

AG 4991 - SENIOR PROJECT II: PORTFOLIO DELIVERY + REVIEW

Credits: 3

In this senior-level studio course, students will develop a professional, marketable demo reel and website comprised of their best work, and will demonstrate progress each week during class reviews. The student will prepare for entry into their field by creating a portfolio consisting of a branded business card, demo reel, website and resume, in addition to establishing a professional social media presence. Topics will include creating a personal brand, best practices in editing a compelling demo reel of work, designing an easy-to-navigate website highlighting personal strengths, and creating a resume that recruiters will find relevant. 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
Create a personal brand, including a logo image, font and color palette.	Personal brand is complete with all necessary elements. No design updates are necessary	Personal brand is complete with all necessary elements. Some design updates may be necessary.	Personal brand is mostly complete some design elements may be missing and/or are in need of revision.	Personal brand is not complete design elements are missing and are in need of major revision.	AN2D-1, AN2D-2, AN2D-3, AN2D-4, AN2D-5, AN2D-6	Design Competence Communication Competence Critical Thinking Cultural Competence
Create a professional, marketable demo reel leveraging personal branding.	Demo reel is complete, including all personal branding and is edited without any flaws in sequencing, transitions, and audio mixing.	Demo reel is complete and includes personal branding. Editing has little to no errors.	Demo reel is mostly complete or needs improvements to editing, personal branding may be missing.	Demo reel is not complete, poorly edited, missing branding	AN2D-1, AN2D-2, AN2D-3, AN2D-4, AN2D-5, AN2D-6	Design Competence Communication Competence Critical Thinking Cultural Competence
Create a professional, marketable website leveraging personal branding.	Site is concise, easy to navigate, has no advertisements, no broken links and is well-maintained.	Minor revisions for layout, broken links, and missing content may be in need up updating	Moderate revisions for layout, broken links, and missing content are in need of updating	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
Create a concise resume of all relevant information.	Resume is complete with all relevant information included. Grammar and spelling errors do not exist. Additional thought was giving to presentation and design.	Resume is complete with all relevant information included. Grammar and spelling errors do not exist.	Resume is mostly complete some relevant information was not included and/or there are some grammatical and spelling errors	Resume is incomplete. All information is not present and/or there are numerous grammatical and spelling errors.	AN2D-1 AN2D-3 AN2D-4 AN2D-6	Design Competence Critical Thinking Cultural Competence Communication Competence Critical Thinking
Establish a professional 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 there 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