

## COURSE OUTLINE

### **Art 137 Graphic Design Portfolio**

#### **Catalog Statement**

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.

Total Lecture Units: 2.0

Total Laboratory Units: 1.0

**Total Course Units: 3.0**

Total Lecture Hours: 32.0

Total Laboratory Hours: 48.0

Total Laboratory Hours To Be Arranged: 0.00

**Total Faculty Contact Hours: 80.0**

Prerequisite: Art 136 or equivalent

Recommended Preparation: Art 132 or equivalent, ART 133 or equivalent, Art 134 or equivalent, Art 135 or equivalent.

#### **Course Entry Expectations**

Prior to enrolling in the course, the student should be able to:

- understand the rules, vocabulary and anatomy of type and letterforms;
- practice the principles of typographic visual organization;
- outline a practical overview and understanding of client requirements;
- explain intermediate graphic design concepts;
- relate intermediate to advanced knowledge of graphic design layout software;
- demonstrate a functional understanding of design and printing standards;
- exhibit basic various problem-solving methods;
- create black and white illustration;
- demonstrate the use of logo design and historical influences within logo development;
- demonstrate a logo and usage system from a client assessment.

## **Course Exit Standards**

Upon successful completion of the required coursework, the student will be able to:

- 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.

## **Course Content**

**Total Faculty Contact Hours = 80.0**

### **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 (**4 hours**)  
Presentation to class and instructor analysis  
Presentation to corporate and or academic representative  
Strategies for effectiveness

Laboratory Content (**48 hours**)  
Historical influence and design (**8 hours**)  
Identification of industry standards (**7 hours**)  
Strategies for development (**7 hours**)  
Building a dynamic portfolio (**10 hours**)  
Presentation methodologies (**8 hours**)  
Design job hunting (**8 hours**)

### **Methods of Instruction**

The following methods of instruction may be used in the course:

- lecture/demonstration;
- case study discussion;
- individual or group student presentations.

### **Out of Class Assignments**

The following out of class assignments may be used in the course:

- 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**

The following methods of evaluation may be used in the course:

- instructor evaluation of journal;
- midterm;
- final applied practicum;
- peer review or critique of student work.

### **Textbooks**

Esenman, S. *Building Design Portfolios*, MA: Rockport , 2006. Print.  
11<sup>th</sup> Grade Textbook Reading Level. ISBN: 978-1-59253-438-8

*The concepts of presenting a Design Portfolio have not changed, and this text is still the best choice until another more authoritative alternative becomes available.*

### **Student Learning Outcomes**

Upon successful completion of the required coursework, the student will be able to:

- develop solutions to assignments incorporating the critical elements of Graphic Design portfolio development;
- demonstrate knowledge and technical skill in Graphic Design portfolio construction and concepts.