GD 60 Course Outline as of Spring 2021

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:
CSU Transfer:	Transferable	Effective:	Spring 2010	Inactive:	
UC Transfer:		Effective:		Inactive:	

CID:

Certificate/Major Applicable:
Both Certificate and Major Applicable

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:
At the conclusion of this course, the student should 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