GD 60 Course Outline as of Fall 2017

CATALOG INFORMATION

Dept and Nbr: GD 60   Title: PROFESSIONAL PORTFOLIO
Full Title: Creating the Professional Portfolio
Last Reviewed: 10/8/2018

Units			Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50		Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	1.50		Lab Scheduled	0	4	Lab Scheduled	0
			Contact DHR	0		Contact DHR	0
			Contact Total	1.50		Contact Total	26.25
			Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50   Total Student Learning Hours: 78.75

Title 5 Category: AA Degree Applicable
Grading: Grade or P/NP
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly:

Catalog Description:
A course for the graphic design student to learn prepare professional portfolios. The student will learn skills needed to create physical, digital, and self-promotion portfolios. The student will also learn portfolio presentation techniques and industry protocols. Student to supply 15 pre-existing high quality pieces to be approved by the instructor. Knowledge of InDesign and Photoshop can be helpful in the completion of the digital portfolio. (Formerly APGR 70)

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: A course for the graphic design student to learn prepare professional portfolios. The student will learn skills needed to create physical, digital, and self-promotion portfolios. The student will also learn portfolio presentation techniques and industry protocols. Student to supply 15 pre-existing high quality pieces to be approved by the instructor. Knowledge of

InDesign and Photoshop can be helpful in the completion of the digital portfolio. (Formerly APGR 70) (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 100 or ESL 100
Limits on Enrollment:
Transfer Credit: CSU;
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

			Effective:	Inactive:
AS Degree:	**Area**		Effective:	Inactive:
CSU GE:	**Transfer Area**		Effective:	Inactive:
IGETC:	**Transfer Area**		Effective:	Inactive:
CSU Transfer:	Transferable	Effective: Spring 2010	Inactive:	
UC Transfer:		Effective:	Inactive:	

CID:

Certificate/Major Applicable:
Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:
Upon completion of the course, students will be able to:
1. Choose a proper portfolio format for graphic design work.
2. Select the best work to include in the portfolio.
3. Lay out clean and simple portfolio pages that display the work to its best advantage.
4. Organize the portfolio with the best flow possible.
5. Locate design jobs and use social media and networking to attract employers.
6. Present the portfolio to an audience with confidence and thoughtful comment.

Topics and Scope:

1. Introduction to portfolios and industry protocols
2. Choosing the best portfolio formats
3. Choosing the best work for the portfolio
4. Laying out portfolio pages effectively
5. Organizing the flow of a portfolio
6. Strategies for finding jobs, networking, and using social media to promote skills
7. Preparing for the interview: techniques for phone, Skype and in-person interviews
8. Techniques for effective portfolio presentations
9. Creating an effective leave-behind self-promotional portfolio

Assignment:

1. Four to seven online quizzes covering reading material
2. Assemble physical graphic design portfolio in a professional portfolio case

3. Develop a digital and online portfolio
4. Creating a leave-behind self-promotional portfolio
5. Portfolio presentation in front of a live audience
6. Participate in critiques of student portfolio pieces and presentation
7. Read 20 pages per week of textbook and instructor handouts

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None, This is a degree applicable course but assessment tools based on writing are not included because skill demonstrations are more appropriate for this course.	Writing 0 - 0%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Portfolios	Problem solving 10 - 30%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Presentation of portfolio	Skill Demonstrations 20 - 50%

Exams: All forms of formal testing, other than skill performance exams.

Quizzes	Exams 30 - 50%

Other: Includes any assessment tools that do not logically fit into the above categories.

Participation in the critique of portfolio components and portfolio presentations	Other Category 10 - 20%

Representative Textbooks and Materials:
The Graphic Designer's Guide to Portfolio Design. 3rd ed. Rose Myers, Debbie. Wiley. 2013.