

ARV 280 Visual Arts Exit Portfolio

The Department of Visual Arts, Greenville Technical College, Greer Campus

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Prerequisites: This Class is intended for graduating students only.
Credit Hours: 3

Required Texts

Graphic Artist Guild, *Handbook Pricing and Ethical Guidelines*, latest edition

Supplemental Texts

Everything you can get your hands on!

Course Description

This course covers the preparation of student's job-seeking or academic placement portfolios. The course includes lectures, demonstrations and studio work.

Course Purpose

The purpose of this course is to prepare students for interviews with a professional quality portfolio for the purpose of entering into a four year degree program or the job market via a formal portfolio interview.

Course Objectives

The student who achieves at least 70% proficiency in this course will:

1. Organize and present work for interview presentations by preparing a professional portfolio.
2. Prepare for interviews by creating a professional introduction letter, resumé, and follow-up letters.
3. Demonstrate personal creativity by producing a creative resumé.
4. Show their presentation skills by formally presenting a design portfolio or artist statement.
5. Document their work by shooting and labeling slides or producing a CD-Rom Archive.
6. Follow steps to learn interviewing skills by attending lectures and participating in professional interviews.
7. Discuss salaries and trade customs and prepare for negotiation of such by attending lectures.
8. Acknowledge that they are familiar with legal rights and issues in regards to professional relationships in their specific field by attending, and participating in, lectures.

Course Requirements

Students will:

1. Produce a traditional professional resumé.
2. Produce cover and closing letters to apply for employment to a specific field.
3. Produce a non-traditional creative resumé.
4. Be able to present and defend their own work in a professional manner.
5. Participate in two actual interviews for evaluation.
6. Turn in an archived CD that documents their work.
7. Produce one set of slides/CD-Rom from each student becomes part of my permanent files.
8. Do assigned readings from Handbook Pricing and Ethical Guidelines.
9. Complete 10 major projects specific to the portfolio needs of the student.
10. Mount and present 10 projects in a professional manner for a final portfolio presentation.
11. Participate during critiques and classes.
12. Spend time outside of class doing lab-oriented homework and assigned readings.

Grading and Evaluation

Resumés	5%
CD Archive	5%
Interviews	10%
Work Ethic	10%
First Critique	15%

Second Critique 15%
Final Portfolio 40%

Work Ethic

Based upon professional standards used in the workplace. Does the student show up to work regularly? Is the student on time? Does the student leave early? Does the student show extra effort?

Resumés, Introduction Letters, and Follow-up Letters

Students will spend time producing proper templates and letters addressing multiple needs. Interviews to be accompanied with actual letters of introduction and follow-up letters are required. A "Creative Resumé" is a non-traditional means of displaying the student's creative design abilities in a format that separates the student from the hundreds of others they will be competing against for jobs or school placement.

Interviews

Much of this class is dedicated to informing each student about how to obtain a job or gain entrance into another college program. Students will be responsible for finding two actual interviews for this class. The interviewer will evaluate the student on a form listing interview criteria.

Portfolio Critiques

Each student will formally present portions of their portfolio to the class. The first critique will include five completed portfolio pieces. Students are expected to discuss the formal elements of design and why they feel they are successful in each piece. The class will critique the work. The second critique will include four completed portfolio pieces and a Creative Resumé. Students are expected to discuss the formal elements of design and why they feel they are successful in each piece. The class will critique the work. Each student will present his/her "Creative Resumé" by describing a narrative of how the piece operates.

Final Portfolio Presentations

The portfolio must contain a minimum of 10 mounted works inside some type of carrying case. Students will formally present three of the works. Works may be a refinement of existing pieces or a refinement of past class assignments. Works will be created to fill voids in the student's current portfolio or to hone needed skills. Works will be accompanied by either slide documentation or CD Rom archive. CD Rom Archives will contain a portfolio web gallery, high-resolution files, and a digital resumé.

General Criteria for Portfolio Presentations

Graphic Arts Majors	Fine Arts Majors	Photography Majors
Formal Design _____	Formal Design _____	Formal Design _____
Concept _____	Concept _____	Concept _____
Typography* _____	Media Usage _____	Print Quality _____
Level of Craft _____	Level of Craft _____	Level of Craft _____
Presentation _____	Presentation _____	Presentation _____

*Graphic Arts Majors need to incorporate typography in each assignment to maximize points.

Materials

A professional presentation portfolio (to be purchased later in the class)
1* color ink cartridge for the Epson 1280. Cartridge # is T009 201
1* black ink cartridge for the Epson 1280. Cartridge # is T007 201
10 – 15 Sheets of Epson Printing Paper. Usually 13 x 19" Super A3 Photo Quality Inkjet
1 large pad of Studio Tac.
X-Acto type knife and blades.
Metal ruler, preferably 18".
12" x 18" cutting mat (self-healing)
Black or white mat board for mounting projects
Professional quality matting and frames for displaying fine art
Digital storage device

*One set of ink cartridges is good for 13 prints on the 13 x 19" Epson paper. If you require more than 13 prints, a second set of Epson ink must be purchased.