

Portfolio Prep

Your Instructors

Carol Ramsay

Jessica Colasanto

Welcome Welcome to the online “Portfolio Prep” course offered by Vancouver Island University. Have fun with it. If this is your first on-line class experience, be prepared for an entirely new type of learning and a different way of communicating with your classmates.



Carol Ramsay

25 years ago my love of writing and interest in graphic design lead me to produce my first newsletter ... a small employee newsletter for a construction firm. In later years, while working as office manager for an architectural and interior design firm, I worked on many projects including newsletters, marketing brochures, advertising campaigns, and project proposals.

I grew up in Winnipeg, where I earned a degree in Social Work (1972). Later, after moving to Vancouver, I studied at BCIT part-time, and earned a degree in Human Resource Management (1993). Over the years I have worked for a number of large corporations and local government in the areas of accounting, law, human resources and communications.

I began teaching part-time at BC Institute of Technology in 1994. Over the course of ten years that teaching schedule grew, until I was teaching Scanning/Colour Correction, PhotoShop, Illustrator and InDesign. For five years I worked extensively with the FAS/E Support Network of BC doing research, writing, and graphic design work, including the production of a quarterly 24-page newsletter. Several years ago I completed the design/layout of a 170-page book on fetal alcohol syndrome, and the research and writing of a 1,200 page technical manual on this same topic.

I moved to Gabriola Island ten years ago. I have worked with Islands Trust, the Arts Council, the local newspaper (Gabriola Sounder), and have also done some work for a local book publishing company. I do some private tutoring, and have a small client base who I design print material for. In late 2008 I took the position of Manager, Gabriola Island Chamber of Commerce/Visitor Centre after three years as a director. (It is true, volunteering can lead to a full job position!)

The nature of the residents of Gabriola Island ("The Isle of the Arts") has presented me with many new opportunities... creating promotional material, brochures and posters for local artists. I look forward to teaching this and several other courses on-line, from the comforts of my home, surrounded by my always entertaining cats, Tigre, Hobbes and Biscuit (ps Most of my typing errors are as a result of working around a sleeping feline, or at least that is what I tell everyone.)



Jessica Colasanto

I'm the proprietor of a web development company based in Powell River, British Columbia and have more than 15 years experience teaching a wide range of computer software, specializing in web production and digital imaging applications.

While some of my instruction still takes place in the classroom, I teach several online courses and find them an exciting alternative to traditional education. And I've taken my fair share of online classes, so I've also got experience being an online student. I'm always open to your comments and suggestions as to how we can ensure that this experience is a rewarding one for you.

Getting Started You will be preparing a print **and** electronic format portfolio in this course which will demonstrate your skills to potential employers. Start a folder to collect all of the samples you'd like to include (you can narrow down your choices as we go along.) And keep a collection of ideas—things you like, things you don't—as you browse other portfolios.

Goals & Objectives

- 1.To introduce students to the process of portfolio design and development, both in print and electronic form.
- 2.To provide students with an opportunity to develop a portfolio within a safe, judgement-free atmosphere. The instructors will guide and support students as they “learn by doing.”

Our Moodle Classroom Our Moodle space is our online classroom. Here you'll find the following:

Course Syllabus -You are currently reading the Course Syllabus.

News Forum -The news forum is a general discussion forum used for the delivery of class news and events. Check here for any date changes or news of general class interest.

Water Cooler -The Water Cooler is a discussion area used for non-course-related topics.

Lectures - Delivered as pdf's, these should be easily viewable. If you have any problems, please let the instructor or administrator know.

Assignment -The Assignment area contains the weekly assignment instructions. It is also where you will upload your completed assignments. (When more than one file is required, you will need to zip them before uploading.)

Lecture files -These files are posted for you if needed for the lecture; right-click on each file to download it before you work through the lecture.

Sample files -These files will be supplied for you to use if you're stuck for ideas.

Discussions -Be sure to visit the Discussion area for each week's lesson. Topics will be posted for each week's lesson. You will be expected (as part of your grading for the course) to contribute. For more information on what's expected here, see the 'Point Distribution' area below.

Support Details Course Title: Portfolio Prep
Instructor Contact: Carol Ramsay and Jessica Colasanto via Moodle Quickmail (email only.)
Technical Support: Online Development Team, Vancouver Island University, Nanaimo
Email: online@viu.ca
Telephone: 250-753-3245 x2667 (Mary Ross) or x 2536 (Brent Lee)
Administrative Support: Julie Clarke, VIU, Powell River
Email: Julie.Clarke@viu.ca
Telephone (toll-free) 877-888-8890 or 604-485-8032

Text & Materials The instructors will provide a lecture for each topic, and will assign additional reading and assignments from “Web Portfolio Guide: Creating Electronic Portfolios for the Web” by Miles Kimball (Longman Press, ISBN# 0-321-09345-3) as well as a list of web resources that students may find helpful.

Course Schedule Week 1: Introduction
Week 2: Design
Week 3: Different Types of Portfolios and Working in InDesign
Week 4: Working in Dreamweaver
Week 5: Create Interesting Effects in Illustrator and Make the Most of Acrobat
Week 6: Working in Photoshop
Week 7: The Interview

Grading Criteria Each student will be graded by earning points for class participation, for assignments, and for the final portfolio. Grades will be assigned as follows:

97 - 100 points = A+
93 - 96 points = A
90 - 92 points = A-

87 - 89 points = B+
83 - 86 points = B
80 - 82 points = B-

77 - 79 points = C+
73 - 76 points = C
70 - 72 points = C-

65 - 69 points = D
Less than 65 points = Fail

Point Distribution Participation in class discussions: 12 points possible

Students should participate in class discussion by posting their comments or questions and by responding to at least one other classmate each week. Each of the first six weekly discussions is worth two (2) points, for a total of 12 points. The instructors expect each student to contribute at least three thoughtful, quality postings per week (including at least one response to a classmate). Just logging on and reading other people's postings is not considered participation, nor is mere agreement with others' postings.

Quality of participation is more important than their sheer frequency, length or grammatical form. Quality includes, but is not limited to:

- a) commentary on the lecture for the current topic;
- b) detailed sharing of a student's experience/research relative to the week's topic;
- c) opinions on the topic that are backed with compelling facts and reasoning;
- d) raising questions that help the class better understand the topic, particularly by proposing; and explaining implications that might have been overlooked in the lecture, or in previous discussion.

Quality participation also means conveying your experience, research, opinions, questions or commentary in a professional manner. Comments on projects produced by other students is an important part of the learning process. Comments must be made in a respectful and constructive manner. Disagreements among students are expected and often valuable, but they should be expressed tactfully, not in a confrontational tone.

Assignments: 72 points possible

Each weekly assignment will be worth twelve (12) points. Assignment instructions will be found in Moodle's assignment area for each weekly outline. Completed assignments should be posted in the Assignments area as described in the assignment instructions.

Late assignments will automatically have one point subtracted for each day late, unless prior arrangements have been made with the instructor for late submission due to extenuating circumstances.

Portfolio: 16 points possible

Your final portfolio, in print and electronic form, will be worth a total of 16 points. Grading of the portfolio will be broken down as follows:

Topic:	Possible Points:
Overall Design	5
Knowledge of programs utilized	5
Overall portfolio organization	3
Creativity	3
Total:	16

Your final portfolio must contain, at minimum, a CV and resume, business card, and web page.

Final Grade in Class Your unofficial grade in the class will be available to you no later than one week after the class ends, posted in the 'Grades' area on your course site.

Feedback The instructors will provide feedback and points on graded assignments within one week of the due date of that work, unless otherwise noted in the assignment instructions. Late submissions may take longer. Feedback and points will be posted online via the 'Grades' area. Your official final grade will be sent to you via 'snail mail'.

The instructors do not normally participate in real-time chat discussions, but students are welcome to use this feature on their own.

The instructor normally logs on at least once daily, every day of the week, although she may log on more often than once a day. Exceptions will be posted to the News forum.

Instructor office hours are anytime via Moodle Quickmail.

Student Conduct Vancouver Island University students are expected to behave in a responsible manner respectful of the learning environment inside the classroom, whether attending in person or online. This policy applies to all Vancouver Island University campus and off-campus locations where Vancouver Island University sponsored activity is occurring. For further information, visit VIU's Student Conduct Code pages.