

LAST REVIEW: 2010-2011

NEXT REVIEW: 2015-2016

STATUS: A

COURSE TITLE: Portfolio & Business of Design

COMMON COURSE NUMBER: GRA 2181C

CREDIT HOURS: 4

CONTACT HOUR BREAKDOWN

(per 16 week term)

CLOCK HOURS: 4

Lecture: 32

Lab: 32

Clinic:

Other:

PREREQUISITE: GRA 2160C

COREQUISITE:

PRE/COREQUISITE:

COURSE DESCRIPTION Students will collect their work into a print and web portfolio that represents their mastery of the skills and standards of the graphic design program. This capstone class will include business practices, ethics, contracts and copyright issues. Issues of sustainability and environmental sensitivity will be stressed.

General Education Requirements – Associate of Arts Degree (AA), meets Area(s): Area

General Education Requirements – Associate in Science Degree (AS), meets Area(s): Area

General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s): Area

UNIT TITLES

1. The print portfolio
2. The web portfolio
3. Mock interviews
4. Business practices
5. Copyright laws and ethics
6. Presentation skills and client relations
7. Environmentally sensitive design

EVALUATION: Evaluation in this class will be based on web and print portfolios, interview skills and understanding of ethics and sustainability in the mock interview process.

Common Course Number: GRA2171C

UNITS

Unit 1 The print portfolio

General Outcome:

- 1.0 The student shall create a professional print portfolio of 10-20 works, including an identity system and resume.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 1.1 Assemble an effective print portfolio including examples of the best of their works.**
- 1.2 Create a brand using their name and symbol mark to be used on all portfolio pieces.**
- 1.3 Create a resume that successfully communicates their design experience.**

Common Course Number: GRA2171C

Unit 2 The web portfolio

General Outcome:

- 2.0 The student shall create a web portfolio to showcase their work that demonstrates professional presentation skills and an identifiable brand**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 2.1 Create a web presence that effectively displays their professional work.**
- 2.2 Use a brand logo and lettermark for a self-identity system.**
- 2.3 Understand how to use email and social networking to market their work.**
- 2.4 Include examples of photography, illustration, branding, web fluency and effective design.**

Common Course Number: GRA2171C

Unit 3 Mock interviews

General Outcome:

- 3.0 The student shall be prepared for job interviews from experience gained through mock interviews using their portfolios.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 3.1 Present their print and web portfolios in a mock interview process.**
- 3.2 Demonstrate professional personal presentation manners.**
- 3.3 Answer questions about past employment and life experience.**
- 3.4 Show confidence when discussing their work with a potential employer.**

Common Course Number: GRA2171C

Unit 4 Business practices

General Outcome:

4.0 The student shall have gained an understanding of professional business practices, including negotiating contracts and pricing standards common to the industry.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 4.1 Set fair prices for work based on current industry standards.**
- 4.2 Understand the process of getting work and sustaining professional working relations with clients.**
- 4.3 Negotiate effectively using professional contracts.**
- 4.4 Schedule timelines for presenting work during the design process**
- 4.5 Understanding the importance of meeting deadlines during each step of the project process**
- 4.6 Deal with changes and additions during the process and adjust pricing according**

Unit 5 Copyright laws and ethics

General Outcome:

- 5.0 The student shall understand copyright laws and ethical standards of the graphic design industry.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 5.1 Register all works with the U.S. copyright office.**
- 5.2 Secure rights to use work created by others.**
- 5.3 Communicate rights issues to clients and fellow workers in a clear, fair and professional manner.**
- 5.4 Maintain computer and software legally licensed to the designer.**
- 5.5 Secure legal property and model releases for all work.**

Unit 6 Presentation skills and client relations

General Outcome:

- 6.0 The student shall create effective presentations for marketing their design, understand how to work with clients in a professional manner, including meeting agreed-upon deadlines**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 6.1 Present to clients ideas and process that demonstrate mastery of graphic design fundamentals.**
- 6.2 Communicate with clients logically and effectively to achieve consensus on design goals and process.**
- 6.3 Meet all agreed-upon deadlines with professional work.**

Common Course Number: GRA2171C

Unit 7 Environmentally sensitive design

General Outcome:

- 7.0 The student shall respect and implement sustainability and environmental design practices as a vital part of ethical design.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 7.1 Evaluate design solutions that are sensitive to sustainability, with an understanding of the tradeoffs between upfront costs and long-term benefits**
- 7.2 Articulate and advocate sustainable solutions to clients.**