

College of San Mateo
Official Course Outline

1. **COURSE ID:** DGME 256 **TITLE:** Portfolio for Graphic Design
Semester Units/Hours: 2.0 units; a minimum of 16.0 lecture hours/semester; a minimum of 48.0 lab hours/semester
Method of Grading: Grade Option (Letter Grade or P/NP)
Prerequisite: DGME 211, DGME 212 DGME 235
Recommended Preparation:
 DGME 103 DGME 220 DGME 230
2. **COURSE DESIGNATION:**
Degree Credit
Transfer credit: CSU
3. **COURSE DESCRIPTIONS:**
Catalog Description:
 Students plan realistic career goals while initiating, developing, and completing substantial individual projects in consultation with and under the direction of the instructor. Emphasizes development of a marketable eportfolio for the Graphic Design career path as well as a resume. A materials fee as 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. Plan realistic career goals.
 2. Analyze your own portfolio pieces with respect to your immediate career goals.
 3. Judge whether or not your portfolio pieces are of professional quality and create a print-based portfolio as well as a digital portfolio.
 4. Research, write, design and produce a resume.
 5. Prepare properly for job interviews and portfolio presentations.
5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**
 Upon successful completion of this course, a student will be able to:
 1. Plan realistic career goals.
 2. Analyze your own portfolio pieces with respect to your immediate career goals.
 3. Judge whether or not your portfolio pieces are of professional quality and create a print-based portfolio as well as a digital portfolio.
 4. Research, write, design and produce a resume.
 5. Prepare properly for job interviews and portfolio presentations.
6. **COURSE CONTENT:**
Lecture Content:
 1. The Portfolio Process Start to Finish
 1. An Overview
 2. Planning your portfolio
 3. Assessment of potential portfolio pieces
 1. Identify your strengths
 2. Tailor the portfolio to your area of specialization
 3. Diversity vs. Focus, you decide
 4. Create a portfolio contract
 5. Designing the Portfolio
 1. Design elements appropriate to your portfolio
 2. Traditional Portfolios
 3. Maneuvering around Your Site: Navigation
 4. Web-based Portfolios
 5. Multimedia and Your Interface
 6. Demo reel Portfolios
 6. Portfolio presentation
 1. Creating a traditional portfolio: design and art projects

2. Generating a digital portfolio: technical elements
3. Presenting your portfolio: traditional, CD-ROMs, DVDs and Web Sites
7. Creating a Resume
 1. Determine the different kinds of resumes and which is appropriate for you
 2. Research, write, design, produce a resume
 3. Research, write, design, produce cover letters, business cards and/or business identity
8. Preparing for Job Interviews
 1. Presenting Portfolio
9. Find obvious and hidden job markets

Lab Content:

Students utilize lab time to review, create and edit portfolio pieces under the guidance of the instructor.

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

1. Lecture
2. Critique
3. Directed Study
4. Other (Specify): Lectures with supporting visuals and audio. Reading and practical textbook assignments to be completed and turned in. Instructor-designed projects and a student designed project to be completed and turned in.

8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

Reading Assignments:

Reading and assignments to be completed and turned in.

Other Outside Assignments:

Creative Graphic Design assignments to be completed and presented to class.

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

1. Final Performance
2. Portfolios
3. Letter grades are determined by your ability to fulfill your course contract agreements.

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

1. -. *The Graphic Designer's Guide to Portfolio Design*, ed. -, 2009

Origination Date: November 2012

Curriculum Committee Approval Date: January 2013

Effective Term: Fall 2013

Course Originator: Patricia Appel