

The Art Institute of CaliforniaSM - San Diego

Course Syllabus

Course Number: AD3345
Course Title: Digital Portfolio
Catalog Description: This course focuses on the student's development and refinement of their digital portfolio.
Prerequisites: MM1134 Introduction to Video, MA2241 Motion Graphics, MM1123 Fundamentals of Web based Programming
Course Day and Time: Tuesday 8:00 - 12:00, North 267
Session/Year: Summer 2011
Instructor Name: Corey Fayman
Contact Information: Email: cfayman@aii.edu
Voice: 916.538.1466
Skype: cfayman
Office Hours: Mondays & Thursdays 9:00 – 11:00 AM

Availability Out of Class: I will be available for questions immediately after class and during breaks. You may also email me anytime at the above email address or contact me during office hours through Google Voice or Skype addresses listed above.

Course Length: 11 Weeks
Contact Hours: 44 Hours
Lecture: 22 Hours
Lab: 22 Hours
Credit Values: 3 Credits

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

- Relate time and basic resource management principles.
- Adhere to published formal requirements.
- Establish project parameters.
- Select materials, equipment, and processes in accordance with project parameters.
- Analyze, prioritize, and sequence project tasks.
- Develop a plan that conforms to desired outcomes and can be completed within the specified time frame.
- Identify the characteristics of work that conforms to a broad range of industry standards.
- Recognize the difference between an objective and subjective point of view.
- Compose demo tape/cd elements.
- Complete an online portfolio that represents the student's best work.

Recommended Text(s): *Designing a Digital Portfolio (Voices That Matter)* by Cynthia L. Baron, ISBN: 0735713944

Materials and Supplies: All supplies necessary for project's completion, including graphics, audio files, video files, prepared logos, and storage media.

Estimated Homework Hours: 4 Hours per week minimum

Technology Needed: Adobe Dreamweaver, Adobe Photoshop and/or Adobe Illustrator

Point Values:

Assignment	Points Available	Points Earned	Percentage of Final Grade	Percentage Earned
In-Class Exercises	10		10	
Portfolio Analysis	10		10	
Digital Portfolio Blueprint	20		20	
Final web site	50		50	
Class Participation	10		10	
TOTAL	100		100	

Course Policies:

Food and drink are not allowed in any computer lab.

Lab time will be made available during some classes for students to work on homework assignments and projects. Students are required to stay in class during this time and will not be excused from class because they have not brought work with them, don't like to use a Mac (or PC), can't be creative in the classroom environment, don't have the right font with them, etc., etc. In the professional business world, you will often have to work under conditions that are less than ideal for being creative. Now is a good time to learn how to work under any conditions.

Class Participation evaluation is based on three criteria:

- Students do not leave early and remain in class until they have been dismissed by the instructor
- Students return to classroom on time after breaks
- Students participate in class activities and assignments when required, rather than surfing the Internet, instant messaging, emailing, eating or engaging in any other non-class related entertainment or activity

Scores for individual assignments will be provided to the student within two weeks of assignment completion.

Website: Students may access course materials, assignments and a record of their scores through the course website at <http://www.coreyfayman.com/teaching/ad3345>. Students who miss a class should check the course website in order to keep up with course assignments.

Makeup and Late Work: Assignments are due within 15 minutes of the beginning of class on the assignment date listed in the syllabus. Assignments turned in after the beginning of class will be subject to a 10% deduction from graded score. Assignments turned in after original date will be subject to an automatic deduction of 50% from graded score.

Course Calendar Outline

- Week 1:** **Assignments Due:** None
Lecture: Review course syllabus and requirements. Review of student technical skills and prerequisite coursework. Dreamweaver Review. Compare and discuss portfolio websites and final projects.
Activities Exercise 1 – basic web page construction
Lab: None
Assignments Due next: Collect portfolio pieces and bring to class.
- Week 2:** **Assignments Due:** Collect portfolio pieces and bring to class.
Lecture : Review web image formats. Using the Photoshop Slice tool. Review and discuss Portfolio Analysis assignment.
Activities: Exercise 2 – Using Photoshop’s slice tool.
Lab: Work on Portfolio Analysis.
Assignments Due next: Portfolio Analysis/Checklist.
- Week 3:** **Assignments Due:** Portfolio Analysis/Checklist.
Lecture: Using Photoshop to mockup and design web pages. Lightbox Frameworks. Review and discuss requirements for Digital Portfolio Blueprint assignment.
Activities: Exercise 3 – creating a web gallery.
Lab: Work on Digital Portfolio Blueprint v1.
Assignments Due next: Digital Portfolio Blueprint v1.
- Week 4:** **Assignments Due:** Digital Portfolio Blueprint v1.
Lecture: Intro to Wordpress.
Activities: Exercise 4 – Wordpress.
Lab: Work on Digital Portfolio Blueprint v1
Assignments Due next: Digital Portfolio Blueprint v2.
- Week 5:** **Assignments Due:** Digital Portfolio Blueprint v2.
Lecture: Wordpress, part 2. Alternate CMS frameworks. Review final portfolio website assignment, mockups assignment. Choosing a web hosting service. Purchasing a domain name.
Activities: Exercise 5 – Wordpress.
Lab: Work on Digital Portfolio Blueprint v2.
Assignments Due next: Web site mockups V1.
- Week 6:** **Assignments Due next:** Web site mockups V1.
Lecture: Contact Forms. Audio and Video.
Activities: Classroom review of Mockups V1. Exercise 6 – Web audio/video.
Lab: Work on website mockups V2.
Assignments Due: Website mockups V2. Obtain host provider and domain.
- Week 7:** **Assignments Due:** Website mockups V2. Obtain host provider and domain name.
Lecture: Social Links. Making a FavIcon.
Activities: Exercise 7 – Social Media linking and favicons.
Lab: Begin work on final website.
Assignments Due next: Begin work on final portfolio website.

- Week 8:** **Assignments Due:** Begin work on final portfolio website.
Lecture: Adding Social Media.
Activities: Work on Final Portfolio Website.
Lab: Begin work on final website.
Assignments Due next: Begin work on final portfolio website
- Week 9:** **Lecture:** Making a search engine friendly website. Review uploading files.
Assignments Due: Work on final website.
Activities: Individual review and assistance with website development.
Lab: Work on final website.
Assignments Due: Work on final website.
- Week 10:** **Assignments Due:** Portfolio Website (graduates). Work on final website.
Activities: Individual review and assistance with website development.
Lab: Work on final website.
Assignment Due: Portfolio Website (graduates).
- Week 11:** **Assignment Due:** Portfolio Website.
Activities: Present all work to class, individual presentations. Course review.

Project and Assignment Descriptions: The instructor will provide assignment details including required elements, point values and a breakdown for how the assignment will be graded.

Art Institute of California Polices

Grading Scale: Grades on individual assignments and for the course will be calculated as follows:

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

Academic Honesty Statement: The Art Institute of California- San Diego considers academic honesty to be one of its highest values. Students are expected to maintain the highest standards of academic honesty while pursuing their studies at The Art Institute of California- San Diego. 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. Any student who is found to have violated this policy is subject to disciplinary sanctions up to and including suspension or permanent dismissal from school.

Learning Lab Tutoring Program – Room 172

The Learning Lab Tutoring Program is available as a collaborative and supportive resource for our students. Peer tutors are available to provide assistance in overall comprehension of subject matter, trouble-shooting, and problem solving. Students should come to their tutoring sessions prepared with class notes, a foundation started for a project, and specific questions that will be conducive to a greater understanding of material. Our tutors provide guidance and assistance to allow for the student to become independent, eventually applying knowledge gained and completing assignments on their own. Should a student require assistance outside of what our Peer Tutors can provide, the Learning Lab and Tutoring Coordinator will outreach to instructors with the hope of promoting a supportive and valuable connection between the Learning Lab and the classroom. If you are interested in becoming a tutor please see the Learning Lab and Tutoring Coordinator. Students interested in being a tutor must have a 3.0 overall CGPA and have received an A in the specific subject matter.

Student Workshops

The following “I Can!” workshops are offered each quarter to support student success: Financial Literacy, Stress Management, Study Skills, and Time Management. For dates, times, and locations, refer to the quarterly Workshop Calendar, available starting Week 3 in Rooms 178, 172, and 233.

SCHEDULE ADJUSTMENT PERIOD

The Schedule Adjustment period begins on Monday of week one and concludes at the end of the first class day of week two. During this time students may add or drop courses, or change sections. Tuition will be charged based on registered credits at the end of this period. Students will be responsible for all charges regardless of attendance. Students who fail to attend any classes or notify the Academic Affairs Department during the Schedule Adjustment period will be withdrawn from school.

Add/Drop/Withdrawal Policies:

- The add/drop period begins on the Monday of week 1 and concludes at the end of the 1st class day of week 2. Students may drop and/or add classes or change sections without penalty during this time frame. These course transactions are not reflected on the student’s transcripts. Following this, ***students must see their Academic Advisor or Academic Director to request a Change of Enrollment Status form to add or drop a class.***
- **Last Day to Add/Drop:** Monday, July 18, 2011 by 5:00 p.m.
- Students may withdraw from classes until 5:00 p.m. on the Friday of the ninth week of the quarter. They will receive a grade of “W,” which does not affect their GPA. However, the course will be shown as a “withdrawal” on their transcripts. The student will have to pay for the class and the withdrawal does adversely affect their graduation date and Incremental Completion Rate (ICR). Students can be terminated if the ICR falls below acceptable levels. ***Students must see their Academic Advisor or Academic Director to request a Change of Enrollment Status form to withdraw from a class.***
- **Last Day to Withdraw from Classes with a “W”:** Friday, September 9, 2011 by 5:00 p.m.

IMPORTANT NOTE: ALL COURSE WITHDRAWALS REQUIRE THE INSTRUCTOR’S SIGNATURE BEFORE OTHER DEPARTMENTAL SIGNATURES CAN BE OBTAINED

Attendance: You are expected to attend all classes on time as scheduled throughout the quarter. If you are absent, the number of hours you missed will be recorded. If you come late to class or leave

early, your absence will be counted in 15-minute increments. This absence accumulates towards total absenteeism on a student's quarterly record. It is your responsibility to keep track of your attendance. You may ask the Registrar's Office for an Attendance Snapshot at any time. **There are no excused absences. All missed class time must be recorded as such. If you do not attend any classes for fourteen (14) consecutive calendar days, you will be withdrawn from school.**

Instructors use the following chart for reducing final grades due to excessive cumulative absences:

CLASSES MISSED	HOURS MISSED	% CLASS TIME	EFFECT ON FINALGRADE
2	8	18	Reduction by one letter grade
3	12	27	Reduction by two letter grades
More than 3	More than 12	More than 27	F Grade

Digital Bookshelf and eBooks

The Art Institute is in the process of enhancing the learning experience by converting traditional textbooks to electronic media. Thus, eventually most courses will have a digital resource fee associated with them. This mandatory fee is a flat rate per course and allows students access to an Electronic Library and HTML versions of textbook(s), and in some cases, other electronic media, which is integrated into the course. Students are responsible for reading the Digital Bookshelf and eBook User's Manual publication which describes the media, access to the materials and your rights and responsibilities related to Digital Bookshelf. Students retaking a course are charged only once for the digital resources fee associated with the same course because students have access to the digital resources materials for five years. Provided the digital resources for the retaken course still uses the same digital books, students do not purchase additional textbook(s) for these courses. On average the price of the digital resource fee is less than the retail price of the textbook(s) for each course, with the added benefits of no shipping charges and immediate access to the materials. When you register for a course, the course registration will display whether there is a digital resource fee or whether paper textbooks are required for each particular course.

General Student Conduct

The Art Institute of California—San Diego expects its students and employees to conduct themselves in a professional manner at all times. The Art Institute students are generally men and women who are preparing for career employment. An integral part of their career and professional development is the expectation that they will conduct themselves during the educational processes in the same manner as will be expected in an employment situation. All students or employees are encouraged to report any unprofessional or offensive behavior to the Dean of Student Affairs. Any student who is found to have violated conduct policies as stated in the student handbook is subject to disciplinary sanctions up to and including suspension or permanent dismissal from school.

Disability Statement:

The Art Institutes provide accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting their success at The Art Institutes. The Art Institutes are committed to providing qualified students with a disability an equal opportunity to access the benefits, rights and privileges of college services, programs and activities in compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973. Students who believe they are in need of accommodations should contact the Disability Services Coordinator in the Student Affairs office.

Policy on Open Computers in the Classroom:

In order to prepare students for the competitive job market, The Art Institutes have computer labs to support the delivery of academic programs and to support students in the completion of assignments generated through course work. To ensure that students have the best opportunity to access a computer terminal to complete their assignments, all unoccupied computers may be accessed during normal hours of operation whether or not a scheduled class is in session.

The student must wait 30 minutes after the start of the scheduled class to ensure that unoccupied computers are available for class members who may show up late. The student should enter the class quietly, find an open computer and get to work without disturbing the instructor. The student is expected to work independently and not disrupt the class in session. An instructor may ask non-class members to leave if their conduct becomes disruptive. In addition, the student may not scan or print, as these peripherals are reserved for the class in session.

Student Assistance Program

The college provides confidential short-term counseling, crisis intervention, and community referral services through the Wellness Corporation Student Assistance Program (SAP), <https://artinstitutes.personaladvantage.com>, for a wide range of concerns, including relationship issues, family problems, loneliness, depression, and alcohol or drug abuse. Services are available 24 hours a day, 7 days a week, at 1.800.326.6142. The Student Affairs office also offers programs on mental health-related topics each quarter. If you have any questions regarding counseling services, please contact the office of student affairs at 858-598-1265.