University of Georgia  
College of Environment and Design  
Fall 2011 – Call Number  66  147  

LAND 4250 – PORTFOLIO DEVELOPMENT  

When: Wednesday & Friday  
Time: From 11:30 AM – 1:15 PM  
Where: Lab 2 - Room 414, Caldwell Hall  

Associate Professor: José R. Buitrago  
Office: 407 Caldwell Hall  
Office Hours: Open Door policy or by appointment.  
Phone: (706) 583-0942  
E-Mail: Buitrago@uga.edu  

PREREQUISITES:  
Basic familiarity or knowledge of computer graphics software such as In Design, PowerPoint, Auto CAD, Microsoft Words and Adobe Photoshop.  

COURSE DESCRIPTION:  
Portfolio/resume preparation investigating graphic design principles as well as the use of current computer applications for design communication projects and professional stationery as they apply to landscape architecture.  

COURSE OBJECTIVES:  
To create a portfolio as well as other promotional tools used in obtaining a job. Emphasis is on graphic layout as well as digital portfolio presentation.  

DESCRIPTION:  
We will investigate graphic design principles such as color, layout and typography to create a unique portfolio that reflects you and/or the type of job you will be applying for. A continuation of your “identity” will be used to create business cards, a letterhead and CD cover for a digital version of your portfolio.  

METHODOLOGY:  
Instruction is carried out through the use of lectures, literature, tutorials and lab projects. Since students entering this class will likely have varying levels of computer skills, a collaborative learning environment is encouraged. All students are expected to
satisfactorily complete all projects and tutorials. Lab time is provided to allow students time to work on projects and to receive assistance.

An important part of evaluation in a design environment is the critique. A critique by definition is, “the art of evaluating or analyzing works of art or literature” (Webster’s Ninth New Collegiate Dictionary). This process of review and evaluation is intended to advance the quality of students’ work. It is only successful when students maintain objectivity towards their work and a positive and productive outlook.

EQUIPMENT:

Digital cameras, computers, desktop publishing applications, and scanners will be furnished by the school or students may use their own. For further information please contact The Technology Resource Center at 413 Caldwell Hall.

REQUIRED CLASS MATERIAL:

Two R/W (read/writable) CD’s. One Zip Disc with adequate available storage space on hand for every class. Lab account and fee card (see assistants at the Technology Resource Center 4th Floor Caldwell Hall), one USB Port, a box of metal T-Pins, and one Examination Blue Book for daily quizzes.

Lab fee card; zip, floppy and/or zip disks (at least one of each – formatted); sketch paper, pencils, and presentation boards.

REQUIRED TEXTBOOK:

No textbook required. Supplemental readings will be assigned on a project by project basis and be placed on reserve in the reading room at Owens Library. Since it is a copyright infringement for instructors to photocopy written materials for students, all readings will be placed on reserve so that can you can either read them in the resource center or photocopy them for yourself. Photocopying for personal use is completely legal.

OPTIONAL TEXTBOOKS:


GRADING SYSTEM:
Grading is based on the University System Percentage as follows:

A = 100%-95%  
Excellent: Work reflecting superior design and graphic ability

A- = 94.9%-90%  
logically thought out and presented. Changes or revisions
would be minimal.

B+ = 87%-89.9%  
Good: Work representing a good understanding of the theory and
concepts involved in the project but should be slightly reworked.

B = 83%-86.9%  
B- = 80%-82.9%

C+ = 77%-79.9%  
Fair: Work which indicates a satisfactory understanding and
execution of the project. Moderate revisions would be necessary.

C = 73%-76.9%  
C- = 70%-72.9%

D = 60%-69.9%  
Poor: Work which is incomplete and in the design process and
project solutions are poor or inconsistent. Work shows lack of
comprehension of subject matter and would require extensive
revisions.

F = 59.9%  
Unacceptable

Students who fall behind in class work are STRONGLY encouraged to withdraw from
the class. A grade of incomplete will only be given in extenuating circumstances.

GRADING:
Grading will be based on performance in the following projects/assignments:

• Project 1: Design Process Poster  100 Points  25% of Semester Grade
• Project 2: Portfolio Research  100 Points  25% of Semester Grade
• Project 3: Identity Development  100 Points  25% of Semester Grade
• Project 4: Portfolio  100 points  25% of Semester Grade

• Total  400 Points  100% Semester Grade
Each student will receive a problem statement outlining the requirements and details for each of the above assignments. Projects have been designed to present a realistic professional challenge.

**CLASS STANDARDS:**

*Attendance:* Is mandatory and a record will be kept each class meeting. At the beginning or end of each class period, it is the student’s responsibility to sign the attendance sheet to receive full credit. Failure to sign in will count as an unexcused absence. In addition, habitual tardiness (arriving 15 minutes after class commence) will lower your grade at instructor’s discretion.

Each student has three “sick” days during the entire semester. These days are intended to be used when you cannot attend class because of illness. I do not require a medical excuse; instead you are allotted three days to recuperate. Every absence from class will be counted if you produce a medical-certified excuse or not. The fourth absence (regardless of reason) will reduce your final grade by one letter grade. The fifth absence will reduce your final grade by two letter grades. If you have a medical condition that requires you to miss class more than three times, you must discuss this with me ahead of time. A student with excessive absences (six or more missing days) will be administratively withdrawn from the course.

"A student who withdraws or is withdrawn for excessive absences after the midpoint of the semester (date listed in Schedule of Classes) is assigned a grade of WF, except in those cases which the student is doing satisfactory work and the withdrawal is recommended by Students Affairs because of emergency or health reasons."

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Students are expected to attend all studio classes and are responsible for all material covered during class meeting times.

*Studio Rules and Etiquette:* During studio classes the following will not be permitted; use of tobacco in any form, playing radios or tape/CD players (including use with ear phones), Laptop Computers, and I-Pods. While working in the studios outside of class time, radios and tape/CD players may be used only with earphones. These are departmental policies and apply to all students in the landscape architecture program. Please observe common courtesy when working with others in the studio, particularly while other classes are being conducted.

*Due Dates, Deadlines and Presentations:* Assignments must be submitted on the stated due date, time, and place. Any project turned in late, up to 24 hours, is automatically marked down a full letter grade. Any exception must have prior written approval from the SED Director no less than 24 hours before project is due. Special forms are available
from Degree Program Specialist in Room 602 Caldwell Hall to request an extension. Work missed due to illness is required to be submitted no later than one week from the student’s return to class. The Ramsey Center Nurse Stamped illness excuses are not longer acceptable by UGA-SED. The acceptable medical illness excuse is a typed, letterhead, dated, with phone - address. Doctors’ letter, explaining that the student was unable to complete the project due to sickness.

Projects/Assignments: All semester required projects/assignments must be submitted. Students who fail to submit any one of the projects will receive a non passing grade ( F ) at the end of the semester.

Special Circumstances: Other situations will be dealt with on a case by case basis between the student and the instructor outside of class time, or through the Office of Student Affairs - Student Support (706/542-8220 or www.uga.edu/studentaffairs/students) located in 115 Holmes/Hunter Academic Building. Arrangements will be made in writing and signed by both parties. Please do not attempt to discuss late work or absences during studio.

Dress Code: Please dress professionally. During final project presentations, students will be expected to wear professional dress. During studio; casual clothes suitable for work in an office will be expected. In others words, caps off and midriffs covered. Eight o’clock classes can place time constraints on preparing ones self for the day. So, please allow adequate time in your morning to negotiate campus traffic, park, ride the bus, etcetera, and arrive in class on time and prepared to have a great day. Students who wear baseball caps during class will be asked to take it off. Wearing a baseball cap or hat inside a building (indoors) is considered a sign of bad behavior and manners. Also is non-polite, non-professional attire, a sign of low self esteem or lack of hygiene, premature baldness, and is considered rude in any cultural setting around the world, so please don’t do it. If you have a medical condition (i.e. skin cancer) or for religious reasons which require you to wear a hat indoors, please contact your instructor at the end of the class period.

Cell Phone Use: Cell phone use during class is considered a public distraction. There will be ZERO tolerance of cell use in any fashion. All cell phones must be turned off during studio and placed out of sight in back packs, purse or lockers. If they disrupt the class by ringing, singing, jiggling or gyrating they will be confiscated and turned into the dean’s office.

Work Completion: Students are required to keep all work completed during the semester until the end of the term in order to review progress and aid discussions if necessary. Make Up exams or projects will only be administrated for documented and unavoidable excused absences including hospitalization and family crisis. Please communicate your situation to your instructor via e-mail prior to missing an assignment or exam if possible.

Sketchbooks: Keeping a sketchbook during the semester is highly recommended. Although students will still be expected to continue to use sketching to improve graphic
skills and explore design ideas, sketchbooks will be used to begin a more critical record of the world that surrounds us and to develop process graphics.

*Equipment:* Students will be expected to have available for use all equipment and materials purchased for Graphics I and II. Please inventory your equipment and supplies before classes begun and purchase anything missing or depleted.

*Documentation of Student’s Work:* Students are encouraged to photograph or otherwise document all projects at the end of the semester for possible inclusion in their student portfolio. According to UGA-SED policy; students’ class work becomes intellectual property of the School. The University, the School, and the instructor reserved the right to keep your work without the student’s approval.

*Studio Work:* All students are encouraged to work together in the studio, outside class time rather than at home. You will each benefit from the interaction with classmates and upperclassmen, if you take advantage of this opportunity. Typically, students who produce superior work fully participate in the studio environment.

*Studio Environment:* Please do everything you are able to make our studio a pleasant, exciting place where fun inspires you without hindering other’s concentration!

*Daily Quiz:* Can occur at any time, at instructor’s discretion.

*Disabilities:* Students with special needs due to learning or physical disabilities should contact the Office of Student Affairs - Disability Resource Center (706/542-8719 or www.drc.uga.edu) located in 114 Clark Howell Hall.

*Academic Honesty:* All students are responsible for maintaining the highest standards of honesty and integrity in every phase of their academic career. The penalties for academic dishonesty are severe; ignorance of what constitutes dishonesty is not an acceptable defense. Plagiarism in any form will not be tolerated.

**NOTE:**
Calendar and syllabus are subject to changes. CED reserves the right to select and retain possession of digital copies of all written and graphic student work. All CED policies and procedures applicable to studio facilities and computer lab operation will be enforced. Please read and observe all these policies. Studio and labs are monitored by camera to insure your safety and compliance.