ART-2790: PORTFOLIO DEVELOPMENT

Cuyahoga Community College

Viewing: ART-2790 : Portfolio Development

Board of Trustees:

9/28/2023

Academic Term:

Fall 2024

Subject Code

ART - Art

Course Number:

2790

Title:

Portfolio Development

Catalog Description:

Develop an individualized visual art portfolio. Create a resume and relevant support material, such as an artist statement. Through research, assignments, and practical activities, students will prepare for application to art school, scholarship, exhibition, residency, and/or career opportunities. Emphasis on photo-documentation, presentation methods, written and verbal communication, and professional practices.

Credit Hour(s):

1

Lecture Hour(s):

1

Lab Hour(s):

0

Requisites

Prerequisite and Corequisite

ART-1050 Drawing I, ART-1081 2D Design and Color, ART-1070 3D Foundation; or departmental approval of sufficient quantity of successfully completed artwork for portfolio inclusion.

Outcomes

Course Outcome(s):

Develop an individualized visual art portfolio.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Review art school requirements, art opportunities, and career pathways.

2. Use criteria to select artworks for portfolio based on strength of concept, creativity and skills.

3. Make choices to emphasize his/her area of specialization or to demonstrate a range of abilities foundational to visual arts.

4. Identify strengths and weakness of selected body of artwork.

Edit, modify, or replace artworks which do not meet minimum standards.

Course Outcome(s):

Produce quality photo documentation of artworks.

Objective(s):

1. Identify multiple portfolio styles applicable for different situations: various digital formats, slides, prints, etc.
2. Make digital photographs of artworks following industry standards.
3. Employ appropriate techniques to edit, format, and save digital images.
4. Post, scan, project, or print digital images per determined portfolio style(s).

Course Outcome(s):

Create a resume and relevant support materials.

Essential Learning Outcome Mapping:

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

1. Determine best practices regarding artists' resume and support materials, such as cover letter, artist statement, bio statement, and self-promotion.
2. Compose a professional quality resume.
3. Develop working copies of relevant support materials, such as cover letter, artist statement, bio statement, and self-promotion.

Course Outcome(s):

Develop practical experience in portfolio presentation, interview, application, self-promotion, and/or exhibition.

Objective(s):

1. Identify local and regional education, exhibition, artist residency, employment, and/or scholarship opportunities.
2. Determine standard application requirements for various opportunities.
3. Prepare an example application package for submission.
4. Apply best practices in mock interview and/or artist presentation.
5. Develop self-promotion using various platforms.
6. Participate in real-world experiences such as art exhibitions, field trips and/or guest lectures.

Methods of Evaluation:

1. Class participation
2. Portfolio
3. Research assignment
4. Reading assignment
5. Art documentation assignment
6. Written assignment: letter of inquiry, cover letter, resume, artist statement, biographical statement
7. Practical experience: mock interview, application submission
8. Oral presentation

Course Content Outline:

1. The artist portfolio
   a. Purpose of the portfolio
   b. Professional parameters and expectations of various areas of specialization, including examples of professional artists' portfolios
   c. Content of the portfolio
      i. Reasons for including specific content for a range of applications
      ii. Reasons for excluding content for a range of applications
   d. Types of portfolios
      i. Print, online, video, traditional art, etc.
      ii. Formatting and organizing options
      iii. Diversifying vs. specializing
      iv. Strengths and weaknesses of wildly creative portfolios vs. "nuts and bolts" varieties

     e. Strategic organization of content for impact and flow
     f. Importance of continuing to develop a portfolio beyond the classroom
2. Development of portfolio content
    a. a. Identifying individual goals and requirements
    b. b. Tailoring portfolio content for specific needs
       i. University admission
       ii. Scholarship application
       iii. Grant application
       iv. Prospective clients
       v. Employers
       vi. Galleries
       vii. Online/Web presentation
       viii. Collectors
       ix. Interior decorators
       x. Architects
       xi. Book publishers
    c. Technical and aesthetic concerns representing 2-D artwork
       i. Painting
       ii. Drawing
       iii. 2D Design
       iv. Photography
       v. Works on paper
       vi. Printmaking
    d. Technical and aesthetic concerns representing 3-D artwork
       i. Ceramics
       ii. Sculpture
       iii. Installation pieces
       iv. Fabric pieces
       v. 3D paint constructions
       vi. Video
    e. Best practices for effective photo-documentation
       i. Camera
       ii. Lighting
       iii. Background
       iv. Focus
       v. Digital file management
    f. Creating portfolio images of artworks using industry standards
3. Selection and organization of portfolio content
    a. Reviewing existing student portfolio images/artworks
    b. Reviewing relevant tailoring of portfolio content for specific applications
    c. Discussing representation of visual range of abilities
    d. Identifying areas of specialization or strength
    e. Discussing the quality of work and areas that need improvement and/or development of additional pieces
    f. Considering various types of research which reflect formative and conceptual idea development
       i. Preliminary designs
       ii. Drawings
       iii. Written notes
       iv. Visual sources
       v. Thumbnails
    g. Editing and sequencing images for maximum visual impact
    h. Creating image/artwork identification list (title, dimensions, media, date)
4. Portfolio Support Materials
    a. Purpose of the cover letter, artist statement, bio statement, and self-promotion materials
    b. Professional parameters and expectations of various areas of specialization, including examples of professional artists' support
       i. Share and discuss examples of artists' support materials
    c. Identifying individual goals and requirements
    d. Creating working copies of applicable support materials

      i. Clarity and accuracy of communication
      ii. Written content: grammar, spelling, punctuation
      iii. Visual design: well-executed typography, color, and layout

5. Presentation of portfolio
    a. Preparation of portfolio for presentation and/or submission
    b. Interview methods and conduct
        i. Listening
        ii. Speaking
        iii. Eye contact
        iv. Interview closure
        v. Follow-up communication
    c. Mock interview, portfolio presentation, and/or application submissions, including online presence

Resources

Anderson, Denise. *Stand Out: Design a personal brand. Build a killer portfolio. Find a great design job*. Peachpit Press, January 8, 2016.

Darcy Bhandari, Heather. *Art/Work - Revised & Updated: Everything You Need to Know (and Do) As You Pursue Your Art Career*. Free Press, October 17, 2017.

Congdon, Lisa. *Find Your Artistic Voice: The Essential Guide to Working Your Creative Magic*. Chronicle Books, August 6, 2019.

Crawford, Nancy. *Getting In!: The Ultimate Guide to Creating an Outstanding Portfolio, Earning Scholarships and Securing Your Spot at Art School*. Illustrated edition. Morgan James Publishing, April 14, 2015.

Fletcher, Margaret. *Constructing the Persuasive Portfolio: The Only Primer You'll Ever Need*. Routledge, September 8, 2016.

Krohn Amorose, Vicki. *Art-Write: The Writing Guide for Visual Artists*. Illustrated edition. Vicki Krohn Amorose , January 11, 2013.

Linton, Harold. *Portfolio Design*. Fourth edition. New York: W.W. Norton & Co, April 30, 2012.

Loveland, Elaina. *Creative Colleges: Finding the Best Programs for Aspiring Actors, Artists, Designers, Dancers, Musicians, Writers, and More*. 5th edition. Sourcebooks, May 2, 2017.

Meltzer, Steve. *Photographing Arts, Crafts & Collectibles: Take Great Digital Photos for Portfolios, Documentation, or Selling on the Web*. Lark Photography , June 1, 2007.

Northrup, Tony and Chelsea Northrup. *Stunning Digital Photography* . 2nd edition. Mason Press, November 30, 2019.

Rosenberg, Gigi. *The Artist's Guide to Grant Writing*. Watson-Guptill, December 14, 2010.

Volk, Larry and Danielle Currier. *No Plastic Sleeves: Portfolio and Self-Promotion Guide for Photographers and Designers* . 3rd Edition. Routledge, October, 2020.

Top of page
Key: 171