

GD 60 Course Outline as of Fall 2019**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:

Students learn to prepare professional print, digital and web portfolios for graphic design, photography and art. This course teaches students how to navigate the job market, essential interview skills, presenting their work, networking skills, resumes, self-promotion, and honing essential soft-skills. Student must supply 15 pre-existing high quality pieces to be approved by the instructor.

Prerequisites/Corequisites:**Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:**Schedule of Classes Information:**

Description: Students learn to prepare professional print, digital and web portfolios for graphic design, photography and art. This course teaches students how to navigate the job market, essential interview skills, presenting their work, networking skills, resumes, self-promotion, and honing essential soft-skills. Student must supply 15 pre-existing high quality pieces to be

approved by the instructor. (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:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:

IGETC:	Transfer Area	Effective:	Inactive:
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CSU Transfer:	Transferable	Effective:	Spring 2010	Inactive:
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UC Transfer:		Effective:		Inactive:
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CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

Approval and Dates

Version:	03	Course Created/Approved:	10/5/2009
Version Created:	1/13/2018	Course Last Modified:	10/13/2020
Submitter:	Summer Winston	Course last full review:	10/8/2018
Version Status:	Approved (Changed Course)	Prereq Created/Approved:	10/8/2018
Version Status Date:	10/8/2018	Semester Last Taught:	Spring 2020
Version Term Effective:	Fall 2019	Term Inactive:	Spring 2021

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Create professional physical and digital portfolios using the instructor approved design pieces.
2. Perform the steps and protocols for a successful portfolio presentation to a live audience.
3. Navigate the graphic design job market.

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.
7. Create a self-promotional, leave-behind portfolio.

Topics and Scope:

- I. Introduction to Portfolios and Industry Protocol
- II. Choosing the Best Portfolio Formats
 - A. Electronic vs print vs web
 - B. Laying out portfolio pages effectively
 - C. Leave-behinds: Creating an effective leave-behind self-promotional portfolio
 - D. Organizing the flow of a portfolio
- III. Choosing the Best Work for the Portfolio
 - A. Photographing your work
 - B. Digital prototypes and mock-ups
- IV. Navigating the Job Market
 - A. Interview skills
 1. Preparing for the interview
 2. Over the phone vs video interviews
 3. In person interviews
 4. Interview etiquette
 - B. Techniques for effective portfolio presentations
 - C. Job hunting
 - D. Networking
 1. Building professional bonds
 2. Forming new connections
 3. Networking outlets
 - E. Making an impression
 - F. Social media
 - G. Resume and CV
- V. Online Tools
 - A. Professional groups
 1. AIGA
 2. Graphic Artist Guild
 - B. Online portfolio tools such as Behance
 - C. Online website builder, such as Squarespace
 - D. Online content management system (CMS) such as Wordpress
- VI. Self-Branding
- VII. Portfolio for Freelancing

Assignment:

1. Quizzes and/or tests (0 - 8)
2. Class projects (1 - 6), such as:
 - a. Creation of physical graphic design portfolio
 - b. Develop a digital and online portfolio
 - c. Creating a leave-behind self-promotional portfolio
 - d. Self-branding, including the development of a logo, color scheme, typeface creation or selection. As well as a business card and resume/letter template
3. Career/job market skill building assignments such as:
 - a. Portfolio presentation in front of a live audience
 - b. Mock interviews
 - c. Networking event
 - d. Job market self-assessment
4. Participate in critiques of student portfolio pieces and presentation
5. Weekly reading of textbook and instructor handouts (1 - 50 pages)

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 problem solving assessments and 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.

Career/job market skill building assignments

Problem solving
30 - 60%

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

Class projects

Skill Demonstrations
20 - 50%

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

Quizzes/Tests

Exams
0 - 20%

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

Participation, 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 (classic)

Burn Your Portfolio: Stuff they don't teach you in design school, but should. Janda, Michael. New Riders 2013 (classic)

Instructor prepared materials

OTHER REQUIRED ELEMENTS

STUDENT PREPARATION

Matric Assessment Required:	E	Requires English Assessment
Prerequisites-generate description:	NP	No Prerequisite
Advisories-generate description:	A	Auto-Generated Text
Prereq-provisional:	N	NO
Prereq/coreq-registration check:	N	No Prerequisite Rules Exist
Requires instructor signature:	N	Instructor's Signature Not Required

BASIC INFORMATION, HOURS/UNITS & REPEATABILITY

Method of instruction:	02	Lecture
	71	Internet-Based, Simultaneous Interaction
	72	Internet-Based, Delayed Interaction
Area department:	CS	Computer Studies
Division:	72	Arts & Humanities
Special topic course:	N	Not a Special Topic Course
Program status:	1	Both Certificate and Major Applicable
Repeatability:	00	Two Repeats if Grade was D, F, NC, or NP
Repeat group id:		

SCHEDULING

Audit allowed:	N	Not Auditable
Open entry/exit:	N	Not Open Entry/Open Exit
Credit by exam:	N	Credit by examination not allowed
Budget code: Program:	0000	Unrestricted
Budget code: Activity:	0702	Graphic Design

OTHER CODES

Discipline:	Graphic Arts	
Basic skills:	N	Not a Basic Skills Course
Level below transfer:	Y	Not Applicable
CVU/CVC status:	N	Not Distance Ed
Distance Ed Approved:	Y	Exclusively online or other technology based instruction
Emergency Distance Ed Approved:	Y	Fully Online Partially Online Online with flexible in-person activities
Credit for Prior Learning:	N	Agency Exam
	N	CBE
	N	Industry Credentials
	N	Portfolio
Non-credit category:	Y	Not Applicable, Credit Course
Classification:	Y	Career-Technical Education
SAM classification:	C	Clearly Occupational
TOP code:	1030.00	Graphic Art and Design
Work-based learning:	N	Does Not Include Work-Based Learning
DSPS course:	N	Not a DSPS Course

In-service:

N

Not an in-Service Course