GAVILAN COLLEGE

5055 Santa Teresa Blvd
Gilroy, CA 95023

Course Outline

COURSE: DM 79   DIVISION: 50   ALSO LISTED AS: CSIS 79

TERM EFFECTIVE: Fall 2018   **Inactive Course**

SHORT TITLE: PORTFOLIO DEVELOP

LONG TITLE: Portfolio Development

Units	Number of Weeks		Contact Hours/Week		Total Contact Hours
1	18	Lecture:	1	Lecture:	18
		Lab:	0	Lab:	0
		Other:	0	Other:	0
		Total:	1	Total:	18

COURSE DESCRIPTION:

The planning and production of personal portfolios and self- promotion materials, including online, print, slides, and e-media (CD ROM, DVD) portfolios; cover letters, and resumes. Focuses on self-promotion for jobs, self-employment, or advanced education in the fields of Art, Computer Graphic Design and Digital Media. Students will leave the class with one or more portfolios representing their work. This course has the option of a letter grade or pass/no pass. This course is also listed as CSIS 79. No college credit for those who have passed ART 79.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES
     L - Standard Letter Grade
     P - Pass/No Pass

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:
     02 - Lecture and/or discussion
     72 - Dist. Ed Internet Delayed

STUDENT LEARNING OUTCOMES:

1.   Students will be able to design and construct a professional creative portfolio, both in hardcopy and electronic form, to showcase their creative work for employment, higher education, grants, creative projects and exhibition purposes.. This includes business cards and logo design.

Measure: critique and discussion, portfolio review, skill demonstration and presentation of portfolio

ILO: 3,7,1,2,4,5,6

2.   Students will be able to create a statement of purpose, design a resume, and write an effective cover letter for employment, higher education, grants, creative projects and exhibition purposes.

Measure: writing assignments, essay

ILO: 7,1,4,5,6

3.   Students will be able to discuss and present their creative work and self promote their creative and technical skills for employment, higher education, grants, creative projects and exhibition purposes.

Measure: critique and discussion, oral presentation and skill demonstrations

ILO: 1,4,5,6,7

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS

Inactive Course: 05/14/2018

2 lecture Hours

WEEKS 1 & 2:

CONTENT: Lecture (2 hours)

Introduction to portfolio design, concepts, and purpose.

Components of a portfolio: traditional and non-traditional.

Survey of portfolio designs.

STUDENT PERFORMANCE OBJECTIVES:

Students will be able to explain portfolio designs, concepts, and purposes. Students will be able to describe, compare and contrast the components of traditional and non-traditional portfolios.

OUT OF CLASS ASSIGNMENTS: (4 hours)

Read handouts and textbook materials about portfolio designs, concepts, and purposes. Research the web for traditional and non-traditional portfolio designs. Begin preliminary planning of portfolio. Assigned essay on the topic of portfolio design.

2 lecture Hours

WEEKS 3 & 4:

CONTENT: Lecture (2 hours)

Artwork reproduction: photographic prints, photographic film and digital slides, video, and the internet.

Photographic lighting techniques for documenting two-dimensional and three-dimensional artwork for print, slides, and web.

Digital photography darkroom techniques to produce professional quality slides and photographic prints.

Scanning techniques for slide, print and web.

File types and resolution for print, slide, web and CD ROM presentation.

Techniques for screen capture of computer art, design, video, animation, or authoring work.

STUDENT PERFORMANCE OBJECTIVES:

Students will be able to use photographic lighting techniques to create professional looking slides and digital photographs of their artwork.

Students will be able to scan, digitally enhance, and print images to use in their portfolios and web galleries.

OUT OF CLASS ASSIGNMENTS: (4 hours)

Photograph, scan, and digitally enhance images for slides and prints for portfolio. Read handouts and textbook material about photographic lighting techniques for two-dimensional and three-dimensional artworks, digital photography darkroom techniques, and professional printing for a portfolio and the internet.

2 lecture Hours

WEEKS 5 & 6:

CONTENT: Lecture (2 hours)

Portfolio research, planning, preparation, and organization: resources, materials, media, technologies, architecture, navigation, quality, and quantity.

Target audience / market reflected in portfolio styles and strategies: commercial, employment, education, teaching, artist residency, and grant proposals.

STUDENT PERFORMANCE OBJECTIVES:

Students will be able to research, plan, prepare, and organize their portfolio in terms of resources, materials, media, technologies, architecture, navigation, quality, and quantity.

Students will be able to identify portfolio criteria and design their portfolios for a variety of purposes (commercial, employment, education, teaching, artist residency, and grant proposals).

OUT OF CLASS ASSIGNMENTS: (4 hours)

First draft of portfolio design (example: written description illustrated with thumbnail drawings, photos or sketches). Collect portfolio materials, examples of artwork, tear sheets, and other examples of work to be included in the portfolio. Read handouts about portfolio design. Read textbook about portfolio design.

2 lecture Hours

WEEKS 7 & 8:

CONTENT: Lecture (2 hours)

Portable hardcopy portfolio (book format, presentation album, presentation boxes, slides, original art versus copies, 2-D, 3-D, Motion Graphics and Video)

Portable hardcopy portfolio design, layout, and style: sequencing, mixing media, scale, personality, tone, and craftsmanship.

Midterm quiz.

STUDENT PERFORMANCE OBJECTIVES:

Students will be able to describe and compare the various types of portable hardcopy portfolios.

Students will be able to design a portable hardcopy portfolio with consideration to layout, style, sequencing, scale, personality, tone, craftsmanship, and mixing media.

OUT OF CLASS ASSIGNMENTS: (4 hours)

Read handouts and textbook materials about portable hardcopy portfolios.

Work on a portable hardcopy design (example: Scan images and photograph artworks for portfolio).

Collect portfolio materials, examples of artwork, tear sheets, and other examples of work to be included in the portable hardcopy portfolio.

Read handouts and textbook material about portable hardcopy portfolio design.

2 lecture Hours

WEEKS 9 & 10:

CONTENT: Lecture (2 hours)

Portable digital media portfolio: digital slides, CD / DVD, video, USB drive, website gallery, and web presence.

Portable digital media and web based portfolio design, layout, and style: sequencing, mixing media, scale, personality, tone, and craftsmanship.

Publishing on the Internet.

STUDENT PERFORMANCE OBJECTIVES:

Students will be able to describe and compare the various types of portable digital media, and web portfolios.

Students will be able to design a portable digital portfolio and web based portfolio with consideration to layout, style, sequencing, scale, personality, tone, craftsmanship, and mixing media.

OUT OF CLASS ASSIGNMENTS: (4 hours)

Read handouts and textbook materials about portable digital and web based portfolios.

Work on a portable digital or web based portfolio design (example: Digitize artworks for the digital portfolio and the internet. Create PDF files of supporting documents).

Collect and digitize portfolio materials, examples of artwork, tear sheets, and other examples of work to be included in the portable digital or web based portfolio.

Read handouts and textbook material about portable digital portfolio and web based portfolio designs.

2 lecture Hours

WEEKS 11 & 12:

CONTENT: Lecture (2 hours)

Resume package: cover letter, curriculum vitae, statement of purpose, biography, and letter of inquiry

Resume Styles: visual arts, graphic design, digital media, theater arts, dance, music, or any other creative discipline.

Resume Formats: electronic, on-line, paper

Coordinating the resume to your portfolio.

Business card, stationary, brochures, and logo design.

STUDENT PERFORMANCE OBJECTIVES:

Students will be able to create a professional resume package, cover letter, curriculum vitae, statement of purpose, biography, and letter of inquiry.

Students will be able to recognize and design a variety of resume styles tailored to specific career objectives: commercial, employment, education, teaching, artist residency, and grant proposal.

Students will be able to coordinate their resume to their portfolio style.

Students will be able to create business cards, stationary, and their own logo design.

OUT OF CLASS ASSIGNMENTS: (4 hours)

First drafts of resume, statement of purpose, cover letter, biography, and letter of inquiry. Design a business card, and a logo design. Read handouts and textbook material about resumes, statements of purpose, cover letters, letters of inquiry, biographies, and buiness card and logo design.

2 lecture Hours

WEEKS 13 & 14:

CONTENT: Lecture (2 hours)

The design and production of a web site portfolio.

The concept and design of a splash page.

Image, text, animation, video, and sound preparation

techniques.

Use of available templates and software for web publishing.

Design and storyboarding the website.

STUDENT PERFORMANCE OBJECTIVES:

Students will be able to select and prepare portfolio media for web

publishing.

Students will be able to storyboard a small portfolio web

site.

Students will be able to design a splash page.
OUT OF CLASS ASSIGNMENTS: (4 hours)
Construct a storyboard of a portfolio web site.
Select and prepare materials for web publishing.
Design and create a splash page.
Read handouts and textbook material about web publishing.

2 lecture Hours
WEEKS 15 & 16:
CONTENT: Lecture (2 hours)
Using the CD ROM or DVD (e-media) for the portfolio presentation.
Burning a CD or DVD.
The similarities and differences of web site and e-media.
Creating digital slide shows.
Digital slide show software (e.g., PowerPoint, Director, slideshow).
The interactive portfolio presentation.
Inclusion of video and sound. Use of available templates.
Distribution via mail, email, and web search engines.
Networking with friends, peers, clients and potential
employers.
Final exam, portfolio critique and presentation.
STUDENT PERFORMANCE OBJECTIVES:
Students will be able to explain the benefits of using e-media for
their portfolio.
Students will be able to add images and other media to
a template and burn a CD/DVD for copying and distribution.
Students will be able to publish to the internet.
OUT OF CLASS ASSIGNMENTS: (4 hours)
Storyboard an interactive presentation. Prepare and add images to a chosen template. Create a slide show. Burn a master CD or DVD. Plan, design, and create an e-media portfolio. Read handouts and textbook material about e-media portfolios, digital slide presentations, and burning to CD or DVD. Finish portable hardcopy portfolio.

METHODS OF INSTRUCTION:
Lecture, examples of others work, field research, and performance.

METHODS OF EVALUATION:
CATEGORY 1 - The types of writing assignments required:
Percent range of total grade: 20 % to 40 %
Written Homework
Essay Exams
Other: reading handouts
CATEGORY 2 -The problem-solving assignments required:
Percent range of total grade: 10 % to 40 %
Field Work

Quizzes

Other: critique and presentation

CATEGORY 3 -The types of skill demonstrations required:
Percent range of total grade: 30 % to 50 %
Class Performance/Performance Exams

CATEGORY 4 - The types of objective examinations used in the course:
Percent range of total grade: 10 % to 30 %
Multiple Choice
True/False
Matching Items
Completion
Other: written and presentation

CATEGORY 5 - Any other methods of evaluation:
Percent range of total grade: 0 % to 0 %

REPRESENTATIVE TEXTBOOKS:
Required:
Harold Linton, "Portfolio Design", W.W.Norton and Company, 2004, or other appropriate college level text.
Reading level of text: 13+ grade Verified by: Fry's Readability Graph

ARTICULATION and CERTIFICATE INFORMATION
> Associate Degree:
> > GAV C1, effective 200430
> CSU GE:
> IGETC:
> CSU TRANSFER:
> > Transferable CSU, effective 200430
> UC TRANSFER:
> > Not Transferable

SUPPLEMENTAL DATA:
Basic Skills: N
Classification: Y
Noncredit Category: Y
Cooperative Education:
Program Status: 1 Program Applicable
Special Class Status: N
CAN:
CAN Sequence:
CSU Crosswalk Course Department: DM
CSU Crosswalk Course Number: 79
Prior to College Level: Y
Non Credit Enhanced Funding: N
Funding Agency Code: Y

In-Service: N
Occupational Course: D
Maximum Hours:
Minimum Hours:
Course Control Number: CCC000338031
Sports/Physical Education Course: N
Taxonomy of Program: 061410