

AG 4991 - SENIOR PROJECT II: PORTFOLIO DELIVERY + REVIEW

Credits: 3

In this Senior-Level studio course, students will develop a professional, marketable reel and/or portfolio comprised of their best work and present their Senior Portfolio during in class reviews. The student will prepare for entry into their field by creating a portfolio website, business cards, resume, and establishing a social media presence. Topics will include building and maintaining an artist identity, how to package and deliver art assets, and how to negotiate contract work. Upon successful completion of this course students will have created all assets necessary to begin applying for industry positions.

Prerequisites: AG 4990 - Senior Project I: Portfolio Preparation

Corequisites: Must be taken in the final term.

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Recognize the essential components of a Freelance Contract (work for hire).	Draft and revise at least two contracts of different types for hypothetical clients. The contracts may be any of the following types: A Statement of Work (SOW), a Short Design Contract, an NDA, a Letter of Agreement (LOA), a Non-Compete Agreement, a Service Agreement or a Work For Hire contract. Contracts require no revision for clarity, spelling/grammar, formatting and/or legal components, and represent a clear understanding of how to protect oneself as an artist in a freelance capacity.	Draft and revise at least two contracts of different types for hypothetical clients. The contracts may be any of the following types: A Statement of Work (SOW), a Short Design Contract, an NDA, a Letter of Agreement (LOA), a Non-Compete Agreement, a Service Agreement or a Work For Hire contract. Contracts require minimal revision for clarity, spelling/grammar, formatting and/or legal components	Draft and revise at least two contracts of different types for hypothetical clients. The contracts may be any of the following types: A Statement of Work (SOW), a Short Design Contract, an NDA, a Letter of Agreement (LOA), a Non-Compete Agreement, a Service Agreement or a Work For Hire contract. Contracts require extensive revision for clarity, spelling/grammar, formatting and/or legal components	Contracts are incomplete, do not provide adequate protection from a legal standpoint, are poorly written or were not submitted.	AN2D-1, AN2D-2, AN2D-3, AN2D-4, AN2D-5, AN2D-6	Communication Competence, Critical Thinking, Cultural Competence
Create a professional, marketable portfolio or reel.	Build a clean, functional portfolio website that is comprised of the following components: a biography/artist statement, a portfolio/demo reel with student's best work, contact page, resume, social media links, blog, and copyright protection. Site is concise, easy to navigate, has no advertisements, no broken links and is well-maintained.	Build a clean, functional portfolio website that is comprised of at least four of the following components: a biography/artist statement, a portfolio/demo reel with student's best work, contact page, resume, social media links, blog, copyright protection. Minor revisions for layout, broken links, and missing content may be necessary.	Build a functional portfolio site that is comprised of two of the following components: a biography/artist statement, a portfolio/demo reel with student's best work, contact page, resume, social media links, blog, copyright protection. Moderate revisions for layout, broken links, and missing content may be necessary.	Website is disorganized, has broken links, is missing multiple components, contains unfinished/incomplete work and/or is generally nonfunctional	AN2D-1, AN2D-2, AN2D-3, AN2D-4, AN2D-5, AN2D-6	Design Competence, Communication Competence, Critical Thinking, Cultural Competence
Establish a social media presence.	Is registered for and actively maintaining a social media presence on five or more different platforms, not including the website that is the primary portfolio delivery mechanism. Work posted to each platform is exclusively for the purpose of receiving critique/advice or for creating industry contacts, and is not intermingled with casual, social content. Posted content is engaging, tailored to developing a professional network, and provides insight into the artist's skill, process, and area of expertise.	Is registered for and actively maintaining a social media presence on at least five different platforms, not including the website that is the primary portfolio delivery mechanism. Work posted to each platform is exclusively for the purpose of receiving critique/advice or for creating industry contacts, and is not intermingled with casual, social content.	Has a social media presence on at least four different platforms, not including the website that is the primary portfolio delivery mechanism. Some platforms are not being actively maintained or may contain minor elements that are not exclusively for the purpose of receiving critique/advice or for creating industry contacts.	Is registered for three or fewer social media platforms, and/or is not actively maintaining those accounts. Work posted to each platform is intermingled with casual, social content, or is irrelevant in the context of receiving critique/advice and forming professional connections.	AN2D-1, AN2D-2, AN2D-3, AN2D-4, AN2D-5, AN2D-6	Design Competence, Communication Competence, Critical Thinking, Cultural Competence