ART 4632C Building a Web Portfolio: Summer 2: 4cr.

Pre-requisites: none

Instructor: Prof. Eric Landes

elandes1@fau.edu 352-222-0287 (note: best to communicate via e-mail)

Office Hours: 1-3:00pm Wednesdays or by appointment

Class hours: MWF 9-11:50am

**Description** This course is designed to provide any student the skills necessary to construct an online portfolio for display of their creative work. The course also discusses what constitutes professional practices in the student’s discipline and the student’s own goals in developing a portfolio. The course is taught using software that requires only rudimentary skills with the computer and therefore has no prerequisites.

**Course objectives**:

• to understand the professional practices of your discipline

• to understand the role of the portfolio in employment acquisition

• to learn proper format and design of business-related documents

• to learn to create websites using Adobe’s Muse software

• to learn to design for a variety of online environments

**Required Books**:

None. This course uses only classroom instruction and online tutorial resources.

**Required Assets and Materials:**

1GB USB Drive or Portable Hard Drive

Subscription to Lynda.com (a temporary one is provided by use of your lab fees)

**Recommended Book:**

Any suitable reference guides related to the subjects.

**Class policy:**

This course is extremely important in the pursuit of a professionally-oriented occupation. You are expected to have all of your assignments completed on time as well as have completed any additionally assigned materials. While you may come and go during working sessions, there is an expectation that you will participate fully in lectures, critiques, and discussions. Missed information and excused missed assignments are the student’s responsibility to acquire or complete.

**Evaluation:**

Your work in this class will be evaluated based on a single large assignment and several smaller in-class exercises. The work will be evaluated with an emphasis on technical comprehension and the role of that comprehension in the development and design of web-based content. Nearly as important will be the functional aesthetics applied to the web content. A demonstration of user-centered design principles will figure into this evaluation. Work will be granted a numeric value which will translate into a final letter grade. Please use the following chart of values, grades and descriptions to better understand:

|  |  |
| --- | --- |
| **A** | work demonstrates the highest level of understanding and creativity. craft and formal issues are resolved to the same degree |
| **B** | the work shows better than average idea development, but lacks refinement. the work demonstrates an above average understanding of the assignment goals. and shows good creativity. formal issues are resolved to a satisfactory degree |
| **C** | the work demonstrates an average level of understanding or creativity; or may be good solutions hampered by formal issues. there is little evidence of involvement other than the completion of the assignment |
| **D** | the work shows below average creativity and/or little to no understanding of the assignment concepts and goals. Ds may also be given for excessively low craft. |
| **F** | the assignment was either not completed or completed with such a low level of understanding, creativity, or attention to formal issues as to have failed. |

**Grading Scale:**

A+ 100 C 73-76

A 93-99 C- 70-72

A- 90-92 D+ 68-69

B+ 87-89 D 63-68

B 83-86 D- 60-62

B- 80-82 F below 60

C+ 77-79

**Attendance:**

You are expected to attend every class. Special exceptions, including religious observances and other exceptions that are officially recognized by the university will be discussed and accommodated in advance and on an individual basis. Emergencies will be dealt with on an individual basis. Incomplete grades will be granted at the discretion of the professor, and only in the case of a grave individual emergency.

**Make-up work:**

In the same spirit of excused absences, make up work will be allowed but at the discretion of the instructor. All make-up work must be completed within one week of the student’s return. The same is true of any quizzes or exams.

**CALENDAR**

(note: this schedule is subject to change based on the needs of the class or larger situations which may affect student participation)

week one:

› intro to portfolios / hosting and domains / assessment

› working with images / photographing your portfolio

› written work / résumés, descriptions, statements, cover letters

week two:

› work day

› design / navigations and sections / do’s and don’ts: type, colors, images

› creating tablet and mobile sites / work day

week three:

› 3 design review / domain and server purchases due

› written work due / integrating designs

› designs finalized

week four:

› working with Muse – getting started

› working with Muse – advanced topics

› working with Muse – responsive integration

week five:

› class visits / work day

› class visits / work day

› class visits / work day

week six:

› work day

› work day

› Final critique. Sites due posted on web

**Assignments:**

In this class you will be responsible for the design of your own portfolio website. This will constitute 80% of your grade with in-class quizzes and assignments being the other 20%

Note: In accordance with university policy, all cell phones and beepers must be turned off during class time.

STATEMENT OF ACADEMIC INTEGRITY: Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty, including cheating and plagiarism, is considered a serious breach of these ethical standards, because it interferes with the University mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the University community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see http://www.fau.edu/regulations/chapter4/4.001\_Code\_ of\_Academic\_Integrity.pdf

DISABILITY POLICY STATEMENT: In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS)—in Boca Raton, SU 133 (561-297-3880); in Davie, LA 203 (954-236-1222); or in Jupiter, SR 110 (561-799- 8585) —and follow all SAS procedures.