direction, and marketing perspectives. Begin to select individual pieces for review with instructor. We will discuss resumes and personal statements.

Homework: Collect work. Watch "Creating a Demo Reel" videos online and examine written information. Test Burn a DVD of the provided video file, set to autoplay and loop, and upload a video file to Vimeo to stream online due in week 2. Must have the correct compression and aspect ratios. Continue finalizing assets for reel. Work on 1st draft resume and personal statements for review by Phillipa, due in week 2.

Week 2:

Lab: How to analyze, sequence, and prioritize portfolio pieces. Identify weaknesses and strengths of various pieces. Finalize items to updates for final portfolio. We will look at various reels and discuss strategies.

We will also look at hosting solutions for websites including 4ormat.com, squarespace.com, carbonmade.com, blogger.com, wordpress.com, wix.com, and weebly.com.

Homework: Finalize updates on work. Create working outline for Website, due in week 3. 2nd draft of resume and personal statement for review by Phillipa, due in week 3. Personal Statement (aka Marketing Statement) also due in week 3.

Week 3:

Lab: Format for individual pieces, level of finish, laminates, mats, sleeves, and portfolio case. Work on updating selected pieces. We will look at book publishing websites such as Blurb.com.

Homework: Finalize updates. Complete 3rd and final draft of resume and personal statement if not already approved.

Week 4:

Lab: Labeling each item, preparing portfolio for transport and mailing, general maintenance and care. Students review corrections to pieces and continue

updating. Discussion of DVD reel covers and labels, cases. Copyright laws and ethical use of copyrighted materials. Explanation of how to protect work. Student continues updating and also assesses any copyrighted materials in use. Music on reels. Video Compression Schemes such as H.264, mpeg4, Sorensen3, Animation, None.

Homework: Finalize updates. 1st draft of reel due as a playable Quicktime file in week 5 at the start of class. Reel must be compressed and the file size may not be larger than 150MB.

Week 5:

INDUSTRY REVIEW ONE. Come prepared to present your work. If you have nothing to show, you will not pass this course, bottom line.

Homework: Finalize updates.

Week 6:

Lab: Labtime for student work.

Homework: Finalize updates. 2nd draft reel due as a playable Quicktime file in week 7 at the start of class. Reel must be compressed and the file size may not be larger than 150MB. Personal website and AI Student Portfolio Website due in week 7.

Week 7:

INDUSTRY REVIEW TWO. Come prepared to present your work. If you have nothing to show, you will not pass this course, bottom line.

Homework: Finalize updates. Continue working and rendering.

Week 8:

Lab: How to identify potential employers and clients. Establishing a LinkedIn Profile, using sites such as CreativeHeads.net, Gamasutra, GameDevmap, Monster.com, simplyhired.com, and jobbuilder.com. Logo for business cards. Refine if needed for logo development

Homework: Finalize Updates, Finalize business card, design due in week 9 with a test print.

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Week 9:

CRUNCH TIME:

Due in week 10-

- Creating Portfolio Show signage
- Finish AI Student Portfolio Website with images and reel
- Finalizing personal Website
- Upload reel to Vimeo, link to personal website
- Burn DVDs
- Create DVD covers / package cases
- Print Business Cards
- Print Resumes
- Print Printed Portfolio/Bound Book

Week 10 (class):

One last look over your work before Thursday's portfolio show.

Week 10 (portfolio show):

Show up to portfolio show in professional attire or you will not graduate.

Show up to portfolio show with all of your work and a screen to present on or you will not graduate.

Show up to portfolio show EARLY or you will not graduate.

Show up to portfolio show with a positive attitude, sober, and alert, or you will be removed from the floor and will not graduate.

Week 11:

No class in week 11 in lieu of graduation.