



COMMUNICATIONS & NEW MEDIA STUDIES

SPRING 2022

Title: Senior Portfolio

Credit Hours: 3

Lecture / Lab: lecture

Contact: ksibole@smccme.edu

Catalog Number: CNMS 296

Total Contact Hours: 45

Professor: Kate Sibole, MFA

Class Schedule: Asynchronous / Synchronous / Synchronous Remote

Asynchronous: BrightSpace

Synchronous In Person: Wednesday, 9:30am-12:15pm / HILD 112

Synchronous Zoom: Wednesday, 9:30am-12:15pm / Zoom ID: 968 1025 8880

General Office Hours:

Wednesdays 12:30-2pm

Open Zoom Room

ID: 98123117973

By appointment:

ksibole.youcanbook.me

CNMS 296 Senior Portfolio Course Syllabus

Course Description

This course covers the theory and production of an effective portfolio showcasing the specific skills of each student. A portfolio is a critical asset in the pursuit of a career or transfer to another college or university. The course will focus on the professional and aesthetics practices in the Communications and New Media Design field. It will address the art of self promotion, relevant employment and life skills necessary in finding employment in this competitive industry. Course materials will be presented through student presentations, lectures, peer and professionally reviewed critiques. Pre-requisites: Course to be taken during the final semester of the student's graduation year. All freshman level requirements must be met prior to enrolling in this course.

Course Objectives

Upon successful completion of this course, students will be able to:

Upon successful completion of this course, the student will:

- Organize and present a body of work that is aesthetically consistent and finely crafted for critical evaluation by peers and industry professionals
- Develop skills in visualizing design solutions and be able to translate those concepts into a variety of media.
- Engage in active conversation about one's own work as well as others.
- Identify effective strategies needed to solve "design problems"
- Demonstrate advanced set of technical skills appropriate to the student's designated CNM focus.
- Acquire appropriate self promotion and self presentation etiquette through professional resume development and mock interview practice

Class Methodology

Discussions, tutorial demonstration, hands-on studio based activities (as determined by campus covid planning), and peer driven critique will make up each class. This is a course in understanding and practicing advanced concepts in your chosen medium. In addition to the time we spend in class you will have to spend time outside reading related material, thinking through problems, sketching, researching, and working on homework assignments.

This section meets asynchronously, which means there is no scheduled class time. You will however be responsible for one on one time with your instructor, as well as forming 2-3 person crit teams that will meet/communicate with each other during times and ways that best suit your individual schedules.

Student Evaluation and Grading: Grading Scale (as stated in college handbook)

- | | | | |
|-------------|-------------|-------------|-------------|
| ● 93-100: A | ● 87-89: B+ | ● 77-79: C+ | ● 67-69: D+ |
| ● 90-92: A- | ● 83-86: B | ● 73-76: C | ● 60-66: D |
| | ● 80-82: B- | ● 70-72: C- | ● 0-59: F |

Grading Criteria:

- Portfolio "Gap" Projects OR "Senior Project" 25%
- Assigned Design Projects & Assigned Best Practice Projects 40%
- Portfolio Presentation 15%
- Participation / Peer Collaboration 20%

Portfolio "Gap" Projects: These are the self driven/managed projects that are created **specifically** for this class. After collaborative review of your existing body of work, you will determine the projects that are most needed to fulfill the requirements of a professional portfolio. The target is for **4 NEW** and in depth projects made solely for the requirements of this course.

Senior Project: This is a self driven/managed project that is a singular topic that can be divided into at least 4 unique deliverables. See notes above about the "gap" projects.

Assigned Design & Best Practice Projects: These are the assignments that have assigned deadlines: writing prompts, resume, cover letter, artist statement, studio practice, budget, project management outlines.

Portfolio Presentation: This is the end of the semester presentation of your overall senior experience. You will present your portfolio / senior project to a panel of faculty, alumni, college executives, and professional advisory board members. You will be assessed on your professionalism-the way you engage with your presentation panel, the craft of your senior project materials (prints, video, etc..), and the quality of your self promotion materials.

Participation & Peer Collaboration Your input and critique is an incredibly important component to everyone's experience and success in this class. Participation is connected to attendance. You can't participate if you don't show up. And, attendance does not necessarily equate to quality peer interaction. Attendance is mandatory. You are also expected to arrive to class on time. Excessive late arrival or early departure will equate to an absence. Attendance in a fully remote course is monitored via your consistent participation.

Student Evaluation and Grading Student's work will be evaluated on their knowledge and practice of classroom work, reading, and task work; contribution to class discussion and the quality of production skills (this includes technical and aesthetic concerns.) In addition, grading and evaluation will include attention to deadlines and requirements specific to the assignments. Weekly progress and feedback will be given during class critiques and independent meetings. You will have ample opportunity to refine your work during the semester; however project progress must be noted/submitted by set deadlines. A midterm grade will be posted in Week 10 and will be based on completion of work and participation during weeks 1-9.

Class Schedule

All sections of the course (Asynch, Face to face, and Zoomers, are all bundled in the same BrightSpace course. So however you choose to show up for class, you are all part of the same group.

Critique Cadre/Study Buddy/Portfolio Pack Groups: so many phrases to describe a small group of people working towards a common goal! You'll be partnering up with one or two other students in the class to serve as each other's core critique group. Details will be discussed and outlined on the course site.

Communication

Communication is so important-it's in the name of the department you're majoring in! Because the course doesn't have regular class meetings, it is VITALLY important that you maintain regular communication with me and your peers. All of the ways in which you can reach me will be posted on BrightSpace. I anticipate hearing from you at least 1-2 times per week.

Active engagement in online discussions, text messaging, email, and zoom is encouraged. So just because you won't see everyone in a classroom environment does not mean that we won't have an entertaining and amazing experience this semester as you work towards your project and career goals.

You will (hopefully) have a lot of questions so please don't hesitate reaching out. My goal is to get you across the finish line with a solid collection of work that you are proud of!

Text, Tools, Supplies

Required

- Access to color printer (Output service or your personal inkjet/laser printer)
- Inkjet/laser paper
- Sketchbook/journal
- USB storage drive

- Related media in designated CNMS focus

Recommended:

- Graphic Artists Guild Handbook: Pricing & Ethical Guidelines, 15th Edition 15th Edition by Artists Guild Graphic ISBN-13: 978-1507206683
- Legal Guide (specific to media)

HABITS OF WORK This is an Advanced 200 level college course and will require a significant amount of time, work, and effort outside of the classroom each week. Classes are designed around 180 hours of committed time.

- 45 hours of classroom/online classroom contact-including but not limited to: lectures, demonstrations, tutorials, critiques, screenings
- 2-3 hours per credit each week on work and study that happens outside of class time-including but not limited to: tutorials, group projects, note taking

Consider the time commitments as you are developing your class schedule alongside your other obligations. Being a full time college student IS a full time job. The quality of your work will reflect the amount of time you put into it. Here is a great resource that can help you with your time management: <http://www.studygs.net/timman.htm>

Attendance & Missed/Late Work Policy: Synchronous online classes

You are required, as stated in the college handbook, to attend all classes. Attendance means being at all Zoom meetings on Wednesdays, 1:30pm - 4:00pm. Part of your grade is determined by both your attendance and your active class participation. For all classes you are expected to follow a professional, “real world” approach and attitude; that you show up on time, participate and make contributions in class discussions and activities, and complete assigned tasks.

Two consecutive unexcused missed classes could result in an Administrative Failure (AF). For every two instances of an unexcused late arrival or early departure, the student will receive an absence. Attendance will be maintained.

Zoom / Web Cam

My preference is to be able to see you during collaborative class time, however, I can’t make it a requirement. I understand that video conferencing can be invasive in your personal space. Consider using one of the digital backdrops available via zoom, design your own graphic, or hang your own backdrop, tapestry, or sheet behind your workspace. When I can see you, I am better able to gauge your understanding of the material. Your teachers are good at reading those visual cues! If you don’t have a webcam and need one, let me know and we can sort something out for you.

I get it. It’s weird to have your peers and teachers in your personal space! If you choose to not have your camera turned on during class meetings, there is still the expectation that you’ll share your presence in other ways. That should go without saying if you’re choosing to be visible during a zoom meeting!

All zoom lectures will be recorded and shared.

For Classes with any Face-to-Face Component

While the syllabus represents current plans, there may be changes during the semester in response to the on-going Covid-19 pandemic. Depending on the progression of the virus, it is possible that the College may have to suspend face-to-face instruction for part of the semester. If we must stop face to

face instruction anytime during the semester, your instructor will contact you via your SMCC email or the Brightspace course homepage to discuss next steps for the course.

There is no required face to face participation in CNMS 296, however there will be voluntary, by appointment only printing opportunities. Please review the schedule when it is made available to you.

Miscellaneous

Cell phones, pagers, MP3 players, headphones and messaging are prohibited during class time. Please “silent” this equipment upon entering the classroom unless directed otherwise. Please do not disturb your fellow classmates during class or during open lab hours. Food and drink in the computer lab is prohibited.

End-of-Course Evaluation

Students complete evaluations for each course attended at SMCC. Evaluations are submitted online and can be accessed through the student portal. Students can access the course evaluations beginning one week before the end of classes. The deadline for submission of evaluations occurs Monday at 5 PM following the last day of the class. You will receive an email to your student email account when course evaluations are available.

ADA Syllabus Statement

Southern Maine Community College is an equal opportunity/affirmative action institution and employer. For more information, please call (207) 741-5798. If you have a disabling condition and wish to request accommodations in order to have reasonable access to the programs and services offered by SMCC, you must register with the Disability Services Coordinator, Sandra Lynham, who can be reached at 741-5923. Further information about services for students with disabilities and the accommodation process is available upon request at this number. Course policies about online testing are modified to suit each individual's accommodations.

The Learning Commons:

The library, tutoring and writing centers, and reference/research assistance (typically located on the second floor of South Portland's Campus Center and in the Midcoast's LL Bean Learning Commons and Health Science Center) will be fully available online during the fall 2020 semester.

Here you can find free academic support through individually scheduled and drop in, online tutoring. You can also find information literacy/research librarians, and professional academic strategy/planning mentoring online. While the physical space of the Learning Commons will not be available at this time, we can also work with you to set up zoom classrooms for small group study. Services are offered by appointment or as drop-in assistance.

To access services:

- Visit My Learning in My Maine Guide or
- Select the “tutoring needed” button if it appears inside your Brightspace course.

Whether On Site or Online, students have consistently reported that the Learning Commons is a friendly, risk-free, and helpful place to seek academic support. It has also been shown that those who make use of the Learning Commons do better in a course than those who do not. We strongly encourage you to take advantage of this valuable and enjoyable resource.

SMCC Pay-for-Print Policy

Each semester students receive a \$20 printing credit. The balance resets at the end of the semester and any remaining credits are removed. The College's pay-for-print system monitors printing on all printers (including those in general access labs, library printers, Tutoring Services, Campus Center Lounge and technology labs). Be sure to log OUT of the system when you've finished your printing, to prevent unauthorized access to your account. Students can check the number of pages they have printed by using the Printing Balance tool available on SMCC computers (located in the lower right corner of the screen, near the clock). Departments with work study students who need to print documents for the

department should contact the Help Desk at 741-5696 to have a special account set up. To find ways to reduce your printing charges, please go to the IT Help tab on My SMCC. If you have questions about the pay-for-printing policy or your printing charges, please contact the Help Desk at 741-5696 or send an e-mail to helpdesk@smccme.edu.

Refunds

Print jobs are eligible for a refund in the event of mechanical or electronic error on the part of the printer, print server, or software used to submit the job. Jobs are not eligible for a refund in cases where the job was not set up correctly, was submitted multiple times, or the student is not satisfied with the result. To request a refund, please bring the offending print to the IT Department in the basement of the Ross Technology Center. Refunds will be granted in the form of a credit to the student's account.

Add-Drop Policy

Students who drop a course during the one-week "add/drop" period in the fall and spring semesters and the first three days of summer sessions receive a 100% refund of the tuition and associated fees for that course. Please note any course that meets for less than the traditional semester length, i.e., 15 weeks, has a prorated add/drop period. There is no refund for non-attendance.

Withdrawal Policy

A student may withdraw from a course only during the semester in which s/he is registered for that course. The withdrawal period is the second through twelfth week of the Fall and Spring semesters and the second through ninth week of twelve-week Summer courses. This period is pro-rated for shorter-length courses, usually 75 percent of course meeting times; please check with the Registration Office. To withdraw from a course, a student must complete and submit the appropriate course withdrawal form, available at the Registration Office. This process must be completed either in person or by using SMCC email accounts.

Plagiarism Statement

If an instructor suspects that a student has knowingly committed a violation defined in the Maine Community College System Policy on Student Grade Appeals and Academic Misconduct, the instructor has the authority to review the alleged misconduct and determine the grade that the student should receive for the assignment and the course. The instructor may assign a failing grade for the assignment or course and may require the student to complete additional work for the course. The instructor may consult with the department chair and/or the College's chief academic officer prior to making such decisions. If a student seeks to challenge an instructor's determination, the student should submit a grade appeal. Grade appeal forms are available in the Advising Office on the South Portland Campus or in the administrative offices in the Learning Commons on the Midcoast Campus. An instructor may also refer the matter to the College's disciplinary officer for review under the procedures of the MCCS Student Code of Conduct

**CNMS 296 SENIOR PORTFOLIO
SPRING 2022
WEEKLY OUTLINE**

Class Meeting Modes

Wednesdays
9:30am-12:15pm

Synch: HILDm 112
Synch Zoom: 968 1025 8880

Asynch: BrSp

1	COURSE OVERVIEW & INTROS	
	<ul style="list-style-type: none"> • Class Overview & Introductions • Creating a Critique Culture • Navigating BrightSpace 	
	TASKS	
	Class Discussion	Alan Watts-What If Money Were No Object
	Online Learning	Unit 1 Slideshow & Audio notes Crit Cadre: Get to know your peers and form study buddy / crit groups
	Writing Prompt	#1: The 6th Ingredient / <i>John Cleese On Creativity</i>
Assignments	Project #1: A Call to Action & Mindmapping	
	DEADLINE	Jan 19, 2022
		Jan 26, 2022

2	PORTFOLIO EXPECTATIONS	
	<ul style="list-style-type: none"> • Reviewing work to date & Identifying gaps • Building/Expanding Social Media Network • Portfolio Groundwork 	
	TASKS	
	Class Discussion	Proposing related projects
	Online Learning	Unit 2 Slideshow & Audio notes
	Writing Prompt	#2: The AHA!! Moment / Nurturing Creativity
Assignments	Project #2: Portfolio Groundwork	
	DEADLINE	Jan 26, 2022
		Feb 2, 2022

3	PROFESSIONAL BEST PRACTICES: RESUMES, COVER LETTERS & SELF PROMO		
	<ul style="list-style-type: none"> • Self promo and print collateral • The Functional and Graphic Resume • Cover Letter etiquette 		
	TASKS		
	Class Discussion	Professional Communication	Feb 2, 2022
	Online Learning	Unit 3 Slideshow & Audio notes	Feb 9, 2022
	Assignments	Project #3: ReView, ReDo, ReFine Project #4: Resume, Cover Letter, Biz Card Draft #1	

4	PROJECT MANAGEMENT		
	<ul style="list-style-type: none"> • Project management apps & software • Collaborative working • Resume Draft Crit 		
	TASKS		
	Class Discussion	Resume crit	Feb 9, 2022
	Online Learning	Unit 4 Slideshow & Audio notes	Feb 16, 2022
	Reading/Screening	Watch one or the other (or both!) <i>Press, Pause, Play</i> or <i>From Nothing, Something</i>	
	Writing Prompt	#3: Where does Inspiration Come From?	
Assignments	Project #4: Resume, Cover Letter, Biz Card Draft #2 Project #5: Mind the Gaps		

5	GETTING PAID WHAT YOU'RE WORTH		
	<ul style="list-style-type: none"> • Budgeting & MAR (minimal accepted rates) • Freelance pricing • Freelance apps & resources 		
	TASKS		
	Class Discussion	Freelance pricing	Feb 16, 2022
	Online Learning	Unit 5 Slideshow & Audio notes	Feb 23, 2022
	Reading/Screening	<i>Lemonade</i>	
	Writing Prompt	#4: Life hands you lemons. Now what?	
	Assignments	Project #4: Resume, Cover Letter, Biz Card Final Project #6: Getting Paid What You're Worth	

6	CRIT WEEK		
	<ul style="list-style-type: none"> • Check in with crit groups • One on One progress updates 		
	TASKS		
	Class Discussion	Crit	Feb 23, 2022
	Online Learning	Unit 6 Slideshow & Audio notes	Mar 2, 2022
	Reading/Screening	<i>Making It</i>	
	Writing Prompt	#5: How Will You <i>Make It</i> ?	
	Assignments	Project #7: Gap Project #1	

7	CONTRACTS & COPYRIGHT		
	<ul style="list-style-type: none"> • Contract Essentials • Copyright Laws • Applying for Copyright / Trademark Protection 		
	TASKS		
	Class Discussion	Copyright Do's & Don'ts	Mar 2, 2022
	Online Learning	Unit 6 Slideshow & Audio notes	Mar 9, 2022
	Reading/Screening	<i>Making It</i>	
Assignments	Project #7: Gap Project #1 Project #8: Studio Practices & Copyright application		

8	CRIT WEEK		
	<ul style="list-style-type: none"> • Gap Project Crit • One on One progress updates 		
	TASKS		
	Class Discussion	In class and/or online peer crit	Mar 9, 2022
	Online Learning	Unit 6 Slideshow & Audio notes	Mar 23, 2022
	Reading/Screening	<i>Making It</i>	
Assignments	Project #7: Gap Project #1 Project #9: Gap Project #2		

SPRING BREAK MARCH 14-18

TAKE THE BREAK. YOU'VE EARNED IT.
OR...
SPEND THE WEEK MAKING STUFF.

<h1>9</h1>	CRIT WEEK	
	<ul style="list-style-type: none"> • Gap Project Crit • One on One progress updates 	
	TASKS	
	Class Discussion	In class and/or online peer crit
	Online Learning	Unit 9 Slideshow & Audio notes
Assignments	Project #7: Gap Project #1 Project #9: Gap Project #2 Project #10: Job Search / Transfer Apps	
		Mar 23, 2022
		Mar 30, 2022

<h1>10</h1>	PROFESSIONAL BEST PRACTICES: INTERVIEWS AND EEO LEGALITIES	
	<ul style="list-style-type: none"> • Gap Project Crit • Interview rights & legalities 	
	TASKS	
	Class Discussion	In class and/or online peer crit
	Online Learning	Unit 10 Slideshow & Audio notes
Assignments	Project #7: Gap Project #1 Project #9: Gap Project #2 Project #11: Gap Project #3	
		Mar 30, 2022
		April 6, 2022

<h1>11</h1>	CRIT WEEK	
	<ul style="list-style-type: none"> • Gap Project Crit • One on One progress updates 	
	TASKS	
	Class Discussion	In class and/or online peer crit
	Online Learning	Unit 11 Slideshow & Audio notes
Assignments	Project #7: Gap Project #1 Project #9: Gap Project #2 Project #11: Gap Project #3	
		April 6, 2022
		April 13, 2022

12	PERSONAL BRANDING		
	<ul style="list-style-type: none"> • Gap Project Crit • Website copy, navigation & organization 		
	TASKS		DEADLINE
	Class Discussion	In class and/or online peer crit	April 13, 2022
	Online Learning	Unit 12 Slideshow & Audio notes	April 20, 2022
Assignments	Project #7: Gap Project #1 Project #9: Gap Project #2 Project #11: Gap Project #3 Project #12: Website Copy & Social Media Branding		

13	PORTFOLIO PREPPING/FINE DETAILING		
	<ul style="list-style-type: none"> • Gap Project Crit • Tech workshop/Troubleshooting 		
	TASKS		DEADLINE
	Class Discussion	In class and/or online peer crit	April 20, 2022
	Online Learning	Unit 13 Slideshow & Audio notes	April 27, 2022
Assignments	Project #7: Gap Project #1 Project #9: Gap Project #2 Project #11: Gap Project #3 Project #13: Gap Project #4		

14	PORTFOLIO PREPPING/FINE DETAILING		
	<ul style="list-style-type: none"> • Gap Project Crit • Tech workshop/Troubleshooting 		
	TASKS		DEADLINE
	Class Discussion	In class and/or online peer crit	April 27, 2022
	Online Learning	Unit 14 Slideshow & Audio notes	May 4, 2022
Assignments	Project #14: Artist Statement Project #15: Portfolio Presentation		

15	PORTFOLIO PRESENTATION	
	Soooooo many hopes that we can have a live portfolio/job fair - more exact details to unravel as the world stops unraveling!	
	TASKS	
	Assignments	Project #15: Portfolio Presentation
		DEADLINE
		May 4, 2022

16	FINAL CLASS RALLY	
	<ul style="list-style-type: none"> Final class rally & follow up crit 	
	TASKS	
	Assignments	Project #16: Self Assessment
		DEADLINE
		May 11, 2022