Syllabus

Purpose

As design students understand the process of branding a company, product or service is essential in the market. It's not just corporations that need branding. Individuals need to stand out from the crowd as well. Establishing a personal brand is about being clear about what you have to offer potential employers, using concise messaging, then positioning yourself in relationship to the needs of your prospects.

Course Objectives:

The coursework in Professional Practice: Personal Branding is designed to enable students to:

- Prepare students for a successful transition from school to professional life
- Develop a meaningful personal brand
- Learn how to use effective marketing tools to communicate the brand
- Learn the importance of networking
- Develop a design portfolio that is ready for the job market
- Design a résumé for both print and e-mail
- Interview etiquette skills development
- Advance writing and self-promotional abilities (bio, design brief, and more).

Required Texts:

Designing your Life: How to Build a Well-Lived, Joyful Life by Bill Burnett and Dave Evans

Recommended Texts:

The Designer’s Guide to Marketing and Pricing by Ilise Benun & Peleg Top
Talent is not Enough: Business secrets for Designers by Shel Perkins
Design Portfolio: Self promotion at it’s best by Craig Welsh
The Art of the Pitch: Persuasion and Presentation Skills that Win Business by Peter Coughter
Creative Workshop: 80 Challenges to Sharpen Your Design by David Sherwin
Design Matters Portfolios 01 by Maura Keller

Required Professional Memberships:

LinkedIn.com (FREE). A professional online networking/self-promotion website.

behance.net (FREE). Is a site where you can showcase your work or find work. There are two types of users those looking to promote themselves and those looking to hire. All AIGA members can post work on the AIGA behance site. Furthermore, each May AIGA-WI holds The Student Excellence Competition. AIGA-WI member students share their portfolio on the AIGA Behance site for judging. Winners are announced in June and portfolios showcased on the AIGA-WI Behance site.

AIGA-Wisconsin Membership (1 year, $50). Be sure to specify the UWM-AIGA Student Group when purchasing your membership. AIGA’s 20,000+ members share and promote a professional ethos. Opportunities for networking are plentiful through your local chapter, which offers a wide variety of programs and events locally and nationally. Your membership makes possible the activities of a national organization promoting design’s value on your behalf, and gives you access to professional development and exclusive benefits that can only be provided by an organization with the scale and reach of AIGA. Note: There is a NEW Membership structure now. The base membership is called “Contributor”. There is NO “Student” category any longer. However you will select the AIGA UWM Student Group when registering.
Professional Practice:
Personal Branding

Art 524 - 501
Fall 2019

Room: KSE 316
Instructor: Amy Decker
dekera@uwm.edu
Studio KSE 371
Appointments available upon request

Required Software: Adobe Creative Cloud, including Adobe Portfolio & Type Kit

Grading

It is a basic expectation that students participate in class critiques and discussions. Outstanding participation will result in additional points on project grades. Lack of alertness in class and/or non-participation will result in negative points on project grades.

40% Assignments: Idea generation, progress, ability to integrate feedback.

50% Mock Interviews: The compilation of your 3-4 interviews with professionals. This addresses the work itself and is determined by your ability to translate the principles conveyed in class to compelling work that effectively meets all course and assignment criteria.

10% Professionalism: Attendance, Deadlines, Verbal Articulation, Written Articulation, Visual Articulation and Participation.
(Note: Please see Evaluation Criteria document for expanded description)

Evaluation Criteria:
See Attendance and Grading Policies in Evaluation Criteria Document. For additional University Policies affecting students please go to http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf

Overall Course Requirements:
• Students must have completed all the necessary prerequisites to qualify for admission into this class. A grade of B- or better in ART 323 Typography 2.
• Students who demonstrate a lack of motivation in attendance and/or in completing their work on a timely basis will be asked to drop the class.
• Participation and Attendance: class discussions, critiques, Q&A sessions with clients and guests are critical to creating growth within each student, therefore, participation and attendance are components of the final grade. (See, Attendance and Grading Policy for details).
• The following will not be seen as a valid excuse for late or incomplete work: when using a computer save frequently and regularly back up your files on CDs, DVDs, Panther File, external hard drive, or other online storage providers (ie Dropbox). Always have multiple back-up copies. Keep all data in a safe place! If you print out work at a school lab do not wait until an hour or two before class to do so. Lab printers can go down at inopportune times. Leave enough time to go to an outside print provider (Clark Graphics, Digi Copy, Kinko’s, Sabin Hall for large format printing etc.) if lab facilities are closed or have equipment down. This is an unfortunate reality with which you must cope.
• Students will be required to use the UWM D2L system, LinkedIn, Behance, outside of class to document their design process, exchange ideas, criticism, and information and to submit assignments.
• Laptop etiquette is important in my class. Unless told otherwise, you should not be working on work for other classes (OR FACEBOOK, TUMBLR etc.) while in my class. You will be asked to leave if this becomes a problem or during a critique. It is imperative that students turn off phones before coming to class.

Investment of Time Expected
This 3-credit course meets for 5 hours per week during the semester. Students are expected to put in an additional 8 hours per week studying and working on assignments to achieve the learning goals of this course. The total time commitment is 195 hours over the semester.
To better prepare you as a profession designer, we will require you to meet deadlines. All assignments are due at the beginning of the specified class period, without exceptions. This means no printing during the beginning of classes. Work must be complete. Late projects will suffer a penalty of one-half letter grade for each class period late. If you feel that you have a consistent problem with meeting deadlines, we can help you to determined methods for increasing your efficiency.

Deadlines

Attendance

You are expected to be in class. I take attendance exactly 5 minutes after the start of class. There are no EXCUSED lates or absences. Please notify me of any absences due to family, judicial or medical reasons prior to the day of class. I will make note of these occurrences for my records. All assignments must be turned in on time. Should you miss a crit day, you are still responsible to get your work to me (or your group) with the rest of the class. You are responsible for maintaining notes taken during lectures and lab sessions. You are required to have any and all appropriate class materials with you at all times.

As so states in the student handbook, student absences are not expected to exceed more than 10% (1.5 absences) of the number of the classes scheduled for the semester. After which the instructor may elect to lower the student's grade for the course.

3 absences (two absences, two late arrivals or early departures) are allotted.
4 absences will result in lowering the student's final grade for the course one full letter grade.
5 absences will result in the student receiving a failing grade for the course.

Tardiness is defined as not in the classroom when attendance is called or departing before the class has been formally dismissed by the instructor. Tardiness that exceeds one hour will be counted as an absence. Two late arrivals/early departures are counted as one absence.

Special Needs

If you have any special needs related to your participation in this course including but not limited to visual impairment, hearing impairment, physical impairment, communication disorder and/or special learning disability that may influence your performance, you must meet with the instructor to arrange for reasonable accommodation for your disability to insure equitable opportunity to meet the requirements of this course. At the discretion of the instructor, some accommodations may require prior approval by Disability Services.

Religious Observance

Students will be allowed to complete examinations or other requirements that are missed because of a religious observance.

Academic Misconduct

The University has a responsibility to promote academic honesty and integrity and to develop procedures to deal effectively with instances of academic dishonesty. Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others’ academic endeavors.

A more detailed description of Student Academic Disciplinary Procedures may be found in Regents Policy Statements, UWS Chapter 14 and UWM Faculty Document #686.
Course Requirements

Complaints
Students may direct complaints to the head of the academic unit or department in which the complaint occurs. If the complaint allegedly violates a specific university policy, it may be directed to the head of the department or academic unit in which the complaint occurred or to the appropriate university office responsible for enforcing the policy.

Grade Appeal
A student may appeal a grade on the grounds that it is based on a capricious or arbitrary decision of the course instructor. Such an appeal shall follow the established procedures adopted by the department, college, or school in which the course resides. These procedures are available in writing from the respective department chairperson or the Academic Dean of the College/School.

A more detailed description of the grade Appeal Policy may be found in UWM Selected Academic and Administrative Policies, Policy #S-28 and UWM Faculty Document #1243.

Sexual Harassment
Sexual harassment is reprehensible and will not be tolerated by the University. It subverts the mission of the University and threatens the careers, educational experience, and well being of students, faculty, and staff. The University will not tolerate behavior between or among members of the University community that creates an unacceptable working environment.

Financial Obligation
Financial Obligation: The submission on your registration form and your subsequent assignment to classes obligates you to pay the fee-tuition for those classes or to withdraw your registration in writing no later than . . . (date specified in the schedule of classes). It is important to both you and the University that you make payment on time. A complete description of UWM fee policies may be found in the Schedule of Classes.

Critical Supplemental Documents to the Syllabus:
The following additional documents serve as critical supplemental materials to syllabus. The syllabus cannot be separated from these documents. It is only through careful examination of all course materials that students can confidently understand the expectations of the course and their performance within it.

• Evaluation Criteria (Grading and Attendance Policy and University Policies)
• Critique Guide
• Student Contract
  (A signed acknowledgement and agreement for the syllabus and above cited documents)

Mandatory Attendance
Mock Interviews

Wednesday, December 11th, 2019 12:15 arrive to begin promptly at 12:30 @ Kenilworth Room 316

Final Exam

Friday, December 20th, 2019 12:30 -2:30pm @ Kenilworth Room 316
(You will receive your interview feedback at this meeting)