Course Outline of Record Report

ART137 : Graphic Design: Portfolio

General Information

Author:	• Rebecca Hillquist
Course Code (CB01) :	ART137
Course Title (CB02) :	Graphic Design: Portfolio
Department:	ART
Proposal Start:	Spring 2025
TOP Code (CB03) :	(1030.00) Graphic Art and Design
CIP Code:	(50.0409) Graphic Design.
SAM Code (CB09) :	Clearly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000555742
Curriculum Committee Approval Date:	02/28/2024
Board of Trustees Approval Date:	04/16/2024
Last Cyclical Review Date:	02/28/2024
Course Description and Course Note:	ART 137 focuses on the preparation and presentation of a Graphic Design portfolio in both print and digital mediums. The content of the portfolio is drawn from assignments completed in previous graphic design courses at GCC. Emphasis is placed on portfolio review and critique to facilitate the continuing development and augmentation of existing projects. Students learn presentation and interviewing techniques including resume preparation, job search issues, networking, references and salary negotiation. The portfolio that students create in this course is intended to be used in preparation for either graphic design job placement or transfer to a graphic design bachelor's degree program.
Justification:	Mandatory Revision
Academic Career:	• Credit
Author:	• Rebecca Hillquist

Academic Senate Discipline

Primary Discipline:	• Art
Alternate Discipline:	No value
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08)

Course is not a basic skills course.

☐ Allow Students to Gain Credit by Exam/Challenge

Course Special Class Status (CB13)

Course is not a special class.

Pre-Collegiate Level (CB21)

Not applicable.

Grading Basis

- Grade with Pass / No-Pass Option

Course Support Course Status (CB26)

Course is not a support course

Transferability & Gen. Ed. Options

General Education Status (CB25)

Not Applicable

Transferability

Transferable to CSU only

Transferability Status

Approved

Units and Hours

Summary

Minimum Credit Units (CB07)	3
Maximum Credit Units (CB06)	3
Total Course In-Class (Contact) Hours	90
Total Course Out-of-Class Hours	72
Total Student Learning Hours	162

Credit / Non-Credit Options

Course Type (CB04)

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Credit Course.

☐ Variable Credit Course

Funding Agency Category (CB23)

Not Applicable.

☐ Cooperative Work Experience Education Status (CB10)

Weekly Student Hours

	In Class	Out of Class
Lecture Hours	2	4
Laboratory Hours	3	0
Studio Hours	0	0

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	0
Course In-Class (Contact) Hours	
Lecture	36
Laboratory	54
Studio	0

Total	90

Course Out-of-Class Hours

Lecture	72
Laboratory	0
Studio	0
Total	**72**

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

Prerequisite

ART136 - Graphic Design: Identity And Logo Development (in-development)

Objectives
- Use logo design principles and historical influences within logo development.
- Create a logo and usage system from an assessment of client needs obtained through successful client dialogue.
- Use visual layout techniques within industry standard software to create and display logo identity projects.
- Create typography appropriate for a logo identity.
- Analyze image quality and determine necessary enhancements.

OR

Co-Requisite

ART136 - Graphic Design: Identity And Logo Development (in-development)

(ART 136 can be taken concurrently)

AND

Advisory

ART132 - Graphic Design: Typography (in-development)

Objectives
- Explain the history of typography including major type families, designers, and style movements.
- Explain the rules, vocabulary and anatomy of type and letterforms.
- Practice the principles of typographic visual organization.
- Explore the impact of typographic solutions on visual communication.
- Develop an aesthetic appreciation of typography as both text and display.
- Discuss, critique and evaluate their own compositions, as well as those of their classmates.

AND

Advisory

ART133 - Graphic Design: Digital Illustration (in-development)

Objectives

- Apply various problem-solving methods.
- Create and save new documents and artboards.
- Create and reshape paths.
- Control fill and stroke tools for basic color.
- Create, style, and edit type.

AND

Advisory

ART134 - Graphic Design: Foundations (in-development)

Objectives
- Explain foundation level graphic design concepts.
- Relate a functional knowledge and understanding of graphic design project creation.
- Outline a practical overview and understanding of client requirements.
- Cultivate a functional understanding of relevant graphic design standards.

AND

Advisory

ART135 - Graphic Design: Digital Publication (in-development)

Objectives
- Explain intermediate level graphic design concepts.
- Relate advanced knowledge and understanding of graphic design layout software.
- Demonstrate a functional understanding of relevant graphic design, print and electronic publication (EPUB) standards.

Entry Standards

Entry Standards

Course Limitations

Cross Listed or Equivalent Course

Specifications

Methods of Instruction

Methods of Instruction	Lecture
Methods of Instruction	Laboratory
Methods of Instruction	Discussion

Methods of Instruction	Demonstrations

Methods of Instruction	Presentations

Out of Class Assignments

- Preliminaries (e.g.: sketches, and any preliminary versions of the project as well as research on assigned topics)
- Topic driven assignments (e.g. demonstration of construction, presentation and transmission methodologies of portfolio)

Methods of Evaluation

Methods of Evaluation	Rationale
Activity (answering journal prompt, group activity)	Peer review or critique of student work
Evaluation	Instructor evaluation of journal
Exam/Quiz/Test	Midterm exam
Presentation (group or individual)	Final applied practicum

Textbook Rationale

No Value

Textbooks

Author	Title	Publisher	Date	ISBN
Irina Lee	Creating a Successful Graphic Design Portfolio	Bloomsbury Visual Arts	February 11, 2021	978-1474213875

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

No value

Learning Outcomes and Objectives

Course Objectives

Use current portfolio development technique and strategy.

Create a useable graphic design portfolio appropriate for freelance, permanent employment or admission to an academic graphic design program.

Use visual layout techniques within industry standard software to display graphic design projects.

Identify and apply color as a design element within the creation of a portfolio.

Create typographic applications appropriate for presentations within various media types.

Analyze presentation quality and determine necessary enhancements.

SLOs

Develop solutions to assignments incorporating the critical elements of Graphic Design portfolio development.

Expected Outcome Performance: 70.0

ILOs Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
	Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.
ART Studio Arts	Demonstrate intermediate mastery in a range of 2D/3D visual media
	Employ basic concepts in 2D design and drawing, or 3D design and drawing-for-sculpture; create portfolio ready, original artworks
ART Art - A.S. Degree Major	Demonstrate skill in a broad range of media, materials and processes
	Produce original work the demonstrate a high level of craft
ART Art - Certificate	Demonstrate skill in a broad range of media, materials and processes
	Produce original work the demonstrate a high level of craft
ART Visual Arts: Graphic Design - A.A. Degree Major (NIC)	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design
ART Graphic Design - A.A. Degree Major	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design
ART Graphic Design - Certificate	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design

Demonstrate knowledge and technical skill in Graphic Design portfolio construction and concepts.

Expected Outcome Performance: 70.0

ILOs Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
	Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.
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ART	Demonstrate skill in a broad range of media, materials and processes
Art - Certificate	Produce original work the demonstrate a high level of craft

ART	Develop and incorporate critical elements of Graphic Design curriculum
Visual Arts: Graphic Design - A.A. Degree Major (NIC)	Develop and incorporate industry standards of technical elements of Graphic Design

ART	Develop and incorporate critical elements of Graphic Design curriculum
Graphic Design - A.A. Degree Major	Develop and incorporate industry standards of technical elements of Graphic Design

ART	Develop and incorporate critical elements of Graphic Design curriculum
Graphic Design - Certificate	Develop and incorporate industry standards of technical elements of Graphic Design

Additional SLO Information

Does this proposal include revisions that might improve student attainment of course learning outcomes?

No

Is this proposal submitted in response to learning outcomes assessment data?

No

If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.

No Value

SLO Evidence

No Value

Course Content

Lecture Content

The History / Strategy of Portfolio Development (4 hours)
- Definition of a graphic design portfolio
- Historical development and trends
- Consistent elements

A Working Portfolio (5 hours)
- Identifying audience, tone, and range
- The use of book format
- Showing design process
- Creating flexible content

Presentation Boxes, Cases and Portfolios (3 hours)
- Choosing the proper package
- Use of presentation boards
- Ring binders
- Examination of inexpensive presentation materials

Presenting a Print Portfolio (3 hours)
- The order of a presentation
- Preparation for a presentation
- Creating an impression and tone

Job Hunting within the Graphic Design Community (5 hours)
- Cold calls
- A graphic design resume
- Design and construction of cover letters
- Design of follow-up materials

Promotions and Promotion Types (4 hours)
- Layout and design of mailers
- Creation of books and monographs
- CD portfolio presentation
- PDF portfolio presentation

Interactive Portfolios and Websites (4 hours)
- Web portfolios and job hunting
- Pros and cons of web
- Interactive and web considerations
- Use of music and other media

Examination of Student Portfolios and Presentation Analysis (8 hours)
- Presentation to class and instructor analysis
- Presentation to corporate and or academic representative
- Strategies for effectiveness

Total hours: 36

Laboratory/Studio Content

Laboratory Content (54 hours)
- Historical influence and design
- Identification of industry standards
- Strategies for development
- Building a dynamic portfolio
- Presentation methodologies
- Design job hunting

Total hours: 54

Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

GCC Major Requirements

No Value

GCC General Education Graduation Requirements

No Value

Repeatability

Not Repeatable

Justification (if repeatable was chosen above)

No Value

Resources

Did you contact your departmental library liaison?

No

If yes, who is your departmental library liason?

No Value

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

Yes

If yes, in what areas were these changes made:

- Course Description
- Course Content
- SLO's
- Textbook(s)

Will any additional resources be needed for this course? (Click all that apply)

- No

If additional resources are needed, add a brief description and cost in the box provided.

No Value