Concordia University/Department of Design
DART 444 The Articulate Self - Winter 2006

Instructor: Michael Longford
Location: EV - 7.735
Office Hours: Tuesday/Thursday 1-2 PM
E-mail: longford@alcor.concordia.ca

PREREQUISITE
DART 491, 492 previously or concurrently; 48 or more credits completed in the Major in Design; or written permission of the Department of Design & Computation Arts.

CATALOGUE DESCRIPTION
The uniqueness of each artistic identity is explored in this course through the production of the portfolio. Content and written support must be developed in tandem to locate the experience, abilities, and future potential of the designer.

OBJECTIVES
This course aims to generate a process of articulation for an individualized design practise. Students will develop an identity package, and a print portfolio with an emphasis on typography, layout, binding and packaging. In addition, students will establish an on-line presence. Students may choose to focus on one medium over the other depending on experience and personal objectives. Students will develop content and design philosophy reflecting individualized outcomes. Perhaps the most important aspect of portfolio development is reflection on each individual piece and the ways in which, when viewed together each piece contributes to the overall articulation of a design practise.

MATERIALS
Students are responsible for the purchase and delivery of all materials for class. Example of materials that may be used in this class include CD-Rs, 35mm film, paper, material costs for print portfolio, etc. Students must also pay their Mac Lab fee and Design fee.

RESEARCH PRESENTATION
Students are required to make a 10 minute in-class presentation on the porfloio of an individual designer or design firm.

GRADING

Presentations	15%
Identity Package	25%
Graduating Exhibition Poster	15%
Portfolio	35%
Participation	10%

PORTFOLIO EVALUATION
An engaging studio environment is of utmost importance and relies on the attendance and participation of all students. Coming to class well prepared, the timely completion of assignments and participating in class discussions and critiques are equally important. (More than three unauthorized absences will result in an inferior grade and may result in failure.) These factors will influence the participation grade at the end of the semester. This course will set a pace that is consistent and rigorous. Its success will depend on the personal commitment of each student and the desire to articulate his/her own design identity.

Marks are assigned at the completion of each formal assignment. Suggested deadlines should be met with equal consistency, allowing students to make optimal use of class presentations and discussions. Marks are based on innovative/original design solutions, the manner/sensitivity of its execution, and the effort and commitment given to the undertaking. The willingness to take chances, respond to challenges and push one's own boundaries are also factors in the evaluation. Effort alone does not constitute a high grade. Incomplete projects will not be graded.

GRADE DISTRIBUTION

A+/A/A-
Exceptional - the work reflects a committed, resolved solution to a substantially challenging, conceptually consistent approach

B+/B/B-
Good - satisfactory work, plus one of the factors below;
  • resolved with a moderate challenge involved
  • somewhat resolved with a substantial challenge involved
  • a high level of commitment reflected in the work
  • well thought-out idea or concept

C+/C/C-
Satisfactory - the work is complete, meets requirements, idea consistent with approach

D
Complete - however, the work does not meet requirements

F
Incomplete - overall inferior performance due to uncompleted work, lack of theoretical comprehension, poor attendance, or a failure to meet basic university requirements

DEADLINE SUMMARY

January - Data collection
01.17.06 | inventory list and curriculum vitae
01.24.06| catalogue
01.31.06 | presentation | Brief One

February - Reflection and Identity
02.14.06| checkpoint 01 | individual meetings
02.21.06 | reading week
02.28.06| critique | identity package | portfolio plan

March - Portfolio Production
03.07.06 | getting on-line
03.14.06 | checkpoint 02 | individual meetings | design statement
03.21.06 | graduating exhibition poster
03.28.06 | field trip

April - Presentation
04.11.06 | final critique | portfolio presentation

** This material was developed from course description prepared by Therese Mastroiacovo.