



# AA228

# Portfolio &

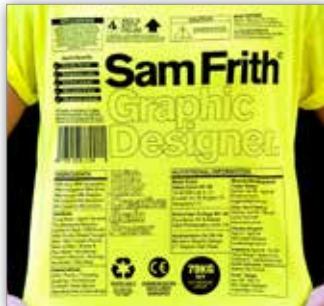
# Professional

# Practices

AA228  
Portfolio &  
Professional Practices  
43806

Office: SSH116B  
541.917.4542

[lewis.franklin@linnbenton.edu](mailto:lewis.franklin@linnbenton.edu)



# Syllabus

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**Instructor:** Lewis Franklin

**Portfolio & Professional Practices**

4 credit course, 10 weeks, online only

**Course Description:**

Emphasizes reevaluation of previously produced projects: organization and production of the business card, business stationery, resume, envelop, self-promotional and comprehensive portfolio. Covers current job opportunities; methods in merchandising job talents: action before, during and after the interview; and business practices and ethics. Students present their professional portfolios to the public at Portfolio Presentations and in a more personal setting at the reception that follows. Work site safety and ergonomics will be covered during this course.

**Primary Outcomes:**

- Solve personal branding design problems creating aesthetic and communicative solutions.
- Apply the tools and techniques associated with selected media.
- Understand and use the creative process to conceptualize.
- Understand the historic significance of symbol making and the designers place in culture and society. Collaborate successfully and contribute to the group class process.
- Demonstrate technical competencies as related to projects presentations.
- Understand work site hazards in the design industry.

**Prerequisites:**

AA222 Graphic Design II

**Required Text:**

Both text books are from the two professional organizations in our industry and both will be helpful throughout your career.

**Pricing & Ethical Guidelines Handbook (15th),**

Graphic Artists Guild 978-1507206683

New: \$38.99 Used: \$32.40 Rental: \$23.98 Amazon: \$23.99 New \$24.04 Used

**Aiga Guide To Careers In Graphic & Communication Design,**

Juliette Cezzar, AIGA 997-81501323683

New: \$40.83 Used: \$N/A Rental: N/A Amazon: \$21.22 New \$21.02 Used \$20.86 e textbook.

**Required Supplies:**

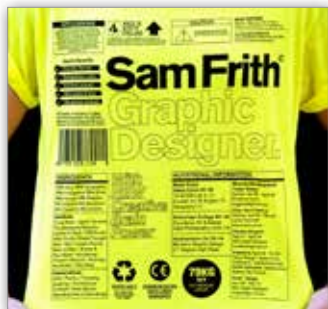
- External memory storage device
- Whatever will be needed to rework the projects going into your portfolio
- Supplies as needed

**Method of Evaluation:**

The method of evaluation will be based upon participation, grades for each of the weekly milestones, and your final Portfolio.

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# Syllabus Cont...

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## **Cheating and Plagiarism:**

You are required to do 100% of your own work from start to finish. This means that you may not use any part of the work done by another student or give your work to another student. If you are involved in any kind of cheating or plagiarism then you will be subject to discipline, up to and including automatically failing the assignment, failing the course or disciplinary action by the Dean of Students. Please refer to the LBCC Student Code of Conduct.

## **Grading:**

- A:** 90-100%
- B:** 80-89%
- C:** 70-79%
- D:** 60-69%
- F:** 59% and below

## **LATE WORK WILL BE ACCEPTED BUT CAN NOT BE REWORKED.**

I will conduct a one-on-one with each student at the mid-term point. This will serve as a notebook review and allow some feed-back on the class and your success level to that point.

Your notebook will include all handouts in the order received. You will be responsible for producing a color cover by the mid-point review.

## **Policy:**

In the event that there is room, those on the wait list will be added in the order that they appear on the wait list

## **Accessibility:**

LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in the class, please talk to your instructor as soon as possible to discuss your needs. If you believe you may need accommodations but are not yet registered with CFAR, please visit the CFAR Website for steps on how to apply for services or call (541) 917-4789.

Since this is an online course the course content actually serves as lecture notes, so there is no need to post additional separate lecture notes.

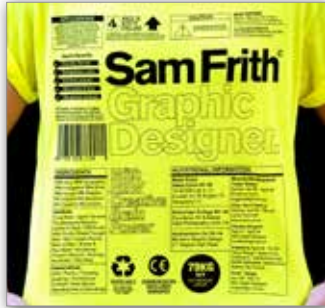
## **Needs:**

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Roadrunner Resource Center for support ([resources@linnbenton.edu](mailto:resources@linnbenton.edu) , or visit us on the web [www.linnbenton.edu/RRC](http://www.linnbenton.edu/RRC) under Student Support for Current Students). Our office can help students get connected to resources to help.

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# Calendar

| Wk | Date   | Lesson   | Work  | Due |
|----|--------|--|---|-----|
| 1  | 6 APR  | Introduction, syllabus review<br>Deliverables, portfolio<br>3 Social media accounts, Michael Marrioh | Personal ID<br>Assemble portfolio pieces<br>1-sheet with tagline          |     |
| 2  | 13 APR | Creative Resumes<br>Content, Design, Grids<br>Divya Chaha  | Resume Thumbnails<br>Primary Business needs                               |     |
| 3  | 20 APR | Cover letters, Professional Relationships<br>Getting the interview<br>Billie Tsien                   | Final Primary Business needs<br>PDF of portfolio contents<br>Resume rough |     |
| 4  | 27 APR | Tear Sheets<br>Career options<br>Will Holder   | Final Resume<br>Tear sheet thumbs   |     |
| 5  | 4 MAY  | Legal & Ethical Issues<br>Intellectual Property<br>Copy write Trademark, Simon Esterson              | Check on Portfolio<br>Reworks   |     |
| 6  | 11 MAY | Professional Issues<br>Leave Behinds<br>Thomas Matthews  | Tear Sheet Roughs<br>Leave Behind Concepts                                |     |
| 7  | 18 MAY | Graphic Design Trades & Customs<br>Chris de Bode   | Tear sheet final  |     |
| 8  | 25 MAY | Portfolio 9 X 12 version<br>Deborah Szebeko  | ½ portfolio projects complete<br>Leave behind roughs                      |     |
| 9  | 1 JUN  | Making Good<br>Sheila Levrant  | Leave Behind Final<br>Portfolio rough                                     |     |
| 10 | 8 JUN  | Focus on feedback to other students<br>Susanne Dehart  | Final Portfolio<br>Website up<br>PDF portfolio 9 X 12                     |     |

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Since there will likely not be a graduation ceremony I will be sending you your LBCC Visual Communications pin that you can wear with the cap and gown and with pride once you are in the industry.



# Reading Calendar

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Wk Date Chapter

**“The AIGA Guide to Careers in Graphic and Communication Design” By, Juliette Cezzar**



- |    |        |                                     |
|----|--------|-------------------------------------|
| 1  | 6 APR  | CH Defining the Discipline          |
| 2  | 13 APR | CH What You need to Know            |
| 3  | 20 APR | CH 3 Where Do Designers Work?       |
| 4  | 27 APR | CH 4 First Steps                    |
| 5  | 4 MAY  | CH 5 Your First Design Job          |
| 6  | 11 MAY | CH Navigating the Field             |
| 7  | 18 MAY | CH7 The Future of Careers in Design |
| 8  | 25 MAY |                                     |
| 9  | 1 JUN  |                                     |
| 10 | 8 JUN  |                                     |

**The reading will be the topic of the discussions each week.  
The last 3 weeks are empty because you will be commenting  
on each others portfolios other deliverables for the discussion portion.**

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