

Las Positas College
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Course Outline for VCOM 60
CREATIVE PORTFOLIO/SELF PROMOT
Effective: Fall 2009

I. CATALOG DESCRIPTION:

VCOM 60 — CREATIVE PORTFOLIO/SELF PROMOT — 3.00 units

Strategies for effective self-promotion of ideas and skills in the working visual communications world. Development and refinement of the creative portfolio to industry standards. Includes use of effective techniques of oral and visual presentation. Selecting, updating, and highlighting work and personal skills to best present individual and their portfolio.

2.00 Units Lecture 1.00 Units Studio Lab

Strongly Recommended

GDDM 55 - Web Design I
and

GDDM 57 - Branding and Identity Design
and

GDDM 58 - Photoshop II
and

GDDM 59 - Illustrator II

Grading Methods:

Letter or P/NP

Discipline:

	MIN
Lecture Hours:	36.00
Studio Lab Hours:	72.00
Total Hours:	36.00

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
- B. GDDM57
- C. GDDM58
- D. GDDM59

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. Supervised advanced project work in multimedia design skills and applications which serve to effectively showcase student's talent
- B. Lecture, discussion and demonstration on portfolio and self-promotion related topics
- C. Web-and text-based research
- D. Student critique sessions
- E. **Guest Lecturers** - to role model and informally discuss quality of individual student portfolios and to demonstrate professional presentation materials and methods
- F. Examples of student and professional work and portfolio presentations
- G. Cross-curricular links, coordinating instruction with another course and/or & instructor
- H. Role play interview process with instructor, peers and/or professional guests

VII. TYPICAL ASSIGNMENTS:

A. Research portfolios and self promotional materials: texts, relevant graphic design periodicals and web sites supplemented with instructor supplied handouts. B. Writing: self-assessments, résumé, cover letters, follow up letters, promotional material, job specification and simple contract sheets, design proposals C. Self-promotion and portfolio: 1. Design minimum three new graphic 2- or 3- dimensional self-promotion related pieces made ready for print reproduction and viewing online. 2. Design multimedia self-promotion including 10 portfolio pieces for web, CD and overhead projection presentation. 3. Design leave-behinds. 4. Design follow-up materials.

VIII. EVALUATION:

A. **Methods**

- 1. Exams/Tests
- 2. Research Projects
- 3. Papers
- 4. Oral Presentation
- 5. Projects
- 6. Lab Activities
- 7. Other:
 - a. Methods:
 - 1. Practical studio assignments, oral discussion and critique, written assignments and final project exams, formal research, studio lab observation, peer and self review

B. **Frequency**

- 1. Frequency
 - a. Weekly and biweekly exercises
 - b. Bi-weekly projects and presentation, oral and visual
 - c. One midterm and one final project including presentation and critique
- 2. Examples
 - a. Hands-on project:
 - 1. Brainstorm ideas for 3 new industry standard pieces suitable for print and web.
 - b. Oral and hands-on assignment:
 - 1. Discuss and identify how and which aesthetic considerations and design principles you used when designing concepts for new pieces.
 - c. In discussion, critique and written assignments:
 - 1. Demonstrate increased ability to use professional vocabulary terminology in relationship to creative work.
 - d. Research and written assignment:
 - 1. Identify three practical problems and concerns facing the designer and the visual communications industry as a whole, and devise conceptual and technical strategies to use when facing these challenges.
 - e. Review and evaluate student's final portfolio based on standards developed collaboratively between the instructor and students that illustrates comprehension and application of the terms and concepts listed above

IX. TYPICAL TEXTS:

- 1. Eisenman, Sara *Building Design Portfolios: Innovative Concepts for Presenting Your Work.*, Rockport Books, 2008.
- 2. Myers, Debbie Rose *The Graphic Designer's Guide to Portfolio Design*. 2nd ed., Wiley, 2008.
- 3. Periodicals such as: Communication, Arts, How, Graphics, Print

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Required list of supplies to complete portfolio assignments