COURSE DISCIPLINE :   ART

COURSE NUMBER :   137

COURSE TITLE (FULL) :   Graphic Design Portfolio

COURSE TITLE (SHORT) :   Graphic Design Portfolio

ACADEMIC SENATE DISCIPLINE: Art

CATALOG DESCRIPTION

ART 137 provides students with instruction in the development of a graphic design portfolio, representative of technical and creative skills and career objectives. Portfolio organization, resume presentation and overall Graphic Design skills are stressed. Students are required to develop a portfolio using current technology, and existing portfolio pieces as well as established approaches and practices that have remained constant and continue to apply to all types of presentations. Critiques focus on appropriate solutions, visual interest, and craftsmanship.

CATALOG NOTES

While on campus students will be using the Macintosh OS in the classroom and computer labs to complete projects. Students who are working from home can use a PC or Macintosh OS if the system has the necessary requirements to run current Adobe Creative Cloud software.

Total Lecture Units: 2.00

Total Laboratory Units: 1.00

Total Course Units: 3.00

Total Lecture Hours: 36.00

Total Laboratory Hours: 54.00

Total Laboratory Hours To Be Arranged: 0.00

Total Contact Hours: 90.00

Total Out-of-Class Hours: 72.00

Prerequisite: ART 136 (ART 136 can be taken concurrently). Recommended Preparation: ART 132, ART 133, ART 134, and ART 135.

ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1	ART	136	Graphic Design Identity And Logo Development	Use logo design principles and historical influences within logo development;	Yes
2	ART	136	Graphic Design Identity And Logo Development	create a logo and usage system from an assessment of client needs obtained through successful client dialogue;	Yes
3	ART	136	Graphic Design Identity And Logo Development	use visual layout techniques within industry standard software to create and display logo identity projects;	Yes
4	ART	136	Graphic Design Identity And Logo Development	identify appropriate color usage within logo development;	No
5	ART	136	Graphic Design Identity And Logo Development	create typography appropriate for a logo identity;	Yes
6	ART	136	Graphic Design Identity And Logo Development	analyze image quality and determine necessary enhancements.	Yes
7				explain the history of typography including major type families, designers, and style movements;	Yes
8				explain the rules, vocabulary and anatomy of type and letterforms;	Yes
9				practice the principles of typographic visual organization;	Yes
10				explore the impact of typographic solutions on visual communication;	Yes
11				develop an aesthetic appreciation of typography as both text and display;	Yes
12				discuss, critique and evaluate their own compositions, as well as those of their classmates.	Yes
13	ART	133	Digital Illustration	exhibit a basic understanding of various problem-solving methods;	Yes
14	ART	133	Digital Illustration	create a high contrast black and white illustration;	No
15	ART	133	Digital Illustration	create an illustration using values of black and white;	No
16	ART	133	Digital Illustration	create a one-color illustration;	No
17	ART	133	Digital Illustration	create a two-color illustration;	No
18	ART	133	Digital Illustration	create a multi-color illustration;	No
19	ART	133	Digital Illustration	define basic Illustrator tools;	No

20	ART	133	Digital Illustration	create and save new documents and artboards;	Yes
21	ART	133	Digital Illustration	create simple geometric shapes with Illustrator;	No
22	ART	133	Digital Illustration	create complex shapes using the pen and pencil tool;	No
23	ART	133	Digital Illustration	create and reshape paths;	Yes
24	ART	133	Digital Illustration	control various anchor points;	No
25	ART	133	Digital Illustration	control fill and stroke tools for basic color;	Yes
26	ART	133	Digital Illustration	create and control layers;	No
27	ART	133	Digital Illustration	create color gradients;	No
28	ART	133	Digital Illustration	create compound paths;	No
29	ART	133	Digital Illustration	create, style, and edit type.	Yes
30	ART	134	Graphic Design Foundations	explain foundation level graphic design concepts;	Yes
31	ART	134	Graphic Design Foundations	relate a functional knowledge and understanding of graphic design project creation;	Yes
32	ART	134	Graphic Design Foundations	outline a practical overview and understanding of client requirements;	Yes
33	ART	134	Graphic Design Foundations	delineate a functional understanding of relevant graphic design standards	Yes
34	ART	135	Digital Publication Design	explain intermediate level graphic design concepts;	Yes
35	ART	135	Digital Publication Design	relate advanced knowledge and understanding of graphic design layout software;	Yes
36	ART	135	Digital Publication Design	demonstrate a functional understanding of relevant graphic design, print and electronic publication (EPUB) standards.	Yes

EXIT STANDARDS

1   Use current portfolio development technique and strategy;
2   create a useable graphic design portfolio appropriate for freelance, permanent employment or admission to an academic graphic design program;
3   use visual layout techniques within industry standard software to display graphic design projects;
4   identify and apply color as a design element within the creation of a portfolio;
5   create typographic applications appropriate for presentations within various media types;
6   analyze presentation quality and determine necessary enhancements.

STUDENT LEARNING OUTCOMES

1   develop solutions to assignments incorporating the critical elements of graphic design portfolio development
2   demonstrate knowledge and technical skill in Graphic Design portfolio construction and concepts

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	The History / Strategy of Portfolio Development • Definition of a graphic design portfolio • Historical development and trends • Consistent elements	4	0	4
2	A Working Portfolio • Identifying audience, tone, and range • The use of book format • Showing design process • Creating flexible content	5	0	5
3	Presentation Boxes, Cases and Portfolios • Choosing the proper package • Use of presentation boards • Ring binders • Examination of inexpensive presentation materials	3	0	3

4	Presenting a Print Portfolio • The order of a presentation • Preparation for a presentation • Creating an impression and tone	3	0	3
5	Job Hunting within the Graphic Design Community • Cold calls • A graphic design resume • Design and construction of cover letters • Design of follow-up materials	5	0	5
6	Promotions and Promotion Types • Layout and design of mailers • Creation of books and monographs • CD portfolio presentation • PDF portfolio presentation	4	0	4
7	Interactive Portfolios and Websites • Web portfolios and job hunting • Pros and cons of web • Interactive and web considerations • Use of music and other media	4	0	4
8	Examination of Student Portfolios and Presentation Analysis • Presentation to class and instructor analysis • Presentation to corporate and or academic representative • Strategies for effectiveness	8	0	8
9	Laboratory Content • Historical influence and design • Identification of industry standards • Strategies for development • Building a dynamic portfolio • Presentation methodologies • Design job hunting	0	54	54
				90

OUT OF CLASS ASSIGNMENTS

1   preliminaries (e.g.: sketches, and any preliminary versions of the project as well as research on assigned topics);
2   topic driven assignments (e.g. demonstration of construction, presentation and transmission methodologies of portfolio).

METHODS OF EVALUATION

1   peer review or critique of student work;
2   instructor evaluation of journal;
3   midterm;
4   final applied practicum.

METHODS OF INSTRUCTION

- ☑ Lecture
- ☑ Laboratory
- ☐ Studio
- ☑ Discussion
- ☐ Multimedia
- ☐ Tutorial
- ☐ Independent Study
- ☐ Collaboratory Learning
- ☑ Demonstration
- ☐ Field Activities (Trips)
- ☐ Guest Speakers
- ☑ Presentations

TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	IBSN	Date
Building Design Portfolios: innovative concepts for presenting your work	Required	Rockport		Print	Sara Eisenman	978-1-59253-438-8	2010