

**PH321 and FA307: DIGITAL PORTFOLIO for Fine Art and Photography****3 Credits****Spring 2012****Tuesday and Thursday****3:15pm – 6:00pm****302 Summit**

John Finkler, Instructor

jfinkler@comcast.net

www.johnfinkler.com

651-225-1137

Office hours on Tuesday and Thursday

6:00 p.m. to 6:30 p.m.

**I. COURSE DESCRIPTION**

This course examines Web site design for Fine Artists and Photographers. Projects will include portfolio assessment, categorization and grouping of work, targeting a Web site to a variety of professional contexts, promoting through social networking sites and group portfolio sites. Students will look at examples of Web sites from a broad range of Fine Artists and Photographers, assess the navigation and design of these sites and determine the most effective format for promotion of their individual body of work. Class time will include research, lectures, presentations, demonstrations, and Web site design projects.

**II. LEARNING OUTCOMES**

A fundamental understanding of Web Design and Development principles which gives you the knowledge and ability to make informed decisions about executing a professional web presence.

**III. METHOD OF ASSESSMENT**

Student work and progress will be measured using exercises that address the learning goals listed in section II.

**IV. COURSE REQUIREMENTS****A. Evaluation and Grading**

Your performance in this class will be evaluated in several different ways during the semester. There will be a narrative evaluation at mid-semester as well as graded evaluations of your assignments. CVA academic policies specify standards for evaluation.

**B. Attendance**

Classes that meet 2 times per week recognize 4 absences as grounds for failure.  
Classes that meet 1 time per week recognize 3 absences as grounds for failure.  
2 tardy are equivalent to 1 absence. After 15 minutes, a tardy becomes an absence.

A student will forfeit all rights and privileges for the course failed due to attendance and/or tardy absences.

Excused absences are only granted due to hospitalization and/ or death in the family or legally mandated activities such as military service or court appearances. Students are required to show documentation of their circumstance to their Academic Advisor.

CVA recognizes all religions and will grant excused absences for documented religious holidays. Students are required to register the particular times and dates of these holidays at the beginning of each semester with the Office of Academic Affairs. This office will communicate to the given faculty.

Students are responsible for understanding this policy and tracking their own attendance and tardiness.

C. **Academic Honor Code (include copy below verbatim)**

1. **Principles**

Every student at the College of Visual Arts must adhere to high standards of honorable behavior. Academic work for all liberal arts and studio classes must be a student's own, with appropriate credit given for use of the words, images, and ideas of another. If a student uses fraudulent means to obtain grades or other advantages in academic work, he or she has not truly gained in knowledge, understanding, or skill. Grades, honors, and other marks of achievement lose their meaning; the reputation of the College of Visual Arts is diminished and the value of its B. F. A. degree reduced. It is therefore essential to the integrity of the college that every member of the community -- students, faculty, staff, and administration -- uphold the highest standards of academic integrity.

2. **Definition and Examples of Academic Dishonesty**

***Cheating***

- Copying another student's answers on a quiz or exam
- Using notes or other source materials on a quiz or exam without the instructor's permission
- Collaborating on a take-home exam meant to be completed individually
- Using electronic devices such as phones, computers, or calculators during an exam without the instructor's permission
- Copying another student's homework assignment
- Using answers from an instructor's version of a textbook for a homework assignment meant to be completed individually.

***Plagiarizing***

- Presenting for either a liberal arts or studio class the work of another without acknowledgement, as though it were your own
- Using the "cut and paste" method of constructing a paper from internet or print sources without synthesizing the ideas to create your own independent thesis or identifying the sources
- Using information, ideas, or images from any source (internet, book, article, a classmate's research paper or artwork) without proper attribution
- Using the exact words of another without using quotation marks and citing the source
- Paraphrasing the words of another without citing the source

***Making multiple submissions***

- Submitting, without prior permission, a paper, project, or other assignment completed in one class to fulfill a requirement for another class

***Facilitating academic dishonesty***

- Allowing another student to copy answers from your exam paper
- Giving or selling another student a completed assignment, project, or paper
- Informing students in a later section of a class the questions on an exam

***Stealing or defacing materials or other property***

- Theft or defacement of any materials or property belonging to another student or member of the staff or faculty
- Theft or defacement of any materials or property belonging to the college
- Theft or defacement of library books or other materials
- Theft of proprietary software

***Using materials in an unauthorized manner***

- Unauthorized entry into college property such as classrooms, studios, computer labs, faculty offices, or library
- Unauthorized use or manipulation of studio equipment or computer programs

***Falsifying academic records***

- Alteration of grade books or files
- Use of personal relationships to gain grades or favors
- Any attempt to obtain grades or credit through fraudulent means.

3. **Process for Dealing with Violations of the Honor Code**

The College of Visual Arts will treat violations of the honor code with the utmost seriousness. If a student is accused of academic dishonesty, the student will be informed of the alleged violation and the evidence on which the allegation is based. If circumstances warrant, the instructor and relevant department chair, in consultation with the academic dean, may decide on a penalty such as a failing grade or 0 on the assignment or exam or a failing grade in the course. A record of the violation will be filed in the office of the dean, who will maintain a permanent record of reported student violations. Students may appeal to the relevant department chair. If dissatisfied with that decision, the student may appeal to the academic dean. The decision from that office will be final. In special circumstances a student may appeal to a standing hearing committee. Second and subsequent violations of the honor code will be dealt with by the academic dean. Students may appeal decisions to the standing committee, the decision of which is final.

4. **Penalties for Violations**

Penalties for students found to have engaged in academic dishonesty may include:

- A grade of F or 0 on an assignment, paper, or exam
- A grade of F for the course
- Suspension from the college
- Expulsion from the college

**D. Student Responsibilities (Adapt to specific course needs and expound where appropriate i.e. deadlines)**

1. Treat class time as an opportunity to learn.
2. Abide by the CVA Attendance Policy, Honor Code, Grievance Procedure and Code of Conduct.
3. Arrive on class on time, with all materials, ready to work steadily throughout the session.
4. Be prepared with all your required materials for every class.
5. Complete assignments on time. No exceptions.
6. Cite all research, text and image sources visit <http://www.shortstreet.net/mlacites.htm> for citation information and examples.
7. Participate in all class discussions and critiques.
8. Confront difficulties in your work in the spirit of learning, creative exploration, and personal growth.
9. Ask for help from your instructors when needed.
10. Avail yourself of all available support services including advising, tutorials, and workshops.
11. Respect your fellow students at all times.
12. Disruptive behavior is not tolerated.
13. You are responsible for cleaning up after yourself at the end of each class.

14. No radios, MP3 players or iPods, pagers, or cellular phones are allowed in class.
15. No smoking anywhere in any CVA building. Smoke only in designated outdoor smoking areas on campus.

## **V. RESOURCES AND READINGS**

Textbook: HEAD FIRST HTML with CSS and XHTML, By Elisabeth and Eric Freeman, published by O'Reilly.

Other resources and recommended readings can be found on the class website: [johnfinkler.com/cva/](http://johnfinkler.com/cva/).

## **VI. MATERIALS AND SUPPLIES**

Highly recommend a portable USB storage device along with server-based storage. Rule of thumb is three copies in three different locations (USB, server, CD-R).

## **VII. COURSE METHODOLOGY**

Course will consist of topical lectures and demonstrations, exercises, and web projects.

## **VIII. OUTLINE AND OBJECTIVES**

### **Part I. Learning and Understanding the basics of Web Design and Development (January/February)**

1. Through a combination of exercises and demonstrations, you will learn the fundamentals of Design and Development in the online environment. Develop a familiarity with the tools of Web Design and Development (Dreamweaver, Photoshop, etc.).
2. First Projects include: Understanding the programs for Web work. Exercises in Photoshop and Dreamweaver will include optimization, sizing, color correcting, xhtml and CSS exercises. Also, a research project that involves a presentation of existing illustrator Web sites to study for their content and visual presentation, both strengths and weaknesses.
3. References: All course material is available 24/7 on the class website, [johnfinkler.com](http://johnfinkler.com)

### **Part II. Putting Web Tools to Work (March)**

1. Research and assessment of students' portfolio (preparation of images, content, etc.) and written content for a portfolio Web site.
2. First Project: Learn the basics of image preparation (color correcting/adjustment, sizing, optimizing, etc.) We will also be developing a Web site called 'Meetings with Interesting People'. Within the parameters of this website, we will explore the various design, development, and open source add-ons (galleries, navigation, type, etc.) available for websites.
3. References: All course material is available 24/7 on the class website, [johnfinkler.com](http://johnfinkler.com)

### **Part III. Design and Develop Your Portfolio Website (April)**

1. Final Portfolio Web site Project. Each student will design and build their own portfolio Web site that will include a gallery of work, written content (artist statement, resume, contact info, etc.), and an effective overall visual layout and design.
2. Using all information and research explored in class lectures and demonstrations, put it all together and develop your own Web site.
3. References: All course material is available 24/7 on the class website, [johnfinkler.com/cva/](http://johnfinkler.com/cva/)

**IX. AGREEMENT** (include on separate sheet to be collected and retained by instructor)

I have received, read, and understand the course syllabus for **PH321** and **FA307: Digital Portfolio** as well as the CVA Student Policies. The instructor has, within the structure of the class, explained the material contained within the syllabus.

I hereby agree to abide by the structure outlined in the syllabus and by the policies dictated in the CVA Student Policies.

**Student Signature:**

**Printed Name:**

**Introductory Questionnaire**

Name: \_\_\_\_\_

CVA student box number: \_\_\_\_\_

Hometown: \_\_\_\_\_

Previous school: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Faculty advisor: \_\_\_\_\_

Rate your computer application skills: \_\_\_\_\_

Scale: 0-10

Rate your web programming skills: \_\_\_\_\_

Scale: 0-10

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