Arch 6550 Professional Studies Elective

**Intent**

The student of architecture must be prepared to present him or herself as a viable, productive and employable candidate. The design portfolio is a device displaying one’s ability to contribute to a creative field with specific conceptual and developmental processes and the skills for their resolution and production. The portfolio is the key and essential method for relaying that special and individual approach to design in both the academic and professional worlds.

This course will focus on the production of Print Portfolio and a Web Portfolio. The use and interplay of various computer-aided applications, including: Photoshop, InDesign and Online Web Development tools will be used to imbue each with aesthetic and technical legibility.

A series of progressive exercises will introduce the visual and dynamic qualities of successful portfolio compositions. These exercises will create the conceptual framework for the development of each Portfolio. Ultimately, the work is intended to broaden the students’ ability to develop the representational techniques necessary to display architectural design in a concise and aesthetically relevant manner.

**Course Content**

The class will engage in the following activities:

- collect and catalog images and descriptions of work
- explore concepts of Graphic Design and Composition
- answer Nine Questions for Successful Portfolio Design
- design and implement a Print Portfolio
- develop a comprehensive Flowchart for Organizing and Navigating the Portfolio on the Web
- design and implement a Web Portfolio using Photoshop, InDesign and Online Web Development Tools

**Online Course Structure**

This course will be delivered fully Online through Canvas with all of the necessary support materials, documents, assignments, discussions and collaborative opportunities.

**Requirements**

Each student MUST have a significant quantity of previous work in order to create the portfolios. A minimum of 4 complete projects will be required.

Weekly assignments MUST be submitted to the appropriate Class Projects Folder on the College Server. Only files labeled correctly and submitted by the due date/time stipulated in each assignment will be considered for grading.

One copy of the Printed Portfolio and a Thumb Drive containing all Final Work MUST be submitted by the due date/time at the end of the semester.

Students will be encouraged to have their own laptops with the appropriate software. All students MUST have a working knowledge of Photoshop and InDesign. Students working on their own laptops MUST acquire a VPN.

Students will be advised to sign up for and purchase a Web Domain and Hosting Service.

**Course Format**

An active working environment integrated with technical and theoretical rigor is a crucial aspect of the design experience. It is expected that attendance and participation occur throughout each week of the course insuring that the information is reviewed and incorporated into each assignment. Canvas discussions will offer the opportunity for a series of individual and group critiques.

**Evaluation**

The developing of a design approach is a process oriented endeavor. Students will be evaluated based on their enthusiasm and commitment to investigating and advancing the process along with the quality of work, work ethic, verbal and graphic presentations and collaborative efforts.
DIGITAL PORTFOLIO DESIGN
ARCH 6550-E01
Semester: Summer 2018
Instructor: Barbara Ambach
Phone: 303.315.1052
E-mail: Ambachb@comcast.net
Office hours: [email for appointment]
Office Location: CU Denver Building - 320R

COURSE CATALOG DESCRIPTION
This course introduces students to the Graphic Design Concepts and the Digital Applications used to create both Printed and Web-based Portfolios. Students must have completed ARCH 5110 and have a working knowledge of Photoshop. Prereq: ARCH 5110. Max hours: 3 Credits. Semester Hours: 3 to 3

INTRODUCTION
The student of architecture must be prepared to present him/herself as a viable, productive and employable candidate. The design portfolio is a device displaying one's ability to contribute to a creative field with specific conceptual and developmental processes and the skills for their resolution and production. The portfolio is the key and essential method for relaying that special and individual approach to design in both the academic and working worlds. It also presents the opportunity to showcase the integration of the degree's coursework.

This course will focus on the production of Print and Web Portfolios. The use and interplay of various computer-aided applications, including: Photoshop, InDesign and Online Web Development Tools will be used to imbue them with aesthetic legibility.

TEACHING PHILOSOPHY & REQUIREMENTS
An active working environment integrated with technical and theoretical rigor is a crucial aspect of the design experience, therefore, it is required that students attend and be productive for the duration of the scheduled class time. The class time will consist of demonstrations, desk critiques and working sessions. A series of informal group critiques will be conducted throughout the semester. Each student must be prepared with the required assignments for each class meeting. Each student must have a significant quantity of previous work in order to create a portfolio. A minimum of 4 complete projects will be required. Students are encouraged to have their own laptops and MUST have a working knowledge of Photoshop. Other applications may also be introduced. ALL WORK MUST BE TRANSLATED TO THE DIGITAL FORMAT REQUIRED IN EACH ASSIGNMENT AND SAVED ONTO YOUR OWN EXTERNAL DRIVE. THE WORK MUST BE SUBMITTED TO THE CLASS PROJECTS FOLDERS ON THE COLLEGE SERVER EACH WEEK AS REQUIRED IN EACH ASSIGNMENT. ONE COPY OF THE PRINTED PORTFOLIO AND A THUMB DRIVE CONTAINING ALL FINAL WORK MUST SUBMITTED BY THE DUE DATE AT THE END OF THE SEMESTER IN ORDER TO RECEIVE A FINAL GRADE. NO EXCUSES FOR LOST WORK WILL BE ACCEPTED!!

We will use the Canvas Online format primarily for access to the Syllabus, Assignments, Files and communication by email. All students must be enrolled on the Canvas Course in order to access the material. You may access the site by entering: https://ucdenver.instructure.com/login. Login to this course with your ID number for both your user name and password. You will be contacted using your ucdenver.edu email address ONLY. Refer to the Syllabus, Files, and Assignments for further details. You may contact the Instructor or Teaching Assistant in the People area.

CONTENT
The class will engage in the following activities:
- explore the basic concepts of Graphic Design
- answer the Nine Essential Questions for Successful Portfolio Design
- collect and catalog images and descriptions of Previous Work
- design and create the framework for a Print Portfolio
- design and implement a Web Portfolio

This course will focus on the production of Print and Web Portfolios. The use and interplay of various computer-aided applications, including: Photoshop, InDesign and the Online Web Development Tools will be used to imbue them with aesthetic legibility.
A series of progressive exercises will explore the visual and dynamic qualities of successful graphic design. These exercises will create the conceptual framework for the Portfolio’s development. The Print and Web formats will allow the students to focus on the necessary distinctions between the printed and digital versions of the portfolio. Ultimately, the work is intended to broaden the students’ ability to develop the representational techniques necessary to display architectural concepts in a concise and aesthetically relevant manner.

ASSESSMENT (EVALUATION and GRADES)
The developing of a design approach is a process oriented endeavor. Students will be evaluated based on their enthusiasm and commitment to investigating and advancing the process along with the quality of work, work ethic, verbal and graphic presentations and collaborative efforts.

Grading Scale - grades will be given in points
94-100 A   90-93 A-   87-89 B+   84-86 B   80-83 B-   77-79 C+   74-76 C   70-73 C-   67-69 D+   64-66 D   60-63 D-   0 - 59 F

Point Values for Assignments

<table>
<thead>
<tr>
<th>Assignment 1</th>
<th>Assignment 2</th>
<th>Assignment 3</th>
<th>Assignment 4</th>
<th>Assignment 5</th>
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</thead>
<tbody>
<tr>
<td>Collection of Work</td>
<td>Graphic Exercises</td>
<td>Project Posters</td>
<td>Print Portfolio</td>
<td>Web Portfolio</td>
</tr>
<tr>
<td>Points</td>
<td>0 pts</td>
<td>10 pts</td>
<td>10 pts</td>
<td>40 pts</td>
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TEXTS and READINGS

A History of Graphic Design, Third Edition
Philip B. Meggs

Typographic Design: Form and Communication, Second Edition
Rob Carter, Ben Day, Philip Meggs
Van Nostrand Reinhold Publishing, 1993

Type and Image: The Language of Graphic Design
Philip Meggs

Designing A Digital Portfolio
Cynthia L. Baron
New Riders Publishing, 2009

Portfolio Design, Forth Edition
Harold Linton

Constructing the Persuasive Portfolio: The Only Primer You’ll Ever Need
Margaret Fletcher
Routledge Publishing, 2017

SCHEDULE - assignments are due at 9:00am on the scheduled due dates - all assignments MUST be uploaded each week to the appropriate Class Projects folders on the College Server. At the end of the semester, ALL final work MUST be submitted on a Thumb Drive and in the Class Projects folders in order to be considered for final grading.

Week 01 M June 04 Collection of Work + Graphic Exercises
Week 02 M June 11 Graphic Exercises
Week 03 M June 18 Graphic Strategies
Week 04 M June 25 Print Portfolio
Week 05 M July 02 Print Portfolio
Week 06 M July 09 Print Portfolio + Web Portfolio
Week 07 M July 16 Web Portfolio
Week 08 M July 23 Web Portfolio
Week 09 M July 30 Web Portfolio + All Final Work Due on Thumbdrive [see above]

*schedule subject to change
POLICIES, RULES, and REGULATIONS

Students with Disabilities
Students with disabilities who want academic accommodations must register with Disability Resources and Services (DRS), North Classroom 2514, 303-556-3450, TTY 303-556-4766, FAX 303-556-4771. DRS requires students to provide current and adequate documentation of their disabilities. Once a student has registered with DRS, DRS will review the documentation and assess the student's request for academic accommodations in light of the documentation. DRS will then provide the student with a letter indicating which academic accommodations have been approved. Once you provide me with a copy of DRS’s letter, I will be happy to provide those accommodations DRS has approved.

Absences, Tardiness, Quizzes and Examinations, and Homework
Except for documented health or disability reasons, I will not accept excuses for absences, tardiness, missed examinations, or homework not submitted. Documentation of disability or health related issues must be provided to Disability Resources and Services (see above). UC Denver Student Attendance and Absences Policy:
http://www.ucdenver.edu/faculty_staff/employees/policies/Policies%20Library/OAA/StudentAttendance.pdf

Classes begin and end on time. (1) absence will be allowed before an academic penalty of (one half) (one) grade reduction is imposed. If you are late to class and/or leave class early (2) times, an academic penalty of (one half) (one) grade reduction will be imposed. Homework, papers, projects, or any other required assignments that are turned in late will receive (one half) (one) grade reduction for every day they are late. Any student who does not participate in pin-ups/reviews, misses quizzes and/or examinations or fails to turn in homework and/or papers will receive either a zero (0) or an F for the work missed.

Incomplete Grades
The current university policy concerning Incomplete Grades will be followed in this course. Incomplete grades are given only in situations where unexpected emergencies prevent a student from completing the course and the remaining work can be completed the next semester. Your instructor is the final authority on whether you qualify for an incomplete. Incomplete work must be finished by the end of the subsequent semester or the “I” will automatically be recorded as an “F” on your transcript.

Returning Papers, Quizzes, and Examinations will be returned in class or through Canvas.

Plagiarism
Students are expected to know, understand, and comply with the ethical standards of the university, including rules against plagiarism. Plagiarism is the use of another person’s ideas or words without acknowledgement. The incorporation of another person’s work into yours requires appropriate identifications and acknowledgement. The following are considered to be forms of plagiarism when the source is not noted: word-for-word copying of another person’s ideas or words; the “mosaic” (interspersing your own words here and there while, in essence, copying another’s work); the paraphrase (the rewriting of another’s work, while still using their basic ideas or theories); fabrication (inventing sources); submission of another’s work as your own; and neglecting quotation marks when including direct quotes.

Classroom Decorum
The following ground rules apply to all students and are designed to ensure a classroom environment conducive to learning for all students:
1. Pagers, beepers, cellular telephones, and handheld internet devices must be deactivated before class begins and remain deactivated throughout the entire class period.
2. Please do not bring children to class.
3. Students who engage in disruptive classroom behavior will be reported to the Office of Student Life for appropriate disciplinary action under the UCDenver Code of Student Conduct and, when appropriate, to the Auraria Campus Police for investigation of possible criminal action. The Code of Student Conduct can be found on the UCDenver website, under Office of Student Life and Student Activities. Disruptive behavior includes, but is not limited to, arriving late to class without explanation or apology; leaving class early without explanation or apology; reading a newspaper or magazine; reading a book with no connection to the content of the course; engaging in prolonged private conversations; sleeping in class; eating, drinking, and/or gum chewing; passing notes; being under the influence of drugs or alcohol; harassment or verbal or physical threats to another student or to the instructor; failing to deactivate pagers, beepers, cellular phones, and/or handheld internet devices; bringing children to class.

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Important Dates
There will be no class on July 4, 2018.
Changes to due dates or other important and timely information will be announced through Canvas.