Course Title: Basic Graphic Design for Portfolios
Course Number: AAA 408/508
Term: Fall 2015
Credit: 1 credit
CRN: 16920/16921
Grading Options: Pass/No Pass
Meeting times: 100% online

Instructor Contact Information
Scott Huette, MA BFA
Office Hours: Virtual contact shuette@uoregon.edu

Course Objectives
This course is specifically designed for students with limited graphic design and typographic experience who need to start their portfolio or refine one they are working on. Participants will focus on graphic design principles including page layout, typography and basic design considerations.

Course Outcomes
Students will:

• Understand and apply basic graphic design principles to improve portfolio presentation
• Learn simple typographic principles to apply in a portfolio and/or web presentation
• Create overall visual identity for their portfolio in the form of a design plan
• Get feedback from 2 professionals on the design plan

Course Requirements:

• Students will be expected to participate in discussion forums and complete all initial assignment postings no later than Friday each week, with responses to a minimum of two classmates no later than Monday.
• Student will produce and present a Final Project—Portfolio Design Plan—with colors, typography, example layouts, design elements by Week 8
• Students will interview with two professionals in their field Week 9 & 10
• Student will produce projects with a desktop publisher or Photoshop/Illustrator/InDesign, or any graphic program of their choice
**Grading & Assignment Overview**

Every week, students will be expected to complete initial assignment postings no later than Friday each week, with peer review responses to a minimum of two classmates no later than Monday. Final Design Plan is due by Week 8. Industry Professional Reviews due Week 9 & 10.

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**Weekly Assignments & Peer Review (35 Points Total)**

- Initial Assignment Posting (Due Fridays Every Week)— 3 Points
- Responses to Two Classmates (Due Mondays Every Week)—2 Points

**Final Design Plan (45 Points Total) Due Week 8**

Students will produce a cohesive design plan. This is a finalized plan based on learned material from lectures and on feedback from the instructor and your fellow students. Pace yourself!

- Page 1—Research on preferred format for portfolio for your industry (5 points)
- Page 2—Three screen shots of portfolios of successful portfolios desired industry for Inspiration—What do you like about them? (5 points)
- Page 3—Inspiration Board Finalized (5 points)
- Page 4—Cover Design—Concept & Theme Defined (5 Points)
- Page 5—Table of Contents Template (5 Points)
- Page 6 & 7 Two Finalized Page Layout Templates with Example Projects—With typography, color, headlines, subheads, page numbers, and visual identity determined (20 points each)
- Page 8—APA formatted Reference Page

Submit this 8 page PDF to the Final Project Board

**Industry Professional Review of Your Design Plan (30 Points Total)**

Due Week 9 & 10

You must send your design plan to two professionals in your intended industry, via email or in-person to get feedback for week 9 & 10 (10 points per review) plus write a course reflection (worth 10 points). (30 points)

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**Graduate Student Project:** Graduate students must complete both the cover design for a print portfolio and a Website Layout concept. See page 4 in the design plan above.

**This is a Pass/No Pass Class**

Total Points Possible—100 Points

Undergrad to Pass: 70 Points

Graduate Student to Pass: 80 Points.
Course Schedule

Week 1—Class Begins (Sept. 28) What are the basic principles of effective graphic design?
Contrast, Proximity, Alignment, Repetition
  Good vs. Bad Design Discussion Board Assignment Due Fri 10/2
  Two Responses to Classmates due by Monday at midnight
  5 points

Week 2 (Tue 10/6) Portfolio Concepts, Themes, and Elements
Typography, Basic Layout, Stock Images, Visual identity
  Inspiration Board Discussion Board Assignment Due Fri 10/9
  Two Responses to Classmates due by Monday at midnight
  5 points

Week 3 (Tue 10/14) What is your style?
Looking at graphic designers with a strong sense of style
  Career Industry Research for Portfolios DB Assignment Due Fri 10/16
  Two Responses to Classmates due by Monday at midnight
  5 points

Week 4 (Tue 10/20) Get Inspired From Someone Who Knows What They're Doing!
Nubby Twiglet, Advanced Layout/Typography
  Page Design based from Inspiration DB Assignment Due Fri 10/23
  Two Responses to Classmates due by Monday at midnight
  5 points

Week 5 (Tue 10/27) Your Fantastic Portfolio Design
Cover Design Concept/Table of Contents DB Assignment Due Fri 10/30
  Two Responses to Classmates due by Monday at midnight
  5 points

Week 6 (Tue 11/3) Color, Layout & More Design Principles
Color Schemes, Layout Mockups & More Design Principles
  Design Print Layout Mockup Discussion Board Assignment Due Fri 11/6
  Two Responses to Classmates due by Monday at midnight
  5 points

Week 7 (Tue 11/10) Graphic Design for Web Portfolios
Color Schemes, Layout Mockups & More Design Principles
  Design Website Layout Mockup DB Assignment Due Fri 11/12
  Two Peer Review Responses to Classmates due by Monday at midnight
  5 points

Week 8 (Tue 11/17) Finalizing Your Design Plan
Bring all of the previous week's assignments together in a finalized format and present it to the class as an attached PDF. The final plan should contain all assignments with significant revisions based on peer and instructor feedback. The plan should be formatted for presentation to industry professionals
  Submit Final Design Plan Assignment Due Fri 11/20
  40 points

Week 9 (Tue 11/24) Presenting Your Design Plan to Industry Professionals #1
Post Questions for Industry Professionals and with Feedback from Professionals Assignment Due Fri 11/27
  10 points

Week 10 (Tue 12/1) Presenting Your Design Plan to Industry Professionals #2
Review of material of the past 10 weeks
  Post Feedback from Professionals Assignment Due Fri 12/4 (10 pts)
  Post personal reflection Assignment Due Sat 12/5 (10 pts)
  20 points
Policies

Student Conduct

The University of Oregon has promulgated a Student Conduct Code which contains important regulations, policies, and procedures pertaining to student life. It is intended to inform students and members of the University community who work with them of students' rights and responsibilities during their association with the institution and to provide general guidance for enforcing those regulations and policies essential to the educational and research missions of the University. The full terms and conditions of the Student Conduct Code are contained in Oregon Administrative Rules Chapter 571, Division 21—University of Oregon. Highlights of the Student Conduct Code are published on the Dean of Students website.

- UO Student Conduct Code: http://uodos.uoregon.edu/StudentConductandCommunityStandards/StudentConductCode/tabid/69/Default.aspx
- UO Academic Misconduct: http://uodos.uoregon.edu/StudentConductandCommunityStandards/AcademicMisconduct/tabid/248/Default.aspx

Inclement Weather

When university operates on a curtailed schedule or closes, UO Media Relations notifies the Eugene-Springfield area radio and television stations as quickly as possible. In addition, a notice regarding the university's schedule is posted on the UO main homepage (in the News section) at http://www.uoregon.edu.

Accessibility

The University of Oregon is working to create inclusive learning environments. Please notify me during the first class meeting if there are aspects of the instruction or design of this course that result in disability related barriers to your participation. You are also encouraged to contact the Accessible Education Center (formerly Disability Services) in 164 Oregon Hall at 541-346-1155 or uoaec@uoregon.edu. UO Accessible Education: http://aec.uoregon.edu

Grievance Policy

Information on filing a student grievance may be found at http://asuo.uoregon.edu/studentinfo.php?a=13#toc1200.

Conflict Resolution

Several options, both informal and formal, are available to resolve conflicts for students who believe they have been subjected to or have witnessed bias, unfairness, or other improper treatment. These include discussing the conflict with the specific individual or contacting the department head. You may also contact:

- UO Bias Response Team at http://bias.uoregon.edu/
- Conflict Resolution Services at http://uodos.uoregon.edu/SupportandEducation/ConflictResolutionServices/tabid/134/Default.aspx
- Affirmative Action and Equal Opportunity at http://aaeo.uoregon.edu

Respect for Diversity

It is the policy of the University of Oregon to support and value cultural diversity. To do so requires that we:

- Respect the dignity and essential worth of all individuals.
- Promote a culture of respect throughout the University community.
- Respect the privacy, property, and freedom of others.
- Reject bigotry, discrimination, violence, or intimidation of any kind.
- Practice personal and academic integrity and expect it from others.
- Promote the diversity of opinions, ideas, and backgrounds which is the lifeblood of the university.

A&AA Inclusion Statement

The School of Architecture and Allied Arts is a community that values inclusion. We are committed to equal opportunities for all faculty, staff, and students to develop individually, professionally, and academically regardless of ethnicity, heritage, gender, sexual orientation, ability, socio-economic standing, cultural beliefs and traditions. We are dedicated to an environment that is inclusive and fosters awareness, understanding, and respect for diversity. If you feel excluded or threatened, please contact your instructor and/or department head. The University Bias Response Team is also a resource that can assist you. Find more information at their website at bias.uoregon.edu/index.html or by phoning 541-346-2037.