1. **COURSE ID:** ART 200  
**TITLE:** Portfolio Preparation  
**Units:** 3.0 units  
**Hours/Semester:** 24.0-27.0 Lecture hours; 72.0-81.0 Lab hours; and 48.0-54.0 Homework hours  
**Method of Grading:** Grade Option (Letter Grade or P/NP)  
**Recommended Preparation:** Eligibility for ENGL 838 or ENGL 848

2. **COURSE DESIGNATION:**  
   Degree Credit  
   **Transfer credit:** CSU  
   **AA/AS Degree Requirements:**  
   CSM - GENERAL EDUCATION REQUIREMENTS: E2c. Communication and Analytical Thinking  
   CSM - GENERAL EDUCATION REQUIREMENTS: E5d. Career Exploration and Self-Development

3. **COURSE DESCRIPTIONS:**  
   **Catalog Description:**  
   This course is designed for students with experience in studio art, digital media, architecture or other fields requiring a portfolio for transfer, internships, jobs and exhibitions. Students learn to develop a cohesive body of work, prepare the work for presentation, and identify appropriate venues for submission. Students initiate, develop, and complete individual projects culminating in a digital and hard copy portfolio as well web presence. A materials fee in the amount shown in the Schedule of Classes is payable upon registration.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**  
   Upon successful completion of this course, a student will meet the following outcomes:  
   1. Initiate, develop and complete individual projects designed to form a cohesive body of work.  
   2. Lead a discussion and critique in small groups.  
   3. Identify and develop personal style and aesthetic in one's chosen field.  
   4. Plan and acquire quality image representation of one's work, resulting in a portfolio ready for presentation to the public.  
   5. Identify and create promotional materials such as a resume, written statement, hard copy and digital portfolios and web presence.  
   6. Investigate appropriate venues for portfolio submission.

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**  
   Upon successful completion of this course, a student will be able to:  
   1. Identify and discuss one's personal style and aesthetic in image making.  
   2. Recognize and develop common themes which will allow one to create a cohesive body of work.  
   3. Research and assimilate past and current trends and developments in one's chosen field.  
   4. Lead critiques of their own work and that of other students.  
   5. Create and present their work and ideas verbally, in front of an audience.  
   6. Write an artist statement, cover letter and CV.  
   7. Research and assemble a list of appropriate transfer institutions, internships, employers, and/or exhibition opportunities for their work.  
   8. Compile and create a hard copy and digital portfolio and web presence.

6. **COURSE CONTENT:**  
   **Lecture Content:**  
   A. The Portfolio Process Start to Finish  
      a. An Overview  
   B. Planning your portfolio  
   C. Assessment of potential portfolio pieces  
      a. Identify your strengths  
      b. Tailor the portfolio to your area of specialization  
      c. Diversity vs. Focus, you decide  
   D. Create a portfolio contract  
   E. Designing the Portfolio
a. Design elements appropriate to your portfolio  
  b. Traditional and Digital Portfolios  
  c. Web-based Portfolios  
F. Portfolio presentation  
  a. Creating a traditional portfolio: projects in one's chosen field  
  b. Presenting your portfolio: traditional book format, digital and web  
G. Creating promotional materials such as a resume, cover letter and artist statement  
  a. Determine the different kinds of promotional materials and which is appropriate for you  
  b. Research, write, design, produce promotional materials  
H. Preparing for Job Interviews  
  a. Presenting a portfolio through practice interviews  
  b. Find obvious and hidden job markets  

Lab Content:  
  Participation in small group critique and discussions.  
  Applied exercises and experimental participation in learning techniques associated with the creative  
  process and portfolio preparation.  
  Digital image presentations and practice interviews.  
  Field trips  
  Ongoing internet discussion and research.  
  Write an artist’s statement, CV and cover letter.  
  Complete and refine in-progress work considering feedback and discussion.  

7. REPRESENTATIVE METHODS OF INSTRUCTION:  
  Typical methods of instruction may include:  
  A. Lecture  
  B. Lab  
  C. Activity  
  D. Critique  
  E. Directed Study  
  F. Discussion  
  G. Field Trips  
  H. Guest Speakers  
  I. Individualized Instruction  
  J. Observation and Demonstration  

8. REPRESENTATIVE ASSIGNMENTS  
  Representative assignments in this course may include, but are not limited to the following:  
  Writing Assignments:  
  Write promotional materials, including a resume, artist statement and cover letter  
  Reading Assignments:  
  Students will read the required textbooks, instructor handouts and PowerPoints.  
  Other Outside Assignments:  
  Field trips, guest speakers and reports, research into transfer schools, internships, employers and exhibition  
  possibilities  
  To be Arranged Assignments:  

9. REPRESENTATIVE METHODS OF EVALUATION  
  Representative methods of evaluation may include:  
  A. Class Participation  
  B. Class Work  
  C. Field Trips  
  D. Homework  
  E. Lab Activities  
  F. Oral Presentation  
  G. Papers  
  H. Portfolios  
  I. Projects  
  J. Research Projects
10. REPRESENTATIVE TEXT(S):
Possible textbooks include:
A. Bhandari, F.D., Melber, J. *ART/WORK: Everything You Need to Know (and Do) As You Pursue Your Art Career*, 1st ed. New York City: Free Press, 2009

**Origination Date:** September 2016  
**Curriculum Committee Approval Date:** October 2016  
**Effective Term:** Fall 2017  
**Course Originator:** Rebecca Alex