

College of San Mateo
Official Course Outline

1. **COURSE ID:** DGME 258 **TITLE:** Broadcasting Portfolio

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: No prerequisites.

2. **COURSE DESIGNATION:**

Degree Credit

Transfer credit: CSU

3. **COURSE DESCRIPTIONS:**

Catalog Description:

Students will develop a marketable portfolio for their Broadcast and Electronic Media career. Video and audio production students will create a demo reel of their best work that can be submitted to employers.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**

Upon successful completion of this course, a student will meet the following outcomes:

1. Produce a 3-5 minute demo reel of the student's best work
2. Judge whether or not portfolio pieces are of professional quality.
3. Research, write, design and produce a resume.
4. Prepare properly for job interviews and demo reel presentations.

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**

Upon successful completion of this course, a student will be able to:

1. Produce a 3-5 minute demo reel of the student's best work
2. Judge whether or not portfolio pieces are of professional quality.
3. Research, write, design and produce a resume.
4. Prepare properly for job interviews and demo reel presentations.

6. **COURSE CONTENT:**

Lecture Content:

1. The Portfolio Process Start to Finish
 - A. An Overview
2. Planning your portfolio
3. Assessment of potential portfolio pieces
 - A. Identify your strengths
 - B. Tailor the portfolio to your area of specialization
 - C. Diversity vs. Focus, you decide
4. Designing the Demo Reel
 - A. Elements appropriate to your demo reel
 - B. Traditional demo reel
 - C. Demo Reel web site
5. Demo Reel presentation
 - A. Creating a traditional Demo Reel
 - B. Presenting your Reel: traditional, CD-ROMs, DVDs and Web Sites
6. Creating a Resume
 - A. Determine the different kinds of resumes and which is appropriate for you
 - B. Research, write, design, produce a resume
 - C. Research, write, design, produce cover letters, business cards and/or business identity
7. Preparing for Job Interviews
 - A. Presenting Demo Reels
8. Find obvious and hidden job markets

Lab Content:

During lab time students work on developing their demo reel - identifying projects that they will include; shooting new footage if needed, determining the sequence of projects to present; and editing the reel together. Finished reels will be 3-5 minutes.

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- A. Lecture
- B. Lab
- C. Activity
- D. Other (Specify): Lectures will emphasize professional business practices in the broadcast industry, using supporting visuals and audio. Readings and practical textbook assignments will be completed and turned in. Students will plan out and design (produce) their demo reel.

8. REPRESENTATIVE ASSIGNMENTS

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

Writing Assignments:

Students will do a self-evaluation of their skill set in order to determine what they should highlight on their resume and demo reel.

Students will plan and design their demo reel on paper before producing it.

Students will research and create their own resume and supplemental materials for their demo reel.

Students will write a critique of another person's demo reel.

Reading Assignments:

Students will be assigned readings and will be provided handouts and examples.

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Work
- C. Homework
- D. Lab Activities
- E. Papers
- F. Portfolios
- G. Letter grades are determined by your ability to fulfill your course contract agreements.

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Seguin, James. *Media Career Guide: Preparing for Jobs in the 21st Century, Seventh Edition [Paperback]*, 7 ed. Bedford/St Martin's, 2009

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Course Originator: Michelle Brown