

Las Positas College  
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## Course Outline for GDDM 60

### CREATIVE PORTFOLIO DEVELOPMENT & SELF PROMOTION

Effective: Spring 2018

#### I. CATALOG DESCRIPTION:

GDDM 60 — CREATIVE PORTFOLIO DEVELOPMENT & SELF PROMOTION — 3.00 units

Student will develop strategies to promote oneself and one's work. Create and refine a design portfolio and resume to impress potential clients and employers. Practice effective techniques for oral and visual presentations, interviews, and client discussions.

1.50 Units Lecture 1.50 Units Lab

#### **Strongly Recommended**

GDDM 55 - Web Design I  
with a minimum grade of C

GDDM 53 - Photoshop I  
with a minimum grade of C

GDDM 54 - Illustrator I  
with a minimum grade of C

GDDM 64 - InDesign I  
with a minimum grade of C

#### **Grading Methods:**

Letter or P/NP

#### **Discipline:**

- Graphic Arts

	<b>MIN</b>
<b>Lecture Hours:</b>	27.00
<b>Lab Hours:</b>	81.00
<b>Total Hours:</b>	108.00

#### II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

#### III. PREREQUISITE AND/OR ADVISORY SKILLS:

**Before entering this course, it is strongly recommended that the student should be able to:**

##### A. GDDM55

- Design a simple web site consisting of a home page, three or more interior pages, and a contact page. The site should be attractive, compelling, easy to navigate, and sufficient to its purpose.
  - Create web page components that comply with the restraints on size and color demanded by the web and how to comply with them in a creative and effective manner.
  - Create the necessary graphics to attractively and effectively populate the web site.
  - Use Dreamweaver at a beginning to low intermediate level in conjunction with Photoshop, Illustrator, and other graphic content creation software.
  - Use Dreamweaver to create CSS3 that will employ background colors, alignment, etc
  - Use Dreamweaver to create CSS3 text styles.
- Create a simple web site consisting of a home page, three or more interior pages, and a contact page
  - Create Containers, Headers, Content, Sidebar(s), and Footers in CSS.
  - Encode BACKGROUND images and patterns.
  - Apply proper measurement techniques to ensure proper placement of web content on screen.
  - Establish the basic HTML5 rules and CSS3 styles for all site text content
- Create web components for Content Management Systems (CMS) and explain the implications of CMS and how they relate to, and differ from, traditional web site creation.

##### B. GDDM53

- Create new Photoshop documents and open existing Photoshop documents to edit or manipulate them, integrate elements from photographs and other Photoshop documents, using low intermediate masking techniques, into one another with some degree of expertise and believability.

2. Begin to understand pixel density as it pertains to image size and quality, and how this makes raster images different from images created in vector drawing programs.
  3. Use various Photoshop tools and techniques as required by the projects, including: low-intermediate level masking and blending, typographic manipulation and distortion, creation of simple Brushes, Patterns, and Gradients.
  4. Analyze a project to determine possible technical strategies in terms of Photoshop tools and techniques for image creation;
  5. Organize Layers Panel for proper workflow and to create desired visual effects using Groups, Clipping Masks, Layer Masks, Filters, Art Boards, and Blend Modes.
- C. GDDM54
1. Work in the Illustrator interface with facility;
  2. Create new Illustrator Documents efficiently and open existing Illustrator Documents for editing and modification: set-up/launch, retrieve, save for print and screen, cross-platform;
  3. Understand the total independence in vector images between actual size, screen size, scalable size;
  4. Perform basic-to-intermediate level image creation and manipulation tasks using the following Illustrator tools and techniques: Selection and Direct Selection, multiple Shape Tools, multiple Pen Tool variations, Transformations including rotate, scale, skewing, and separate point editing; Color Palette Creation: Master and Sub Layers, Swatches, Gradient Creation and editing, using Illustrator Brushes, Work Spaces,
  5. Understand the difference between Illustrator's LIVE and EXPANDED objects and to be able to use each art type appropriately.
  6. Employ the use of keyboard shortcuts for common tasks.
  7. Troubleshoot at the basic level.
- D. GDDM64
1. Create and modifying single and multiple page documents in different formats, such as brochures, newspapers, and books.
  2. Setup documents to effectively place, format, and edit text within various page layouts.
  3. Setup documents to effectively place and format images within various page layouts.
  4. Combine the use of text and images together in a single layout and prepare the document for output.

#### IV. MEASURABLE OBJECTIVES:

**Upon completion of this course, the student should be able to:**

- A. Prepare a personal portfolio and related self-promotional materials to industry standards for several possible practical applications;
- B. Prepare a personal résumé tailored to industry standards;
- C. Strategize effective self-promotion of ideas and skills for employment in the visual communications world;
- D. Make oral and visual presentations of her/his professional portfolio and self-promotional materials to industry standard.

#### V. CONTENT:

- A. Purposes and use of presentations and portfolios
- B. The professional image
- C. The job application process:
  1. Self-assessment and evaluation
  2. Design of self-promotion materials and leave behind
  3. Resume writing and presentation issues
  4. Interviewing practice through role play
- D. Creation of print materials, website, leave behind and CD-ROM as portfolio presentation media
- E. Strategies for effective self-promotion of ideas and skills for employment in the visual communications world
- F. Methods of selection, matting, mounting and assembly

#### VI. METHODS OF INSTRUCTION:

- A. **Critique** -
- B. **Discussion** -
- C. **Lab** -
- D. **Guest Lecturers** - to role model and informally discuss quality of individual student portfolios and to demonstrate professional presentation materials and methods
- E. **Student Presentations** -
- F. Role play interview process with instructor, peers and/or professional guests
- G. **Lecture** -

#### VII. TYPICAL ASSIGNMENTS:

- A. Portfolio Development:
  1. Research portfolio hosting services and platforms.
  2. Select and update pieces for portfolio and build on-line and off-line portfolio.
  3. Mockup designs, write up case studies for each piece.
- B. Writing:
  1. Self-assessments
  2. Résumé
  3. Cover letters
  4. Follow up letters
  5. Promotional material
  6. Job specification and simple contract sheets
  7. Design proposals
- C. Self-promotion:
  1. Design minimum three new graphic 2- or 3- dimensional self-promotion related pieces made ready for print reproduction and viewing online.
  2. Design leave-behinds.
  3. Design follow-up materials.
- D. Portfolio Presentation:
  1. Students present their portfolio to a panel of industry professionals or to a general audience.

#### VIII. EVALUATION:

- A. **Methods**
  1. Portfolios
  2. Oral Presentation
  3. Projects
  4. Lab Activities
- B. **Frequency**
  1. Portfolio - one final portfolio due by the end of the course showcasing the student's body of work
  2. Oral presentations - practice presentations throughout the course. Presentation of ideas and strategies
  3. Lab activities - weekly

4. Projects - weekly

IX. TYPICAL TEXTS:

1. Eisenman, Sara *Building Design Portfolios: Innovative Concepts for Presenting Your Work.*, Rockport Books, 2008.
2. Myers, Debbie. *The Graphic Designer's Guide to Portfolio Design.* 3 ed., Wiley, 2013.
3. Crawford, Tad. *AIGA Professional Practices in Graphic Design.* 1 ed., Allworth Press, 2008.
4. Artist's Guild Graphic. *Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines.* 14 ed., Graphic Artists Guild, 2013.
5. Welsh, Craig. *Design: Portfolio: Self promotion at its best.* 1 ed., Rockport Publishers, 2013.
6. , Steven. *Inside Art Direction: Interviews and Case Studies.* 1 ed., Fairchild Books, 2016.
7. Phaidon Editors. *Graphic: 500 Designs that Matter.* 1 ed., Phaidon Press, 2017.
8. Periodicals such as: Communication, Arts, How, Graphics, Print

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Required list of supplies to complete portfolio assignments