

Tompkins Cortland Community College
Master Course Syllabus

Course Discipline and Number: ART 261
Course Title: Portfolio Preparation - New Media

Year: 2023-2024
Credit Hours: 1

Attendance Policy: *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

Services for Students with Disabilities: *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

Course Description

ART 261 is intended for New Media program majors in their third semester of study. The course helps students understand and meet transfer requirements, and create a visual portfolio. Topics include researching transfer schools, selecting works for the portfolio, considering different portfolio delivery and presentation methods, writing artist statements, writing resumes, interviewing skills, and creating finished portfolios that meet the requirements of the targeted institutions. Open to New Media majors who have completed two semesters of program courses. Prerequisites: prior completion or concurrent enrollment in ENGL 101; MATH 090 if required by placement testing; RDNG 116 if required by placement testing. 1 Cr. (1 Lec.) Fall semester.

Course Context/Audience

This is a required course in the New Media A.S. degree program.

Basic Skills/Entry Level Expectations

Writing: WC College level writing skills are required. See course co-requisites or pre-requisites.

Math: M2

Reading: R4 Before taking this course, students must satisfactorily complete RDNG 116 or have assessment indicating that no reading course was required.

Course Goals

By successfully completing this course, the student will

1. Learn, discuss, and apply strategies for presenting his/her visual works to clients, employers, and transfer institutions.
2. Learn how to tailor content and presentation to varied clients.
3. Create and assemble a practical visual portfolio complete with cover letter, artist statement, and resume.

Course Objectives/Topics

Objective/Topic	% Course
The student will identify three target transfer institutions of interest, compile data on portfolio requirements for each, including application deadlines, and other unique requirements. These requirements will be addressed in the finished portfolio package that the student produces.	10%
The student will brain-storm ideas, write and re-write an Artist Statement	10%

Resume writing and interviewing skills will be covered. Student will produce a resume including writing several revisions before producing a final targeted resume.	10%
Students will select, plan digitize, optimized and produce a digital portfolio of their artwork.	25%
The student will review, discuss, and critique the work of others. Included will be two group projects where students will assist each other with portfolio selection and artist statement ideas.	25%
The student will create a finished presentation package that contains a cover, contents index, cover letter, artist statement, index of images, and the images themselves. All of these materials will be designed to reflect high visual standards.	20%

General Education Goals - Critical Thinking & Social/Global Awareness

CRITICAL THINKING OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<p>Students will be able to</p> <ul style="list-style-type: none"> ➤ develop meaningful questions to address problems or issues. ➤ gather, interpret, and evaluate relevant sources of information. ➤ reach informed conclusions and solutions. ➤ consider analytically the viewpoints of self and others. 	<p>Students will create a custom portfolio based on goals determined by research into employment opportunities and/or transfer schools. Problem solving is thematic, visual and conceptual to provide the best portfolio as a solution to helping the student attain a job or acceptance into a four-year college.</p> <p>Group projects are designed to help students brain-storm ideas with and for each other. Students are privileged to be able to consider the viewpoints of others as well as the input of the instructor through collaboration and reviews.</p>
SOCIAL/GLOBAL AWARENESS OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<ul style="list-style-type: none"> ➤ Students will begin to understand how their lives are shaped by the complex world in which they live. ➤ Students will understand that their actions have social, economic and environmental consequences. 	<p>The portfolio, resume, artist statement and cover letter are marketing the talents of the student crafted for a specific result. These will be different depending on the job market and niche skills the student wishes to refine and the career the student wishes to follow.</p>

Instructional Methods

Lectures and demonstrations will be provided on each unit. The instructor will assign outside readings and research. Class discussions and group critiques will occur frequently.

Methods of Assessment/Evaluation

Method	% Course Grade
The student will create a complete portfolio presentation package that addresses the above. Evaluation of the package will consider function, completeness, craft, creativity, visual design, and level of professional standards achieved.	60%
Written materials contained in the portfolio will be assessed using standard criteria for writing.	20%
Participation, attendance, meeting deadlines.	10%
The student will research the portfolio and admissions requirements of three targeted transfer institutions and compile a working checklist. This checklist will be evaluated for accuracy and thoroughness.	10%

Text(s)

No textbook is required for this course

Bibliography

The Breakthrough Portfolio, Thurlbeck, Ken, Delmar, 2006.

Designing a Digital Portfolio, 2nd Edition, Baron, Cynthia, New Riders, 2009.

Designing Creative Portfolios, Gregg Berryman, 1st edition, Crisp Publications, 1993.

Marketing Your Creative Portfolio, Hungerland, Buff, Prentice Hall, 2003.

Other Learning Resources

Audiovisual The Arts and Communication programs at TC3 are building up the DVD permanent collection of the library.
Electronic The New Media lab has Internet access. A vast amount of content can be found on the Web including: www.art-support.com , www.nyfa.org , and www.info.com/artistportfolio . In addition, the TC3 library has Interlibrary loan possibilities and databases of art and other resources available for students and faculty including, <u>Films on Demand</u> , <u>Netflix</u> , <u>Amazon.com Video on Demand</u> and <u>CAMIO</u> .
Other The New Media Program has funds for guest speakers each year. The Herbert F. Johnson Museum of Art is nearby and has frequent free public programs with nationally recognized artists and is actively assembling a collection of contemporary art which includes new media. The George Eastman House Museum is a ninety-minute drive and specializes in all aspects of photography and imaging including new media.