Mississippi College

Art 415 • Portfolio 1

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Student Information Data Sheet • Mississippi College • Department of Art • Fall 2008
Michael Hataway, Instructor

*This information is for your instructor's use only and for him to get to know you better. The questions are not intended to violate your privacy or to be shared with any other individual. If some questions disturb you simply do not respond. Thank you for your cooperation.

PLEASE PRINT ALL INFORMATION: **Today's Date** _____

Personal Information:

Name _____ Student ID # _____- _____- _____
(Last) (First) (Middle)

Mailing Address _____City _____State ____ Zip _____

-Home Phone # _____ Cell Phone _____

E-Mail Address: _____ Age _____ Birthday _____

Sex: ❑ Male ❑ Female Race: ❑ Black ❑ White ❑ Hispanic ❑ Oriental ❑ Other _____

Marital Status: _____ Are you a parent? ❑ Yes ❑ No

Check Your Correct Status at Mississippi College: ❑ Freshman ❑ Sophomore ❑ Junior ❑ Senior

Educational Information:

What High School did you attend? _____City _____ State ____

What year did you graduate? _____

What Degree are you seeking at Mississippi College? _____

What was your composite score on the ACT Exam? _____

❑ Commuting Student ❑ Dormitory Student • If you are a Dormitory Student, which dorm do you reside? _____ Room # _____ Phone # _____

Have attended college before MC? ❑ Yes ❑ No If yes, where? _____

Was a degree earned from this college? ❑ Yes ❑ No What degree _____

What is your current Grade Point Average (GPA) _____

At this time, how many semester hours do you have toward a degree at MC? _____

Employment Information:

Are your currently employed? ❑ Yes ❑ No If yes, where? _____

Who is your immediate supervisor? _____ Work Phone # _____

How many hours do you normally work in one week? _____hours

What is your job title and your responsibilities? _____

Personal Activities:

What hobbies or outside activities do you enjoy? _____

_____

What honors or awards have you received in the past, either in school, church, civic etc.?

_____

Medical Information:

Do you have any medical condition that your instructor needs to be aware of in case of the need for emergency care? ❑ Yes ❑ No If yes, please explain _____

In the case of emergency, list below, who could be contacted by your instructor:

1. Name _____ Your relationship to this person _____
   Phone Number to where they can be reached: _____
2. Name _____ Your relationship to this person _____
   Phone Number to where they can be reached: _____

Rules and Procedures
Department of Art • Mississippi College • Graphic Design Classes & Mac Lab
Michael Hataway, Graphic Design Coordinator & Instructor

1. Each student will be expected to work at the same desk or computer for each class.
2. At the end of class it is the responsibility of each student to leave their area in a clean and neat order. All cut or scrap paper must be picked up, disposed of properly, and each work station organized properly. Before leaving **put your chair back under your desk or work station**. All materials *(stock art books, clip art, computer textbooks)* that have been borrowed during class from the bookshelf's in the Mac Lab must be put back where you acquired them and neatly placed away. Failure to follow these procedures will be reflected on your unit evaluations and your grade might be lowered a letter grade if you ignore this responsibility and warnings of your instructor. *Remember your mother is not enrolled in this course…so cleanup after yourself.*
3. **In the Mac Lab you are at no time to reset the desktop display or adjust any other preset settings on the computers.** Please do not touch the computer screens. At no time are you to make any adjustments to the printers in the Mac Lab. No personal files are to be set up on a desktop. Use your "Jump Drive" for your files. At no time are you to put paper in the paper trays or to try to print a single sheet of different paper without the help of your instructor or Lab Assistant. Student Lab Assistants will be used this year. There will be certain times for the lab to be open for students to work on class objectives and these will be posted. The lab assistants will have complete authority while lab is being conducted. They are to be treated with the same respect as your instructor.
3. Food and drinks **cannot** be brought into class or the Mac Lab. Cell phones are to be ***turned off or silent*** at the beginning of class! The overall noise level during class should be kept to a minimum.
4. Breaks, ***when allowed***, are never to be longer than 10 minutes. If you need to leave class for any reason, please inform your instructor before leaving.
5. **Any and All** personal jobs must be cleared with the Graphic Design Coordinator before you work on any projects beyond the class objectives. If approved, outside work **cannot** be done during class time.
6. You must be trained on all equipment before you use it. No student *(or faculty)* not enrolled in Graphic Design classes in the Department of Art can use any equipment without the verbal consent of the Graphic Design Coordinator. No games may be played on the Macintosh computers.
7. **Attendance:** All demonstrations and lectures will begin promptly at the beginning of class. If you miss a demonstration or lecture if will be your responsibility to get notes and instructions from a fellow student. Refer to the current student handbook in regards to the allowed number of absences allowed in a semester. **It is imperative that you come to class each day, on time and be prepared to learn at the beginning of class. Your instructor will strictly adhere to the school attendance policy.**
8. Grading and evaluation on projects in the Graphic Design classes will be on a point system with a total of 100 points on each assignment. Each piece of work on each unit will be evaluated and given a numerical or letter grade for each assignment. The work will be expected to be turned in **on time** according to the lesson plans for each class and verbal instructions of your instructor. No work will be accepted late unless you can prove why it will be late, such as a doctor's excuse, and accident, a death in the family, etc. Late work will be docked **10 points** per day from the date due if no legitimate excuse is provided. No late work will be accepted after two class meetings from the due date without prior approval of the instructor.
9. Small "I-Pod" type players are permissible with ear phones as long as no one else in the class can hear the music. They cannot be worn during lectures, video's, or demonstrations. ***You must be able to hear the instructor when listening to music***. Be careful plugging in your device to the computer. Sound ports have been damaged in the past due to negligence. **If your volume continues to be a problem, you will not be allowed to use it during class**. This is a privilege, not a right!
10. All students should read a current issue of the Student Handbook and College Catalog that explains all rules and regulations concerning general conduct at Mississippi College.
11. The $15.00 Lab fee is required for all Graphic Design Courses to pay for toner, printer paper and supplies needed for the lab to successfully complete your learning objectives for the various courses.
12. At any time during a course that you have a personal problem that is hindering your progress in the course, please discuss your problem in private with the instructor. These discussions will be kept completely confidential and any assistance that is needed will be rendered on an individual basis.

ART 415

Graphic Design Portfolio I

Michael Hataway, Instructor • Department of Art • Mississippi College
Office Phone: 601-925-7351 • e-mail: hataway@mc.edu

I. COURSE TITLE: ART 415 Graphic Design Portfolio I
3 semester hours

II. PREREQUISITES: Art 216

III. TEXTBOOK: Adobe InDesign CS3, *The Professional Portfolio*, Against The Clock, *the Portfolio series*, ISBN 978-0-9764324-5-6. You will need to secure a portfolio to mount your work. An aluminum portfolio case has been ***strongly recommended*** by the MC Advisory Committee for your work. Work would be mounted on black mat board.

IV. COURSE DESCRIPTION: Initiation of professional-level portfolio development projects in the graphic design field from concept to distribution with individual flexibility for professional development.

V. RATIONALE: This course is offered to fulfill degree curriculum requirements in the Department of Art. Courses in graphic design are designed to meet individual needs for professional fulfillment in graphic design. Design concepts, layout, typography, illustration and reproduction processes are to be mastered according to course level and student achievement. Each course in the curriculum is planned so that the student will be gaining skills and instruction at the appropriate level and their own personal abilities and theoretical integration develop.

The purpose of all courses in Graphic Design is to build up in the student all the skills, knowledge base, creative methodology, and thought processes needed for the successful execution of modern graphic design work.

VI. LEARNING OBJECTIVES AND OUTCOMES: The major goal of this class is to provide the student with fundamental graphic design practices that include skills for conceptional design work, the creative process and a knowledge of computer layout and design utilizing a variety of software.

This course will enable the student to:

A. articulate the need for and benefits of graphic design in business and industry,
B. identify key concepts and terms related to graphic design and professional document creation,
C. distinguish between developmental stages of graphic design documents and the finished document ready to be delivered to the printer,
D. discuss the concepts and technical skills of professional document creation,
E. demonstrate awareness of the need for developing problem-solving skills by creating professional work utilizing graphic design tools and software,
F. analyze relationship between graphic design needs and available computer software and how it relates to the job market,
G. and use graphic design as an instrument in the growth of the students spiritual life through the influence that can be achieved through artwork expressing the Christian view of the world.

VII. **ACADEMIC INTEGRITY**: It is expected that a student attending Mississippi College will be scrupulously honest. Dishonesty, such as cheating or plagiarism, or furnishing false information, including forgery, alteration or misuse of University documents, records or identification, will be regarded as a serious offense subject to server penalty, including, but not limited to, loss of credit and possible dismissal.

VIII. **COURSE TOPICS:** Course topics will be chosen with a view to learning and practicing the theoretical and experiential bases of graphic design. Topics will include both traditional and innovative techniques of graphic design, and areas of current graphic communication skills.

The breakdown of topics into units for class projects and testing will be:

A. Conceptual and Production Techniques and Principles
B. Technical Skills and Production Techniques
C. Research Related to the Development of Design in Graphic Production
D. Product Design, Creativity, Resume Development and Portfolio Development

IX. **INSTRUCTIONAL METHODS AND ACTIVITIES:** Methods and activities for instruction will include:

A. Lecture/discussion/demonstration
B. Practical Learning Activities
D. Visual Media
E. Evaluation: Written and/or Verbal Critiques

X. **ASSIGNMENTS:** The student will be responsible for the following:

A. Reading Handouts and Reviewing Assignments
B. Class Participation in Discussions
C. Completing Assigned Documents

XI. **EVALUATION:** The following components constitute a letter grade for this course:

A.	**Lab Exercises and Document Creation**	80%
B.	**Test including Final Examination**	10%
C.	**Additional Assignments, Quizzes, Class Participation**	10%
	TOTAL =	100%

D. **GRADING SCALE:**

A = 95 - 100
B = 85 - 94
C = 75 - 84
D = 65 - 74

XII. LIST OF MATERIALS:

One Loose Leaf Notebook
One Transparent E-Guide
One Professional Portfolio
One Macintosh Formatted 4 to 8 Gb "USB Flash/Jump Drive"
One 12" Metal Line Gauge
TEXTBOOK: Adobe InDesign CS3, *The Professional Portfolio*, Against The Clock, *the Portfolio series*, ISBN 978-0-9764324-5-6.

**Most of these are now available in the Campus Bookstore*

XIII. INSTRUCTIONAL MATERIALS AND BIBLIOGRAPHY

A. Bibliography:
These books were rated by graphic design students, four stars being the highest
****
Burton, Philip Ward. Advertising Copywriting. 659.1 B956a (Critique lists)
Campbell, Alastair. The New Graphic Designer's Handbook. 686.2 C152n
Scher, Paula. The Graphic Design Portfolio. 7416068 Sch28g (Color visuals, building a portfolio)
Swann, Alan. Graphic Design School. 741.6 Sw24g (Client relations)
***
Heller, Steven. Design Career. 741.6023 H367d (Organizing of portfolio)
Labuz, Ronald. The Computer in Graphic Design. 745.4 L115c
Typography 2. 686.2 T98
**
Cullinane, Robert. The Complete Book of Comprehensives. 741.6 C898c (Techniques)
Davis, Sally Prince. The Graphic Artist's Guide to Marketing and Self-promotion 741.6068 D297g
Institute for Research. Careers. 371.425 In
Wilde, Judith & Richard. Visual Literacy: A Conceptual Approach to Graphic Problem Solving. 7441.6 W644v
*
Keding, Ann. How to Produce Creative Advertising. 659.1 K237h
McLendon, Charles B. Signage. 729 M132s
Stankowski, Anton. Visual Presentation of Invisible Processes. 745 St24v
Strong, Leonard V. The How to Book of Advertising. 659.13 St88h

PERIODICALS:

Dynamic Graphics	Before & After	Step by Step Graphics	
Desktop Publishing	MacWorld	MacUser	MacAddict

XIV. CRITERIA FOR EVALUATION

A. Assignments will be demonstrated or explained at the beginning of each class. Each assignment/exercise will be evaluated on his/her performance in class, directions being followed, proficiency in the operation of the software utilized, professional quality of work, neatness of work, cleanliness of work area and the ability to work independently.
B. Once the evaluation is made and notes to the student are recorded on the assignment, the grade will be recorded in the grade book. A computer printout will be given to each student at the completion of each unit of work *(approximately every two weeks)* to advise the student of his/her progress in the course.

Professional Workplace Assessment Class Notebook

Art Department • Mississippi College

Organization of Tabs for Your Class Notebook

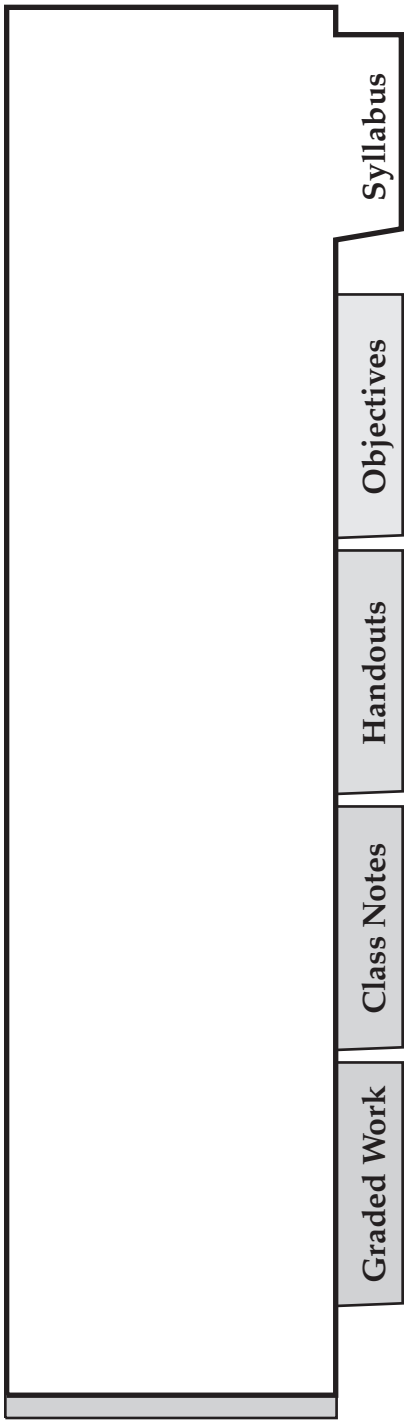
Directions for Organizing Your Class Notebook

The first page of your notebook when opened for evaluation should be the **Professional Workplace Assessment Student Notebook Assessment List** with all the information filled out at the top of the sheet, printed in black or blue ink. This is the form that will be used by your instructor to record the total points in each category for the evaluation of your notebook.

Each Tab should be labeled with the appropriate title/name ***(no number tabs)*** and should be typed on the computer, cut out and attached to the proper tab. This can be accomplished by accurate measuring and using QuarkXPress or Adobe InDesign CS3 software.

To your right you will see the **required divisions for Tabs** that should be in every notebook you turn in for evaluation. Addition tab divisions of your notebook can be included after the required ones if they can help you better organize your notebook. Remember that neatness counts and is an area of evaluation of your notebook. The notebooks will be evaluated at some point in the semester, usually around Mid-Semester. **Your are required to have your notebook each time you come to class. THEY ARE SUBJECT TO BE TAKEN UP AT ANYTIME FOR EVALUATION.**

Your notebook must have some cover design that you design and develop **with your NAME on the front of the notebook and a labeled spine.**



Professional Workplace Assessment

Student Notebook Assessment List

Art Department • Mississippi College

Student Name _____ Semester _____

Student ID #_____ ____ _____ Date _____

Course Title _____ Course Prefix and Number _____

Item	Points
Completeness– syllabus/objectives and all hand outs are included	(10 pts. Max.) _____
Organization– all items are in proper order	(10 pts. Max.)_____
Tab indexed– by divisions given in handout; **typed labels**	(10 pts. Max.)_____
Graded work– in notebook and are in proper order	(10 pts. Max.)_____
Class Notes– notes taken during lectures & demonstrations	(30 pts. Max.)_____
Neatness & Quality of Work– of notebook and graded work	(15 pts. Max.)_____
Overall Professionalism of Notebook– meets all criteria	(15 pts. Max.)_____
	Total Points: _____

Research

Within the first two weeks of class you are required to collect samples of the following items on the list below. Try to find examples that you are interested in for developing assignments or for creative ideas that might assist you in meeting your class objectives. These should be kept in your notebook for future reference. You need to purchase some transparent sleeves or 3-ring folders to place your research samples. Pay close attention to your instructor in explanations of what you will need for your reference throughout the semester.

Various Logo Designs
Letterheads
Return Envelopes
Business Cards
Posters
Newsletters
Menus
Small Booklets
Brochures
Info Pieces
Resume's

Note: Most business owners are more than willing to give student samples of these items if they know you need them for your class assignments. While you are visiting a company or business try to learn as much as you can about what they do or produce. Ask for good copies of their logos for scanning purposes. You can also use the internet to print samples of some of these needs. You are welcomed to go with a fellow classmate(s) to accomplish this task. You might use your MC ID to show an employee that you are a student.

Mississippi College • Department of Art

Art 415 • Graphic Design Portfolio I

Unit #1 - Conceptual and Production Techniques and Principles

COURSE OBJECTIVE: The student will gain a basic understanding of professional-level portfolio development projects in the graphic design profession from concept to distribution with individual flexibility for professional development.

UNIT OBJECTIVE: The student will exhibit conceptual principles in design and production techniques related to the graphic arts industry.

CONDITIONS FOR EVALUATION: The student will be evaluated on each assignment in the objectives according to professional standards of graphic design production. The student will be observed on his/her performance in class, quality of work, neatness of work, directions being followed, cleanliness of work area and the ability to work independently and on occasion group critiques.

LEARNING OBJECTIVES: The learner will do the following:

1. Read pages 1-11 in your textbook ***Adobe InDesign CS3 The Professional Portfolio***. Study the InDesign CS3 User Interface and become familiar with the various menus and dialog boxes.

2. Complete the project "***Identity Package***" in your textbook ***Adobe InDesign CS3 The Professional Portfolio*** on pages 13-71 in your textbook. Print the final results in color and turn them in the file drawer for Art 415.

3. Using the specifications below and verbal instructions by your instructor, develop a **Personal Logo** for your own graphic design business reflecting your design and graphic design ability. You are to create a corporate image for yourself as a designer or production firm. The first task is to create a personal logo, designed to attract clients and/or employment. You are to make yourself into a convincing professional presence – marketing yourself as a trade shop promoting your best skills. This assignment is designed to help you formulate your career intentions, and to give you professional quality tools to help you get employed. Your goal is to produce work that will convince industry clients that you know what you are doing. You need to create the feeling that you can be trusted to produce professional quality work, on time, for competitive rates.
   The logo needs to be usable. By that it must be usable both huge (over 6") and tiny (under 3/4"). It should have a Black & White version first and then an acceptable process or spot color version. It should accurately express your employee personality in a manner that will attract prospective employers upon your graduation, or the personality of your design firm. ***You must produce three to six hand drawn thumbnails to be turned into your instructor before you begin working on the computer creating your logo.***

4. With the knowledge you learned from your textbook ***Adobe InDesign CS3 The Professional Portfolio*** create a **letterhead**, a **business envelope** and a **business card design** utilizing ***your personal logo*** and ***personal information***. **The design chosen must be approved by your instructor.** Once your logo design is approved you will develop a **(1)** **Letterhead** 8 1/2" x 11" with proper gripper space. You will need a 4 pica margin at the top and at least 1/4" margin on the remaining margins. Remember that a letterhead is designed to write letters. Do not over design and not leave room for the letter. **(2)** The **Return Envelope** will need at least a 2 pica margin from the edges of your envelope. Do not run any type or design beyond 1/3 of the envelope from the left side due to postal regulations. The size of a #10 envelope of 4 1/2" x 9 1/2". **(3)** Next develop a 4 up **Business Card** design. Your image area will be 7" x 4" with a 1 pica and 9 point margin and a 3 pica and 6 point column guide. One single card measures 3 1/2" x 2".

Mississippi College • Department of Art

Art 415 • Graphic Design Portfolio I

Unit #2 - Technical Skills and Production Techniques

COURSE OBJECTIVE: The student will gain a basic understanding of professional-level portfolio development projects in the graphic design profession from concept to distribution with individual flexibility for professional development.

UNIT OBJECTIVE: The student will exhibit conceptual principles in design and the technical skills needed to produce professional level work utilized in the graphic arts industry.

CONDITIONS FOR EVALUATION: The student will be evaluated on each assignment in the objectives according to professional standards of graphic design production. The student will be observed on his/her performance in class, quality of work, neatness of work, directions being followed, cleanliness of work area and the ability to work independently and on occasion group critiques.

LEARNING OBJECTIVES: The learner will do the following:

1. Complete the project "***Festival Poster***" in your textbook ***Adobe InDesign CS3 The Professional Portfolio*** on pages 72-119. Print the final results in color and turn them in the file drawer for Art 415.

2. With the knowledge you learned from your textbook ***Adobe InDesign CS3 The Professional Portfolio*** with the "***Festival Poster,***" create a **Poster** for some event that is upcoming either at Mississippi College, your church, your club or some service organization that needs a poster. The size of the poster should be 11" x 17" and should be designed with creative techniques and composition. This poster should utilize CMYK or SPOT color. Good design is very important in evaluation.

3. Complete the project "***HeartSmart Newsletter***" in your textbook ***Adobe InDesign CS3 The Professional Portfolio*** on pages 120-165. Print the final results in color and turn them in the file drawer for Art 415.

4. With the knowledge you learned from your textbook ***Adobe InDesign CS3 The Professional Portfolio*** with the "***HeartSmart Newsletter,***" create a **Newsletter** for some organization or business. You can take any existing newsletter that is not visually appealing to you and redesign it for insertion into your portfolio. The size of the newsletter should be 8 1/2" x 11" and should be designed for direct mailing to someone with a return address on the mail panel. Creative techniques, good design and composition will be a major part of your evaluation. This newsletter should utilize CMYK or SPOT color.

5. Complete the project "***Letterfold Catering Menu***" in your textbook ***Adobe InDesign CS3 The Professional Portfolio*** on pages 166-213. Print the final results in color and turn them in the file drawer for Art 415.

6. With the knowledge you learned from your textbook ***Adobe InDesign CS3 The Professional Portfolio*** with the "***Letterfold Catering Menu,***" create a **Menu** for some restaurant. You can take any existing menu that is not visually appealing to you and redesign it for insertion into your portfolio. You might request a digital file of the restaurants logo. You might be able to get the logo on-line. The size of the menu should be determined by the one you choose to redesign. Creative techniques, good design and composition will be a major part of your evaluation. This menu should utilize the same color scheme of the one you are working to redesign.

Mississippi College • Department of Art

Art 415 • Graphic Design Portfolio I

Unit #3 - Research Related to the Development of Design in Graphic Production

COURSE OBJECTIVE: The student will gain a basic understanding of professional-level portfolio development projects in the graphic design profession from concept to distribution with individual flexibility for professional development.

UNIT OBJECTIVE: The student will research and design production pieces suitable for insertion into a portfolio.

CONDITIONS FOR EVALUATION: The student will be evaluated on each assignment in the objectives according to professional standards of graphic design production. The student will be observed on his/her performance in class, quality of work, neatness of work, directions being followed, cleanliness of work area and the ability to work independently and on occasion group critiques.

LEARNING OBJECTIVES: The learner will do the following:

1. Complete the project "***Realty Collateral Booklet***" in your textbook ***Adobe InDesign CS3 The Professional Portfolio*** on pages 214-275. Print the final results in color following the instructions for **"Print a Booklet Proof"** found on pages 217-273 in your textbook. Turn them in the file drawer for Art 415. Make sure they are together and in order with a Post-It not on them with your name.

2. With the knowledge you learned from your textbook ***Adobe InDesign CS3 The Professional Portfolio*** with the "***Realty Collateral Booklet,***" create an **Eight Page Booklet** for the **Department of Art at Mississippi College**. Photographs will be provided on a CD for your use in the booklet by the Department. You can also use any photographs that you may have taken in the past or you can take your own for the booklet with a digital camera. Both the ***MC University logo*** and the ***Department of Art logo*** will also be provided. The UPS Store can print two-sided on heavy stock to where you can make a booklet for your portfolio. The Department of Art web site is:
http://www.mc.edu/campus/academics/ART/

3. Develop and design a **Bar Chart, Line Chart or Pie Chart**. You need to research the design of these charts on the internet or the library. Here are some random sites you should visit on the internet to get a feel for what you want to design:
   - **Bar Charts- http://www.xcelsius.com/Examples/Overview.html**
   - **Line Charts- http://www.advsofteng.com/gallery_line.html**
   - **Pie Charts- http://www.originlab.com/index.aspx?s=8&lm=208&pid=907**

   You will then construct at least two realistic (statistics) charts of your choice. You can choose the software of your choice and use color to enhance your design. You must show your instructor what you are going to do *(thumbnails)* prior to beginning work on the computer. This is a visual presentation of the data. Emphasis must be placed on simplicity, legibility, and readability. You may combine the data into as few charts as possible, however, feel free to submit alternate charts and graphs when deemed necessary.

Mississippi College • Department of Art

Art 415 • Graphic Design Portfolio I

Unit #4 - Product Design, Creativity, Resume Development and Portfolio Development

COURSE OBJECTIVE: The student will gain a basic understanding of professional-level portfolio development projects in the graphic design field from concept to distribution with individual flexibility for professional development.

UNIT OBJECTIVE: The student will demonstrate design and production skills and preparation and presentation of a portfolio.

CONDITIONS FOR EVALUATION: In addition to tests the student will be evaluated on the objectives given and directions being followed. The student will be evaluated on his/her performance in class, quality of work, neatness of work, cleanliness of work area and the ability to work independently, with others and on occasions will be evaluated by group critiques.

LEARNING OBJECTIVES: The learner will do the following:

1. Develop and design a **Package Design or Product Label**. Find a product to develop a label design or package design for and demonstrate your design and production skills. This product will need a box or bottle to be placed inside or on the product. Using the existing package or label layout for your design specifications, you will then create your own design for the product. You have the freedom to design something for a unique product or you can redesign an existing product. You will need to have all the required information on the label or box including ingredients, bar code, logos, etc. Your selection should be somewhat small to allow printing on the color printer. For grading have your product turned in as a 3-D markup to show the client. For portfolio purposes you can arrange the folded flat box or label mounted. Another choice would be to set up a commercial shot with the digital camera. Your grade will be determined by your design and your technical expertise in executing a professional mockup of your product. Pay close attention to your instructor's explanations for this objective.

2. Your final project for the semester will be a project of your choice that will ad some unique aspect to your portfolio. You must have your instructor's approval before beginning this project.

3. The student will prepare a professional portfolio for job applications and a resume.
   - **A.** View various media concerning the development of resumes and portfolios. Take notes on the tapes to help assist you in the development. Check out appropriate books in the library to aid you in developing a modern resume. Listen closely to verbal instructions form your instructor.
   - **B.** Develop a one page 8 1/2" x 11" current resume for yourself on the Macintosh. Print one copy on appropriate paper for grading and to leave with your instructor.

4. Collect, mount and assemble a portfolio of your work consisting of your best work. These works should be what you would want to use on a job interview. Listen to verbal instructions on how this is to be assembled. A time will be scheduled for you to present your portfolio to the entire class with each person completing an evaluation of your presentation. You will be required to dress appropriately for this presentation.

The UPS Store is a great place to have your work for your Portfolio printed!

It is located on the left side of Highway 80 in the Shopping Center where Subway is located!

123-A Highway 80 East

Clinton, MS 39056 • Phone 601.925.1991 • www/theupsstore.com/4496.htm

Mississippi College

Art 415

Graphic Design Portfolio I

Handouts

Michael W. Hataway, Instructor
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Office Phone: (601) 925-7351

Adobe InDesign CS3 Keyboard Shortcuts

Adjust Font Size

Increase by Increment	Cmd-Shift->
Decrease by Increment	Cmd-Shift-<
(add Option to the above keystrokes to make them Increment x 5)	

Adjust Leading

Increase by Increment	Option-down arrow
Decrease by Increment	Option-up arrow
(add Cmd to the above keystrokes to make them Increment x 5)	
Revert to Auto Leading	Cmd-Option-Shift-A

Adjust Kerning/Tracking & Word Spacing

Increase by Increment	Option-right arrow
Decrease by Increment	Option-left arrow
Increase by Increment x 5	Cmd-Option-right arrow
Decrease by Increment x 5	Cmd-Option-left arrow
Increase between words	Cmd-Option-Shift-\
Decrease between words	Cmd-Option-Shift-Delete
Clear all manual kerning and reset tracking to 0	Cmd-Option-Q

Adjust Baseline Shift

Move Up by Increment	Option-Shift-up arrow
Move Down by Increment	Option-Shift-down arrow
(add Cmd to the above keystrokes to make them Increment x 5)	

Scaling Picture & Text Frames

(picture content is scaled with the frame, but text content is not scaled with the frame)

Scale 5% Bigger	Cmd-Opt->
Scale 5% Smaller	Cmd-Opt-<
Scale 1% Bigger	Cmd->
Scale 1% Smaller	Cmd-<

Fitting Content & Pictures

Fit Content Proportionally	Cmd-Opt-Shift-E
Fit Content to Frame	Cmd-Opt-E
Center Content	Cmd-Shift-E
Fit Frame to Content	Cmd-Opt-C

Nudging Objects

Move by Increment	any arrow key
Move by Increment x 10	Shift-any arrow key
Move by Increment x 1/10	Cmd-Shift-any arrow key

Flowing Text

Semi-autoflow (keeps text in cursor so you can continue flowing)	Option-click
Multi-Page Autoflow (creates additional pages)	Shift-click
Single-Page Autoflow (does not create additional pages)	Shift-Option-click

Styling Text	
Bold	Cmd-Shift-B
Italic	Cmd-Shift-I
Normal	Cmd-Shift-Y
All Caps	Cmd-Shift-K
Edit Style Sheet without Applying it	Cmd-Option-Shift-Double click style
Working with Paragraph Styles	
To remove local formatting (non Style changes)	Opt-click Style Name
To remove local formatting and Character Styles	Opt-Shift-click Style Name
Working with Styles	
Quick Apply a Style	Cmd-Return *(start typing the style name, hit Return to apply)*
Redefine a Paragraph Style	Cmd-Opt-Shift-R
Redefine a Character Style	Cmd-Opt-Shift-C
Working with Master Pages	
Select a master page object *(that is on a document page)*	Cmd-Shift-click
Insert Special Characters	
Indent to Here	Cmd-\
Right Indent Tab	Shift-Tab
Discretionary Hyphen	Cmd-Shift-hyphen (-)
Nonbreaking Hyphen	Cmd-Opt-hyphen (-)
Insert Automatic Page Number	
Auto Page Number Of the Current page	Cmd-Opt-Shift-N
Insert White Space	
Em space	Cmd-Shift-M
En space	Cmd-Shift-N
Nonbreaking space	Cmd-Opt-X
Thin space	Cmd-Opt-Shift-M
Insert Break characters	
Column Break	Enter (on keypad)
Frame Break	Shift-Enter (on keypad)
Page Break	Cmd-Enter (on keypad)
Forced Line Break *(or "soft return")*	Shift-Return
Moving Text Cursor	
Move cursor to beginning or end of line	Home or End
Move cursor one word to the left/right	Cmd-Left/right arrow
Move cursor to Previous paragraph	Cmd-Up Arrow
Move cursor to Next paragraph	Cmd-Down Arrow

Selecting Text	
Select from cursor to beginning or end of line	Shift-Home or Shift-End
Select from cursor to end of story	Cmd-Shift-End
Select from cursor to beginning of story	Cmd-Shift-Home
Select whole word	Double-click
Select line	Cmd-Shift-\ (or Triple-click)
Select one word to the left/right	Cmd-Shift-Left/Right arrow

Navigating & Scrolling Through Documents	
Scroll using Hand tool	Option-Spacebar
Go to the First Page	Cmd-Shift-Page Up
Go to the Last Page	Cmd-Shift-Page Down
Access page number box (so you can enter a page to go to)	Cmd-J
Switch between open Documents	Cmd-tilde(~)

Zooming	
Get the Zoom in tool without selecting it	Hold Cmd then Space
Get the Zoom out tool without selecting it	Hold Cmd then Space and Option
Zoom In or Out	Cmd-plus(+) or Cmd-minus(-)
Fit Page in Window	Cmd-0 (zero)
Fit Spread in Window	Cmd-Option-0 (zero)
Access zoom percentage box *(so you can enter a zoom level)*	Cmd-Opt-5
Toggle between current and previous zoom levels	Cmd-Opt-2

Find/Change	
Insert selected text into Find What box	Cmd-F1
Insert selected text into Find What box and then Find Next instance	Shift-F1
Find the next occurrence of Find What text	Shift-F2 or Cmd-Option-F
Insert selected text into Change To box	Cmd-F2
Replace selected text with Change To text	Cmd-F3
Replace selected text with Change To text and Find Next	Shift-F3

Working With Palettes	
Highlight the first option in the Control palette	Cmd-6
Toggle Control palette between Character & Paragraph options	Cmd-Opt-7
Apply a value but keep it highlighted in palette	Shift-Return
Show/Hide all Panels including Toolbar	Tab (while not in a text frame)
Show/Hide all Panels except the Toolbar	Shift-Tab (while not in a text frame)
Create new *(style, swatches, etc)* & display options dialog	Opt-click New button
Close/Open all docked palettes on 1 side on the screen	Option-click palette tab
Dock/Undock a group of palettes	hold Option while dragging a palette's tab

Working With Dialog boxes	
Rotate down through section of options displayed on the left	Page Down
Rotate up through section of options displayed on the left	Page Up
Jump to section of options displayed on the left	Cmd-1 for 1st, Cmd-2 for 2nd, etc.
Cancel	Esc (or Cmd-period)
Choose Yes or No	Y or N

Miscellaneous Good stuff	
Increase/decrease a value in a field	click in field, press up/down arrow
Toggle Typographer's Quotes preference	Cmd-Opt-Shift-'
Select frame hidden behind another	Hold Cmd and keep clicking frame stack
Tabs palette: Move Left Indent (triangle) without moving First Line Indent	
	Hold Shift while dragging the (bottom) triangle
Select all Guides	Cmd-Opt-G
Sort Menus Alphabetically	Hold Cmd-Opt-Shift and click on Menu

8 Favorite Commands in Adobe InDesign CS2	
Step and Repeat	Opt-Cmd-U
Makes an item from the master page editable	Shift-Command-Click'
Toggle between units	Cmd-Alt-Shift-U
Align to the baseline grid	Opt-Shift-Cmd-G
Insert special character: auto page number	Opt-Shift-Cmd-NG
Show align palette	Shift -F7
Move objects in precise increments	Shift -Cmd-M
Indent to here	Cmd-\

4 F Function Key Commands That Are Helpful In The Apple Tiger Operating System	
Will show all open files on the monitor	F9
Will darken the screen and hide all palettes	F10
Will show you the desktop	F11
Will show you the Dashboard	F12

Creative Work Plan

Who, What, When, Where & How???

Date: _____

Client: _____

Project: _____

1. **Situation:** What has led to the need for this communication? When is it needed?

2. **Opportunity:** What opportunities are created for extension of usefulness for this project? What problems need to be solved?

3. **Objective:** What is the purpose of the communication?

4. **Target Audience:** What group of people should the communication reach? How will it reach them?

5. **Competition:** Who are what is the competition? How effective are their communications?

6. **Key Benefit:** What reasons would someone have for doing business with the client?

7. **Support:** Why should someone believe in these reasons?

8. **Tone and Manner:** What is the personality of the product or service?

9. **Special Requirements:** What restrictions, disclaimers, legal requirements, etc., apply?

10. **Strategy Statement:**
    To convince
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