

VISUAL ARTS, DIGITAL DESIGN COURSE OUTLINE

Course Title: DD 3705 Media Projects 3(0-0-3)

Dates:

Class Time:

Class Location:

Instructor:

Office:

Phone:

E-mail:

Prerequisite: DD 1190, AR 1370 or AR 2430

Calendar Description: Senior Digital Studio course that involves the creation of portfolio projects with a Fine Arts interdisciplinary focus in preparation for transfer to another institution or entrance into the workplace.

Course in Perspective: This is a proposal based projects course that gives the student an opportunity to produce one or more very intensive portfolio show case works. The proposal must be proportionally balanced to the time allotted by the class and homework. The projects must employ a traditional medium that is extended aesthetically, conceptually and technically through the integration of a digital medium or processes.

Depending on the individual's focus, each project(s) will be unique and targeted toward the student's goal. This maybe to transfer another institution to study film, graphic communication, web design, multimedia and other digitally integrated disciplines or for job placement within a specific business area.

The overall intent is to assist the student in their next development step in their career.

Required Texts: None
Selected Readings and work papers

Assignments: Homework:
Projects and approved proposals will be assigned for homework and expected on the date required. Failure to finish projects on time for class critiques will affect student's final evaluation.

Students will be expected to invest a minimum of six to ten hours a week in the computer lab or traditional studios.

Objectives:

1. Learn to recognize personal skill set.
2. Learn basic principles of setting goals and implementation of goals.
3. Develop a well-designed resume and cover letter to achieve desired goals.
4. Introduce the basics of documenting work in slide form.
5. Create a portfolio for the appropriate creative, educational and career goals.

Criteria for Evaluation:

1. Creative and aesthetic quality of work.
2. The degree of knowledge and understanding of the computer application in study, as reflected in the work.
3. The degree of knowledge and understanding of the elements and principles of composition.
4. Completion of portfolio and
5. Professional Orientation as indicated by commitment and involvement in collective and individual critiques, completion of assignments, meeting deadlines, time spent additional to class hours, and attitude.

More than 20% absenteeism may constitute a failure except for medical or extenuating circumstances (in which case a doctor's letter will be required). Lateness will be noted. Absences must be accompanied by a doctor's note.

Assessment and Grading:

A. Final Grade

30% Composite Mixed Portfolio
50% Project Proposal
5% Resume and Covering Letter
5% Year End Portfolio Review/Interview
10% Participation

B. Mid-term

A Number of grades based upon assignments completed
Mid-term may be an indicator only for the student's reference on his/her performance in this course.

Materials, Supplies

As required, cost will vary depending on portfolios and proposed projects.

Notes:

Unless otherwise directed by the instructor, all work produced for the course must be retained until after the final assessment at the end of the term.

The Fine Arts Department will not assume responsibility for lost or stolen portfolios or for lost files on the lab computers and server.

Over View:**Media Projects: Fall 2001**

- A. Identifying Career Goals:
 - Identify personal strengths
 - Short term goals
 - Long term goals
 - General and specific career research about portfolios required for a receiving institution

- B. Resume and Covering Letter
 - Types of resumes
 - Draft resume, rewriting (as many times as required) and final resume
 - Balancing aspects of professionalism and creativity
 - Covering letter

- C. Self Promotion and Marketing
 - Developing a logical approach
 - Slides documentation
 - Draft project proposal and time line planning
 - Final project proposal and presentation to class

- D. Project Proposal
 - Individual project work
 - Interim class crits and one to feed back

- E. Composite Portfolio
 - Portfolio that addresses the individuals career goals and reflects the best of their first two years at the College.

- F. Portfolio Review and Interview
 - All students in this course are required to present their portfolio and finished project to the Portfolio Review Committee in April