

In theory, there is no difference between theory and practice. But in practice, there is.

— Yogi Berra

OBJECTIVES

FINDING WORK

The first objective of the class is to prepare students for the transition from their academic lives to the professional practice of design. Students will produce the following materials as tools for finding and securing employment as professional designers:

- Stationery system, including letterhead, business card and invoice
- List of target employers
- Cover letter
- Resumé
- Detailed schedule for portfolio, leave-behind, pdf portfolio and website production
- Portfolio
- PDF portfolio
- Website
- Promotional mailer/leave behind

We will address how determine the right kind work environment for you and how to research, create and maintain an up-to-date a list of potential employers, job search and interview techniques and standards of professional conduct.

UNDERSTANDING THE PROFESSIONAL PRACTICE OF GRAPHIC DESIGN

The second objective is to give students a grounded understanding of graphic design as a professional practice through lectures/discussions, readings and field trips. Some lectures will be conducted by guest professionals.

LECTURES, FIELD TRIPS & WORKSHOPS

- Career Strategies
- The Well-Rounded Graphic Designer
- Resume and Cover Letter
- Marketing Materials (portfolio, website, leave-behind and PDF portfolio)
- The Process of Design from Finding Clients to Completing Projects
- How to Photograph Your Work
- Money Matters: Entry Level Employee, Freelance and Small Studio Finances
- Money Matters: Financial Planning
- Pre-Press: Preparing Your Work for Printing & Working With Printers
- Good Business Practices and Professional Ethics
- The Interview Process
- Field trips to three design firms and a printer
- Saturday workshop to photograph student work

TPP

SIMMONS

SPRING 13 / M/W 8–11AM

SCHEDULE

JANUARY

WEDNESDAY 23

Review schedule and deliverables

Discussion: Career Strategies; The Well-Rounded Graphic Designer

Assignment: Write a cover letter to a prospective employer and design your resumé; Due: February 4

MONDAY 28

Discussion: Resumé & Cover Letter; Your Marketing Materials

Desk Evaluation: Group 1— Review of your work and goals and discuss marketing strategy

Assignment: Stationery system — letterhead, envelope and business card; Due February 8

WEDNESDAY 30

Desk Evaluation: Group 2— Review of your work and goals and discuss marketing strategy

Assignment due: Preliminary drafts for your cover letter and resumé. Read cover letters aloud in class

Assignment: List of Opportunities — Research 12 design firms (large, small, in-house), choose your top three; Due February 6

FEBRUARY

MONDAY 4

Critique/Review: Cover letters

Discussion: 40 Portfolios That Suck

Assignment: Concepts for portfolio form, typical layout of portfolio pages; Due February 11

WEDNESDAY 6

Class Critique: Business system, work in progress — quick wall critique

Assignment Due: List of Opportunities

Assignment: Research portfolio websites with your work and programming ability in mind; Due February 11

Assignment: Create a detailed schedule for all deliverables; Due February 11

MONDAY 11

Discussion: Process of Design Part 1— Finding Clients & Writing Proposals and Contracts

Assignment: Concepts for website — layouts of home page and project pages; Due February 13

Assignment Due: Share website research with class. Turn in list of URLs

WEDNESDAY 13

Discussion: Process of Design Part 2— Process of Managing a Project from Inception to Completion

Assignment Due: Wall critique — Business system

Assignment: Research/experiment with how you want to photograph your work for portfolio; Due: March 4 & 6

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SIMMONS

SPRING 13 / M/W 8-11AM

***MONDAY 18**

Pre-press lecture

***WEDNESDAY 20**

Field trip to printer

MONDAY 25

Panel Discussion: The Interview Process

Assignment due: Concept for self-promotion piece

WEDNESDAY 27

Individual Critique with outside guests

MARCH

MONDAY 4 MIDTERM

Desk Critique: Group 1—50% work complete on portfolio, website, self—promotion piece & portfolio PDF

Assignment Due: Bring in samples/experiments of how you want to photograph your work

Note: 50% of your grade

WEDNESDAY 6 MIDTERM

Desk Critique: Group 2—50% work complete on portfolio, website, self—promotion piece & portfolio PDF

Assignment Due: Bring in samples/experiments of how you want to photograph your work

Note: 50% of your grade

MONDAY 11

Discussion: Money Matters Part 1: Entry Level Employee, Freelance & Small Business Finances

Assignment: Prepare a monthly budget to determine your bottom line; Due March 5

WEDNESDAY 13

Discussion: Money Matters Part 2—Pricing

Assignment due: Your monthly budget and bottom line

SATURDAY MARCH 16: PORTFOLIO PHOTO SHOOT (TENTATIVE)

MONDAY 18

Desk Critiques: Group 1

WEDNESDAY 20

Desk Critiques: Group 2

WEEK OF THE 25TH — SPRING BREAK

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SIMMONS

SPRING 13 / M/W 8–11AM

APRIL

MONDAY 1

Discussion: Good Business Practices & Professional Ethics

WEDNESDAY 3

Desk critiques

MONDAY 8

Studio Field trip

WEDNESDAY 10

Discussion: Results of your informational interview

Assignment Due: Written report on your informational interview

MONDAY 15

Desk critiques

WEDNESDAY 17

Open discussion

MONDAY 22

Work in class — Help on last minute production

WEDNESDAY 24

Thesis Students — Final presentation of cover letter, resumé, portfolio, website, self-promotion piece

MONDAY 29

Work in class — Desk Critiques

MAY

WEDNESDAY 1

Work in class — Help on last minute production

MONDAY 6

Non-Thesis Students — Final presentation of cover letter, resumé, portfolio, website, self-promotion piece

WEDNESDAY 8

Final Class

POLICIES

CLASS TIME

This is a three hour class. We will typically take one scheduled 10-minute break halfway through the class period. You are expected to arrive on time and prepared to work for the entire class period. Although in-class work sessions are an integral component of this course, outside work on assignments will be necessary to meet project deadlines. I expect *significant* progress between classes. You are responsible for coming to class with the completed assignment and all necessary tools and materials for continuing work on the assignment. Projects are due at the beginning of each class. If you are more than 10 minutes late for class you will be counted as tardy and *it is possible that we may not critique your work*. Three tardy arrivals in any configuration equals an absence. If you are more than 20 minutes late for class you will be counted as absent. Three unexcused absences will result in a final grade of F. In-class exercises may not be made up. Thus, if you are absent on a day when we have an in-class project you will receive no credit for that assignment.

EVALUATION

- A+ (98% and higher): Exceptional work, equal to that of a professional designer.
- A (92% and higher): Excellent and inspired work. Exemplary attitude.
- A- (90%-91%): Excellent work and attitude.

- B+ (88%-89%): Exceeded the requirements of the assignment. Very good work.
- B (82%-87%): Met or exceeded the requirements of the assignment. Good work.
- B- (80%-81%): Met the requirements of the assignment. Better than average work.

- C+ (78%-79%): Met the requirements of the assignment. Average work.
- C (72%-77%): Satisfactorily met the minimum requirements of the assignment. Acceptable work.
- C- (70%-71%): Met the minimum requirements of the assignment. Below average work.

- D+ (68%-69%): Failed to meet requirements of the assignment. Below average. Poor work and/or effort.
- D (62%-67%): Failed to meet requirements of the assignment. Poor work and/or effort.
- D- (60%-69%): Failed to meet all requirements of the assignment. Poor work and/or effort.

- F (59% and lower): Unacceptable.

IMPORTANT NOTES ON GRADING:

If you fail to meet *any* deadline, your final grade for that assignment will be lowered by one grade level. Note that a final grade of C- or lower requires you to repeat the course. CCA's policies on academic integrity and reasonable expression can be found online at <http://www.cca.edu/students/handbook/integritycode.php>. Please familiarize yourself with both.

TPP

SIMMONS

SPRING 13 / M/W 8-11AM

INDIVIDUAL ASSISTANCE

There should be ample opportunity during class time to approach me for individual assistance with assignments. If you have questions regarding an assignment you should first contact one of your fellow classmates. If you have a question that only I can answer, or if you require additional assistance with a project you may contact me by phone or by email. Email is my preferred method of contact, but realize you may not receive an immediate response. For more urgent matters you may call my office during normal working hours, in truly urgent cases you may reach me on my mobile. Please, no calls after 7PM.

work: 415 647 6463 mobile: 415 244 8605 csimmons@cca.edu

Resources for this class can be found online at minesf.com/resources/cca