

**College of San Mateo
Official Course Outline**

1. **COURSE ID:** ART 200 **TITLE:** Portfolio Preparation
Units: 3.0 units **Hours/Semester:** 32.0-36.0 Lecture hours; 48.0-54.0 Lab hours; and 64.0-72.0 Homework hours
Method of Grading: Grade Option (Letter Grade or Pass/No Pass)

2. **COURSE DESIGNATION:**
Degree Credit
Transfer credit: CSU; UC
AA/AS Degree Requirements:
 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. Identify and develop personal style and aesthetic in one's chosen field.
 3. Identify and create promotional materials such as a resume, a written statement, a hard copy portfolio book, a digital portfolio and web presence.
 4. 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
- I. 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. Anderson, Denise. *Stand Out: Design a personal brand. Build a killer portfolio. Find a great design job.*, ed. Peachpit Press, 2016
- B. Bhandari, F.D., Melber, J.. *ART/WORK: Everything You Need to Know (and Do) As You Pursue Your Art*

- Career*, ed. New York City: Free Press, 2017
- C. Volk, L; Currier, D.. *No Plastic Sleeves: Portfolio and Self-Promotion Guide for Photographers and Designers*, 2 ed. Focal Press, 2014
- D. Stanfield, A.B.. *I'd Rather Be in the Studio: The Artist's No-Excuse Guide to Self-Promotion*, 3rd ed. Golden: Pentas Press, 2015

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Course Originator: Rebecca Alex