

MMAS 490
Pro-Seminar & Portfolio
Multimedia Arts and Sciences
University of North Carolina at Asheville

CLASS TIME

Sec 001

4:10 pm - 5:25 pm MW

Zeis Hall

Room #203

PROFESSOR

Phillip Delacruz, M.F.A.

Assistant Professor

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COURSE DESCRIPTION

Students will construct a portfolio of completed projects for use in professional or graduate school environments. Students will study the effects of this convergent media upon culture, the arts and the evolution of ideas, and examine where multimedia has been and will likely go. Students will consider the impact of new media from multiple viewpoints. Prerequisite: MMAS 322. Fall and Spring

3.000 Credit hours

3.000 Lecture hours

OBJECTIVES

There are 3 main projects. Be prepared for weekly critiques, to take projects from conceptual idea (writings, research of references/inspiration), development phase (the building of C.G.I. assets), beta testing / feedback phase (preliminary content versions presented to an audience, analyzing viewer response), onto revisions and a final completed form.

I. Project 1: Portfolio & Website

- Creation of an edited (sequenced/organized) series tailored to portfolio purpose for both professional and/or graduate school prospects; highlighting academic achievements
- Develop an online portfolio for professional and/or graduate school prospects
- Continued research, experimentation, and discussion of classical principles of art and design

II. Project 2: Business Card & Professional Practice

- Develop a business card for networking opportunities in both professional and/or graduate school prospects

- Develop resume, interview, presentation, and other preparatory new media career skills

III. Pro-seminar

- Explore and recognize cultural, historical, spiritual, and/or political aspects of the multimedia arts
- Articulate one's perspectives on the past, present, and future values of the multimedia arts and its potential impact on the self and others
- Develop 'positional' essays and a final thesis paper elaborating on one's perspectives on multimedia arts and their relations to one's present and future multimedia endeavors

REQUIRED TEXT

- Multimedia: From Wagner to Virtual Reality, Expanded Edition
(Paperback)
Ken Jordan
Publisher: W.W. Norton & Co.
ISBN-10: 0393323757

REQUIRED SUPPLIES

- Domain space and domain name (for posting course projects)

EVALUATION

The following factors will be considered in determining grades:

- Conceptual development, aesthetic development, and digital art / new media appreciation, exhibited through the context of research and projects
- Professionalism- in relation to student conduct, interaction with others, approach to research and production
- Class Participation with guided assignment, lecture, and homework
- Completion of all assignments in a timely manner
- Project Scores assessed based on project rubrics
- Attendance (Attendance policy below)

GRADING

- Project 1: Portfolio & Website
 - Phase 1: Research 5.2%
 - Phase 2: Sequence / Edit 5.2%
 - Phase 3: Design 5.2%
 - Phase 4: Presentation & Functionality 9.38%
 - Total = 25%
- Project 2: Business Card & Professional Practice
 - Phase 1: Resume 5.2%
 - Phase 2: Interview 5.2%
 - Phase 3: Design 5.2%
 - Phase 4: Final Print 9.38%
 - Total = 25%
- Project 3: Research Paper

- Phase 1: Research Essays 5.2%
- Phase 2: Response Essays 5.2%
- Phase 3: Outline & Rough Draft 5.2%
- Phase 4: Final Paper 9.38%
- Total = 25%
- Evaluation (see above): 25%

The +/- grading system will be used for this course:

A 4.0; A- 3.67; B+ 3.33; B 3.0; B- 2.67; C+ 2.33; C 2.0; C- 1.67; D+ 1.33; D 1.00; F 0.00

ASSIGNMENT TURN-IN STANDARDS

- All projects will be uploaded to the server drop box on the “due date” specified. All assignments are due on the specified due date (present your projects early, prior to a due date, if you are not able to deliver a project on due date specified). Late assignments will not be accepted.
- Critiques are equivalent to exams. You are required to present your projects on the due date specified on calendar. If you miss your critique and are not able to physically present your work, it is the equivalent of a zero on an exam.
- The final online portfolio and finals week critiques are mandatory. Failure to attend the final critiques will result in a failing grade for the course.

ATTENDANCE POLICY

Having to repeat class lessons, due to absences, can set everyone back and can hinder students’ ongoing learning and development. It is the absent student’s responsibility to catch up if behind. Office hours are available to discuss any material missed.

- It is mandatory to attend all class sessions
- Arriving 15 minutes past the beginning of class counts as an absence
- Attending less than 75% of time allotted for class is counted as an absence
- 1 unexcused absence allowed
- 4 total absences equals a drop in final letter grade
- Each absence thereafter will lower final grade by one full letter

CALENDAR

(Subject to change)

Project 1:

Portfolio & Website

Week 1

Lecture/discussion

- Course overview
- Project 1 overview
- Exploring portfolio types
- Portfolio design strategies
- Analyzing samples for portfolio

Assignments

- Portfolio: Gather works for portfolio sequence
- Pro-seminar: Research assignment 1

Week 2

Lecture/discussion

- Body of work presentations
- Sequencing/Organizing samples for portfolio
- Critiques/group discussion

Assignments

- Portfolio: Sequencing/edit works for portfolio

Week 3

Lecture/discussion

- Body of work- Critiques/group discussion
- Research assignment discussion
- Logo design/Branding Identity

Assignments

- Website: Logo design/Branding Identity assignment 1
- Pro-seminar: Research assignment 1 due

Week 4

Lecture/discussion

- Effective web design (rules)
- Simplicity, Uniqueness, Metaphor

Assignments

- Website: Logo design/Branding Identity assignment 1 due
- Website: Web page mock ups assignment

Week 5

Lecture/discussion

- Critiques/group discussion- Final Web page Layout Design Assignments
- Website: Web page mock ups assignment due
- Website: Final web pages layout design assignment
- Pro-seminar: Read Chapters “Integration” & “Interactivity”

Project 2:

Business Card & Professional Practice

Week 6

Lecture/discussion

- Color & Emotion
- Memory & Meaning
- Branding architecture, Logo Development
- Project 2 overview

Assignments

- Website: Final web pages layout design assignment due
- Business card: mock ups assignment

Week 7

Lecture/discussion

- Resume workshop
- Critiques/group discussion

Assignments

- Professional Practice: Resume assignment
- Professional Practice: Resume assignment due
- Professional Practice: Interview session 1 assignment

Week 8

Lecture/discussion

- Interview workshop
- Critiques/group discussion
- Essay: “Integration” & “Interactivity”

Assignments

- Business card: Mock ups assignment due
- Pro-seminar: Read Chapters “Hypermedia” & “Immersion”

Week 9

(Spring Break- No Classes)

Week 10

Lecture/discussion

- Critiques/group discussion
- Printing process

- Essay: “Integration” & “Interactivity” Counterarguments
- Assignments
- Business card: Finalize design
 - Business card: Send final design to printer
 - Professional Practice: Interview session 1 assignment due
 - Pro-seminar: Outline assignment

Week 11

Lecture/discussion

- Critiques/group discussion
- Essay: “Hypermedia” & “Immersion”

Assignments

- Website: Web pages beta production assignment
- Pro-seminar: Outline assignment due
- Pro-seminar: Outline revision assignment

Project 3:

Research Paper

Week 12

Lecture/discussion

- Project 3 overview
- Thesis Writing
- Essay: “Hypermedia” & “Immersion” Counterarguments

Assignments

- Printed business card due
- Pro-seminar: Outline revision due
- Pro-seminar: Rough draft assignment
- Pro-seminar: Read Chapter “Narrativity”

Week 13

Lecture/discussion

- Critiques/group discussion
- Progress reviews
- Website final version rubric

Assignments

- Website: Web pages beta production assignment due
- Website: Web page final version assignment

Week 14

Lecture/discussion

- Critiques/group discussion
- Rough drafts discussion
- Essay: “Narrativity”

Assignments

- Pro-seminar: Rough draft assignment due
- Pro-seminar: Final thesis paper assignment

Week 15

Lecture/discussion

- Online portfolio critiques
- Presentation exercise

Assignments

- Website: Web pages final version assignment due

Week 16

Lecture/discussion

- Online portfolio presentations to department
- Pro-seminar: Rough draft critiques

Week 17 (Finals Week)

Activities

- **Final Exam**