



Studio and Portfolio

Carroll High School Career Tech Mrs. Bolton RmA140 klisenby@ozarkcityschools.net

Course Description

Studio and Portfolio is a one-credit course that provides students with the opportunity to create a wide variety of art projects utilizing traditional and electronic portfolio presentations. Instruction allows students to focus on safety, studio projects, portfolio organization, and exhibitions in environment design. Students plan and execute a public showing of their portfolios, which involves preparing their work for presentation; selecting a date from a given timeline to exhibit, design, print, and mail invitations; and preparing a reception. They are encouraged to participate in a variety of local, state, and national contests and scholarship and volunteer programs to enhance portfolios and broaden experiences. This course prepares students for postsecondary education and entry-level positions in the area of advertising design. Introduction to Advertising Design, Digital Design, and Graphic Illustration are prerequisites for Studio and Portfolio. Students participate in SkillsUSA as an integral part of the instructional process.

Prerequisite

1st *Introduction to Advertising Design, 2nd *Digital Design, 3rd *Graphic Illustration

Course Goals

Students will:

1. Apply personal and shop safety rules, regulations, and procedures for producing, collecting, storing, and presenting visual data files.
2. Create advertising design campaigns: solving advanced design problems (ex: book jacket cover, product advertisement for a magazine).
3. Design corporate identities, including logo development, annual report design, and signage.
4. Organize a portfolio of professional quality works of graphic designs: preparing graphic designs for exhibit and display (ex: matting, mounting, shrink wrapping), utilizing the digital camera to record and prepare works of graphic designs for presentations, organizing an electronic portfolio.
5. Organize an exhibition, including publicizing and composing an exhibition statement (ex: invitation, register, e-vite, menu, thumbnail sheet).

Essential Questions

1. What is the importance of complying with safety rules, regulations and procedures?
2. What role does demographics play in the development of a design campaign?
3. Explain the significance of researching the client as well as the product when creating or designing a corporate identity?
4. What are the advantages of an electronic portfolio? What are the disadvantages of an electronic portfolio?
5. What is the significance of a senior exhibit?

Course Outline

- a. Safety
- b. Advertising Design
- c. Corporate Design
- d. Portfolio Development
- e. Senior Exhibit

Culminating Products

Students will:

- Successful completion of industry-based written and performance testing.
- Student portfolio submission

Assessment/Grading Procedures

60% will be standard based assessment which will include practical skills assessments, project based learning, problem solving exercises, lab experiences and written assessments. 30% will be class work which will include individual and group guided practice, technical summaries and demonstrations. 10% will be additional practice and daily activity summaries.

Grading Scale

90-100	A
80-89	B
70-79	C
60-69	D
Below 60	F

Fees/Dues

Class fee \$10 plus SkillsUSA membership fee \$15 (if student is taking more than one career tech course during the school year, the student only has to pay the fee once)

Industry Credentials

PrintEd - Advertising Design
Adobe-Illustrator Certified Associate
Adobe-Photoshop Certified Associate

Workforce Careers

Art Director
Digital Creative Specialist
Digital Marketing Specialist
Graphic Designer
Media Strategist/Coordinator
Motion Graphics Designer
Production Artist
Visual Designer