

**SCHOOL OF DESIGN**

ART 454-01  
Spring 2021  
Fridays  
8:30am-12:20pm

**MEETING PLACE  
LEWIS HALL 406****OR remote via Zoom**

<http://bit.ly/2MVzytF>  
**Meeting ID:** 971 1698 1332  
**Passcode:** Graduation

Three credits

**CONTACT INFO**

**Faculty:** T. "Nacho" Montiel  
**Email:** [tmontiel@dom.edu](mailto:tmontiel@dom.edu)  
**Cell:** (480) 22.33.44.9

**OFFICE HOURS  
IN PERSON**

**Tuesdays + Thursdays**  
11:30am-12:30pm  
Lewis 332

**VIA ZOOM**

<http://bit.ly/3qafSk1>  
**Meeting ID:** 959 2893 2915  
**Passcode:** OfficeHour

**Wednesdays**

12:30am-1:30pm  
**or by appointment**

This syllabus  
and schedule  
is subject to  
change.

Please check your  
**Dominican Canvas**  
Instructure page for  
details/updates

**COURSE DESCRIPTION:**

This course provides the student with an opportunity to prepare themselves for the workplace while thinking about graphic design in a larger way. During the course, students will produce exploratory projects, refine a body of design work, and publish their portfolio in both print and web formats. The student will leave this course with many things needed for the applied world including, a personal brand, a professional portfolio, along with a culminating capstone exhibition featuring their design thesis in preparation for graduation.

**OBJECTIVES:**

1. In preparation for job interviews and/or graduate school, students will design and develop their own **PERSONAL BRANDING** including...
  - visual identity
  - resume
  - cover letter
  - business cards
  - elevator speeches
2. In addition to preparing yourself and your portfolio for the job market this course also prepares students to show in the **SENIOR THESIS EXHIBITION** which is held every spring semester for graduating seniors in the Department of Art, Art History and Design. Underlined throughout the course are the themes of individual motivation for expressive activity and common vocabulary for visual description.

**SENIOR THESIS DETAILS:**

**ALL EXHIBITION WORK DUE:** April 8th

**EXHIBITION:** April 19 - April 30

**EXHIBITING + GRADES:** You must earn your spot in the final show by showing hard work and consistent progress throughout the semester. If your progress is not considered sufficient at the second Work in Progress Critique, you will be given a warning. If your work is not considered sufficient at the final Work in Progress Critique, you will not earn a place in the gallery show. In this case you still must complete your project in its entirety

**FEES + REQUIRED MATERIALS**

The costs for this course are completely up to you and your commitment to your portfolio and the thesis research. Keep in mind the art department is not obliged to supply presentation and mounting materials beyond the preexisting glass, frames or pedestals it owns. The frame stock may include the following but it is your responsibility to verify availability and sizes with Karen Azarnia ([kazarnia@dom.edu](mailto:kazarnia@dom.edu)), the O'Connor Gallery of Art director.

**SOME REQUIRED COSTS**

- A binder/folder/organizer (whatever makes the most sense for you): \$Varies
- Registration fee for AIGA'S First Flight: \$5
- (POSSIBLE) Personal registration for Adobe Creative Suite: \$20 for student membership (in case we have to go fully remote)
- Cost for printing business cards, and possibly other materials through commercial resources: \$Varies (but I will give you all the economic resources I know)
- Cost for registering your own domain url and hosting for your portfolio website: \$Varies but should be about \$12/month + initial url registration

**A WORD ABOUT ETIQUETTE + UNIVERSITY POLICY**

Cash fines and/or repair costs will be applied to a student's university account based on evidence of negligent or deliberate behavior resulting in chemical, electrical or mechanical contamination. Evidence of theft will leave you banned from the sculpture studio, DMC or darkroom. Evidence of permitting access to a banned student will leave you banned from the DMC or darkroom. Also it is the students responsibility to fully deinstall their projects from the O'Connor Gallery by the dates stated in the syllabus, failure to do so will incur University fees and the hold of your diploma, seriously.

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**CLASSROOM ETIQUETTE:**

Be on time, attentive, and non-disruptive. If you cannot do so I'll make sure to share my concern and may even ask you to excuse yourself from class.

**ZOOM ROOM ETIQUETTE:**

- Please turn your camera on, if you can. Use an appropriate zoom background if you wish OR if not make your profile picture a "professional" headshot of yourself. Make sure your full name shows up appropriately.
- Let all household members know when and where you will be in class, and ask them not to disturb you. Mute until you are required to talk. Use the Zoom functions to communicate if needed (chat, raise your hand, answer yes/no, etc.).
- **Be on time to class.** Communicate with your instructor (via their preferred communication method listed on the syllabus) if you will be late or if you lose your connection during class.

**CLASS ATTENDANCE**

We will be moving at a fast pace! We have a lot of ground to cover in one semester. If you have a compelling reason to miss class, such as a documented health issue, we will work out some kind of solution. If you know in advance that you will need to miss a class please inform as soon as possible. If you miss a class, please contact a classmate to borrow their notes and also check the course site! It is your responsibility to get the information we covered.

**All Art Department courses follow the same attendance policies:**

- Students are allowed 1 absence per semester without penalty in any class that meets once per week.
- Each additional unexcused absence in class that meets once a week will result in the lowering of a half letter grade.

**Late Arrivals or Early Departures:**

It is a courtesy to let the instructor know if you will be unavoidably late for class OR if you must leave class early. Three late arrivals or early departures of more than 10 minutes will count as an absence.

**If You Miss a Class**

You must find out from your classmates what was covered and what assignments are due. You are responsible for all material covered in class—whether you were present or not. If you need additional help after you connected with your peers and read over the week's assignment online, please let me know and we can schedule a meeting.

**PREPARATION + PARTICIPATION**

Expect to devote 6+ hours per week (OUTSIDE OF CLASS TIME) for the entire semester with weekly homework due by class time each Friday. If you are not prepared for any class or critique, you will be marked as absent.

You must come to class with all necessary materials and supplies. You are expected to have completed assigned readings, assignments or projects and thought critically about the material. Studio art instructors teach through critique. When work is due on a certain day and is not completed, students are not only cheating themselves but their classmates as well. It is solely your responsibility to notify the Dean of Students of any learning disabilities and provide your professor with documentation well in advance of any assignment that might require special accommodations.

**LATE WORK**

If your projects are late, it will fall one letter grade per week that it is late. The final project must be turned in on the designated day or it will receive a failing grade. Coming to class unprepared with a lack of supplies, materials or with incomplete work will count as an absence.

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**COMMUNICATION & OFFICE HOURS**

Feel free to address me as "Nacho" -- all my classes before have. The best way to reach me outside of class is by email. When writing correspondences please try your best to keep it professional and on topic. if you would like to discuss your progress in the classes and I have time, I'll be happy to do so. My set office hours is great time to have those discussions, but if that time doesn't work with your schedule, please send me a request to meet via email with specific dates and times. I will be generous with my time if you are respectful and arrive promptly for meetings.

**GRADING:**

Your grade will consist of the following: **10%** Attendance/Participation in class, **65%** for weekly homework assignments, **10%** for Midterm, **15%** for FINAL PRESENTATION

The projects you write in this class should be your own. When quoting a source, remember to acknowledge it in your paper. If you're unsure of how to cite sources, or if you have concerns because English is not your first language, please talk with me.

There will be no late final projects. Incomplete grades are a last resort solution to unforeseen hospitalization only. Any grade below a C- does not count toward the major. Consistent with the academic standards of Dominican University, final grades are summarized as follows:

<b>A</b>	Quality and craft:	Exceptional
	Level of interest and quality of research:	Exceeds expectations
	Understanding of material and concepts presented:	Deep understanding
	Class Participation:	Active/enthusiastic
	Attendance:	Perfect
<b>B</b>	Quality and craft:	Overall Good
	Level of interest and quality of research:	Meets expectations
	Understanding of material and concepts presented:	Clear understanding
	Class Participation:	Attentive
	Attendance:	Perfect to almost perfect
<b>C</b>	Quality and craft:	Average
	Level of interest and quality of research:	Minimal
	Understanding of material and concepts presented:	Understanding unclear
	Class Participation:	Minimal
	Attendance:	Inconsistent
<b>D</b>	Quality and craft:	Poor
	Level of interest and quality of research:	Poor
	Understanding of material and concepts presented:	Lacks understanding
	Class Participation:	Non-existent
	Attendance:	Weak
<b>F</b>	Quality and craft:	Incomplete/Missing
	Level of interest and quality of research:	None demonstrated
	Understanding of material and concepts presented:	No understanding
	Class Participation:	Non-existent
	Attendance:	Poor

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**LAB HOURS**

Lab hours will be posted on the DMC door. There are additional Macs in the MAC building as well as in several Crown classrooms.

**FACILITIES + TECHNICAL ISSUES**

Any project that relies on technology is at the mercy of that technology. Please give yourselves extra time in case of problems. Your inability to plan ahead and allot yourself enough time to complete projects will not be an excuse for an incomplete assignment.

If you experience technical problems you must notify the Tech Center using the help desk link on myDU or by emailing them at [helpme@dom.edu](mailto:helpme@dom.edu) or by calling x6888. Do not come to class saying, "The application kept crashing..." without having notified IT. If the problem is not identified it will not be fixed and you will be passing on your problems to other students.

**DIGITAL MEDIA CENTER (LEWIS 406)**

The color laser printer is for use only by students currently enrolled in Graphic design classes. Students may not load any personal papers into the color laser printer but must use the supplied paper. Clean up any scraps after using the paper cutters. The stock photo books in the cabinets are for general use. Please do not remove them from the room and put them back neatly after use. Evidence of misuse of the copiers (i.e. for personal use), theft or of permitting a banned student to use the DMC will leave you banned from the facility.

**WRITING SKILLS**

The quality of student writing is important. Excellent ideas alone do not guarantee a high grade on written assignments, particularly if your writing is deficient. Therefore, please seek as much help as necessary from the Academic Enrichment Center in Parmer 010 or other qualified sources. It is your responsibility to produce written material that meets the standards of university level writing.

**ACADEMIC INTEGRITY**

Any student who cheats (e.g., copies a classmate's work, allows a classmate to copy one's work), has someone else execute or copies another's creative labor, or plagiarizes another's work is violating standards of academic integrity. Using print or electronic materials without proper citation (i.e., formally acknowledging the source) is plagiarism and unethical. Submitting someone else's work as your own or something you have already submitted for another class is unacceptable. You earn a zero (i.e., "F") for any work that violates this academic integrity policy. You will be immediately referred to the Academic Dean's Office to determine additional consequences.

**ACADEMIC INTEGRITY (as it pertains to the) ANNUAL STUDENT EXHIBITION**

All students in Art 454 are also required to submit artwork to the annual student exhibition. Remember, the gallery has a policy of never showing the same work twice, so the work you submit must be different from what will be in your senior show.



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### CLASS VALUES

EACH PARTICIPANT IN THIS CLASS IS RESPONSIBLE FOR...

- OWNERSHIP: You control YOUR learning + YOUR product / project(s)
- CURIOSITY: Stay curious! Even if you think you know something really well, stay curious about what you can learn from this class and/or this university
- COMMUNICATION: And this covers communicating your needs/questions/concerns, but also the ability to describe their project in detail and what they learned in the process
- AUTONOMY: Stay yourself: we need your unique creativity
- MATURITY: You are in an adult space, lets treat each other like adults. Golden Rule applies.
- RESPECT: We all like different things, and we may all not know or like it, but we need to stay respectful and stay positive. Don't yuck anyone's yum!
- FREEDOM: you have the freedom to experiment and this is a space you should feel comfortable with failing/trying/iterating
- GROWTH: this class is an opportunity to collaborate, progress, improve and grow from where we started. But understand growth is often NOT comfortable.
- EMPOWERMENT: Stay positive while encouraging each other. But also remember to advocate for yourself and others (when you are comfortable): we are not all born sensitive or "woke," but we can all learn to be better. If you see/find/experience an issue, I would encourage you to advocate for better or more knowledgeable behavior.
- FUN! No seriously...each project I give you is open ended enough for you to inject yourself into it and make it something you want to make/explore. If you don't like your project... change design direction.

### CLASS VOCABULARY

- MAKING (or DESIGNING): learning by doing or creating
- DESIGNER: someone who creates to share and educate (and motivate)
- (Graphic) DESIGN: Creative problem solving with the use visuals
- CLASSROOMS: a safe space to design and create
- EXPLORATION: design/art is not about "right" answers, it is about creative solutions through technique and iteration, how do you get to the "unknown"? We experiment (and explore)
- ITERATION: Sometimes you make magic the first time, sometimes not. Sometimes you have to make 10 to realize that X version was the best. The only way to get there is to explore through iteration.
- COLLABORATION: Classrooms are a place to share tools, share space, share ideas, and share expertise: allow opportunities to do those things
- GROWTH EDGE: Growth is not staying still and it is not comfortable. You enrolled in this class and came to the first day, so you have signed up to be pushed to new places and accepted the responsibilities included.
- "OOPS/OUCH" MOMENTS: We all can be better people -- more sensitive, more empathetic, more "woke." If a student feels hurt or offended by another persons comment, the hurt student can say 'Oops, ouch!' to broadcast the last comment is an issue. In acknowledgment, the person who made the hurtful comment can rephrase and/or apologize and if necessary, there can be further dialogue about this exchange.





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### JANUARY 15: SECTION 1 (THROUGH SECTION 7)

DUE TODAY	IN CLASS ACTIVITY	HOMEWORK
	Syllabus review Classroom ideals  "What do I WANT (for my thesis)?" Activity	<ul style="list-style-type: none"> <li>• <b>Getting to know you" Pecha Kuchas</b></li> <li>• <b>What do you want for your thesis? PART 1</b></li> <li>• <b>What do you want for your thesis? PART 2</b></li> <li>• <b>FUTURE YOU: Be NICE to Future You</b></li> </ul>

### JANUARY 22: SECTION 1

<ul style="list-style-type: none"> <li>• Pecha Kuchas</li> <li>• 20 things + Top 3</li> </ul>	Top 10 Excuses	<ul style="list-style-type: none"> <li>• <b>The PERFECT* Schedule</b></li> <li>• <b>20 "MAGIC" Steps</b></li> </ul>
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### JANUARY 29: SECTION 1

<ul style="list-style-type: none"> <li>• The PERFECT* Schedule</li> <li>• 20 "MAGIC" Steps</li> </ul>	Peer Interviews	<ul style="list-style-type: none"> <li>• <b>Picking Language List</b></li> <li>• <b>Interview Transcriptions</b></li> </ul>
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### FEBRUARY 5: SECTION 2 + 3

<ul style="list-style-type: none"> <li>• Language List</li> <li>• Interview Transcriptions</li> </ul>	<ul style="list-style-type: none"> <li>• "PICKING at their Language"</li> <li>• Some "Icky Guy" + Money</li> <li>• Designing a Mission</li> </ul>	<ul style="list-style-type: none"> <li>• <b>FINAL Language List</b></li> <li>• <b>Mission Statement RD</b></li> <li>• <b>Financial Docs</b></li> </ul>
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### FEBRUARY 12: SECTION 2, 3 + 4

<ul style="list-style-type: none"> <li>• Final Language List</li> <li>• Mission Statement RD</li> <li>• Financial Docs</li> </ul>	<ul style="list-style-type: none"> <li>• 1500 Hours</li> <li>• Mission Statement Peer Review</li> <li>• Branding "YOU Inc."</li> </ul>	<ul style="list-style-type: none"> <li>• <b>20 Logo Sketch Options</b></li> <li>• <b>Mission Statement FINAL DRAFT</b></li> </ul>
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### FEBRUARY 19: SECTION 2, 3 + 4

<ul style="list-style-type: none"> <li>• Logo Sketch Options</li> <li>• FINAL Mission Statement</li> </ul>	<ul style="list-style-type: none"> <li>• Logo Sketch Critique</li> <li>• "I have a particular set of skills" Activity</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Top 3 Logos</b></li> <li>• <b>Skills Resume RD</b></li> </ul>
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### FEBRUARY 26: SECTION 4 + 5

<ul style="list-style-type: none"> <li>• Top 3 logos</li> <li>• Skills Resume RD</li> </ul>	<ul style="list-style-type: none"> <li>• Top 3 Logo Critique</li> <li>• Skills Resume Peer Review</li> </ul>	<ul style="list-style-type: none"> <li>• <b>FINAL LOGO</b></li> <li>• <b>3 business card layouts</b></li> <li>• <b>DESIGNED Skills Resume Layout Rough Draft</b></li> </ul>
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### MARCH 5: SECTION 4, 5 + 6

<ul style="list-style-type: none"> <li>• Business Card layouts with FINAL LOGO</li> <li>• Designed Skill Resume</li> </ul>	<ul style="list-style-type: none"> <li>• Peer Reviews of business card + skills resume</li> <li>• Art Collection + Photography</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Art Collection</b></li> <li>• <b>Final Business Card</b></li> <li>• <b>Final Designed Resume</b></li> <li>• <b>Brand Standard</b></li> <li>• <b>Final Mission Statment</b></li> </ul>
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### MARCH 12: SPRING BREAK

NO CLASS  
BUT BE READY FOR MID-TERM CRITIQUE

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**MARCH 19: SECTION 4, 5 + 6**

DUE TODAY	IN CLASS ACTIVITY	HOMEWORK
<ul style="list-style-type: none"> <li>• Business cards</li> <li>• Designer Resume</li> <li>• Brand Standard</li> <li>• Collected Works</li> <li>• Final Mission Statement</li> </ul>	<ul style="list-style-type: none"> <li>• Exhibition Critique</li> <li>• Elevator Pitch Activity</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Artwork Categorization</i></li> <li>• <i>Portfolio SiteMap</i></li> <li>• <i>Printing Send Off</i></li> <li>• <i>Elevator Pitch RD</i></li> </ul>

**MARCH 26: SECTION 5, 6 + 7**

<ul style="list-style-type: none"> <li>• Elevator Pitch RD</li> <li>• Portfolio Site map, including your artwork categories</li> </ul>	<ul style="list-style-type: none"> <li>• Elevator Pitch Review</li> <li>• Portfolio Platform Review</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Portfolio URL + platform</i></li> <li>• <i>Elevator Pitch RD #2</i></li> <li>• <b>FINAL WORKS FOR SENIOR SHOW ARE DUE APRIL 8</b></li> <li>• <i>Dress Professional for next class</i></li> </ul>
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**APRIL 2: EASTER BREAK**

NO CLASS

BUT BE READY SENIOR EXHIBITION DEADLINE + AIGA'S "TEST FLIGHT"

**APRIL 9: SECTION 5, 6 + 7**

<ul style="list-style-type: none"> <li>• Portfolio website url and website platform</li> <li>• Polished Elevator pitch</li> <li>• In-hand PRINTED business cards</li> </ul>	<ul style="list-style-type: none"> <li>• COMING SOON PAGE</li> <li>• DRESS REHEARSAL FOR TEST FLIGHT: Practice elevator pitches</li> </ul>	<ul style="list-style-type: none"> <li>• <i>"Coming Soon" Splash Page</i></li> <li>• <i>Go to Test Flight</i></li> </ul>
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**APRIL 16: SECTION 6 + 7**

<ul style="list-style-type: none"> <li>• Website splash page</li> <li>• TEST FLIGHT REPORT</li> </ul>	<ul style="list-style-type: none"> <li>• Test Flight Report</li> <li>• Website Photoshop Mocks</li> <li>• "What is your DREAM JOB?" Activity</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Website Photoshop Mocks</i></li> <li>• <i>"Who do you want to work for?" Lists</i></li> </ul>
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**APRIL 23: SECTION 6 + 7**

<ul style="list-style-type: none"> <li>• Website Mocks</li> <li>• "Who do you want to work for?" Lists</li> </ul>	<ul style="list-style-type: none"> <li>• Mission Statement vs. Cover letter?</li> </ul>	<ul style="list-style-type: none"> <li>• Cover Letter RD</li> <li>• Install your website</li> <li>• Final Portfolio PDF RD</li> </ul>
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**APRIL 30: SECTION 6 + 7**

<ul style="list-style-type: none"> <li>• Cover Letter RD</li> <li>• Website Progress</li> <li>• Final Portfolio PDF RD</li> </ul>	<ul style="list-style-type: none"> <li>• Peer Edit Cover Letter</li> <li>• Website Feedback</li> <li>• Final Portfolio Feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Install your website</li> <li>• Final PDF Portfolio</li> </ul>
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**MAY 7: FINAL CLASS**

Your final portfolio PDF + website -- and final presentation	SEMESTER PEER REVIEW	MY LAST REQUEST
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