LABETTE COMMUNITY COLLEGE BRIEF SYLLABUS

SPECIAL NOTE:

This brief syllabus is not intended to be a legal contract. A full syllabus will be distributed to students at the first class session.

TEXT AND SUPPLEMENTARY MATERIALS USED IN THE COURSE (if any):

Please check with the LCC bookstore http://www.labette.edu/bookstore for the required texts for this class.

COURSE NUMBER: GRAP 200

COURSE TITLE: PORTFOLIO DEVELOPMENT

SEMESTER CREDIT HOURS: 3

DEPARTMENT: Graphic Design

DIVISION: Career Technical Education

PREREQUISITE: None

COURSE DESCRIPTION:

In this course, the student will develop a portfolio of work that demonstrates the conceptual abilities and technical skills necessary to gain employment in the field of graphic design. Creative marketing and self-promotion techniques will be discussed to assist the student in developing and designing a personal identity package that includes a creative resume, business card, letterhead and personal logo in preparation for seeking employment. Interviewing techniques, business practices, professional associations, resources and job seeking skills, specific to the field of graphic design, will be discussed.

COURSE OUTCOMES AND COMPETENCIES:

Students who successfully complete this course will be able to:

1. Prepare and present a comprehensive portfolio of graphic design work that demonstrates the overall conceptual abilities and technical skills required to secure employment in the field of graphic design.

- Digitize, organize, and intentionally sequence pieces of work, in print and PDF format.
- Demonstrate proficiency in Adobe Creative Suite and/or other industry standard software to develop or refine pieces of work for portfolio inclusion.
- Know how to mat and/or mount work for professional visual presentation.
- Successfully exhibit a professional level graphic design portfolio, in both traditional and electronic form, before the LCC Graphic Design Advisory Board, verbally expressing the conceptual, compositional, and technical aspects of each portfolio piece.

2. Synthesize technical, functional, and aesthetic factors inherent in the graphic design process.
   - Demonstrate ability to select and appropriately use graphic design industry software, specifically Adobe Creative Suite programs such as Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, and/or Flash.
   - Utilize type, color, and imagery to effectively communicate design solutions.
   - Demonstrate proficiency in print output procedures for portfolio compilation.
   - Demonstrate proficiency in the creative process through the execution of design projects leading to the final development of a portfolio.

3. Design and produce a personal identity package and creative self-promotional piece to be used in the search for employment.
   - Distinguish the techniques necessary to produce creative and successful self-promotion.
   - Design a professional creative resume and cover letter in print and PDF format.
   - Design a professional creative personal logo, letterhead, business card, and envelope in both print and PDF format.

4. Be familiar with interviewing techniques and effective employment search methods.
   - Identify the requirements for employment in the graphic design industry.
   - Understand the importance and use of an electronic PDF portfolio and web presence in seeking employment.
   - Identify freelance and internship opportunities within the field of graphic design.
   - Exhibit professionalism through meeting stated deadlines, presentation criteria, and craftsmanship expected in the design industry.

5. Demonstrate work ethic training.
   - Identify current events, skills, attitudes, and behaviors pertinent to the industry and relevant to the professional development of the student.
   - Work independently on projects and class requirements.
   - Have a willingness to take initiative with new challenges.
   - Take responsibility for decisions and actions.
   - Demonstrate personal characteristics that lead to job satisfaction.