

Tompkins Cortland Community College
Master Course Syllabus

Course Discipline and Number: ART 260
Course Title: Portfolio Preparation - Graphic Design

Year: 2018-2019
Credit Hours: 1

Attendance Policy: *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

Services for Students with Disabilities: *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

Course Description

ART 260 is intended for Graphic Design majors in their third semester of study. Topics include selecting works for the portfolio, options for portfolio systems, and creating a portable document file portfolio. Resume and cover letter skills also covered. Open to Graphic Design majors who have completed two semesters of program courses. Prerequisites: Prior completion or concurrent enrollment in ENGL 101; MATH 090 and RDNG 116 if required by placement testing. 1 Cr. (1 Lec.) Fall semester.

Course Context/Audience

This is a required course in the Graphic Design A.S. degree program.

Basic Skills/Entry Level Expectations

Writing: WC College level writing skills are required. See course co-requisites or pre-requisites.

Math: M2 MATH 090 if required by placement testing.

Reading: R4 Before taking this course, students must satisfactorily complete RDNG 116 or have assessment indicating that no reading course was required.

Course Goals

As a result of completing this course, the student will

1. Gain an understanding of the variety of portfolio modes.
2. Prepare a traditional portfolio of matting/mounting or a digital portfolio.
3. Design and write a resume and cover letter.

Course Objectives/Topics

Objective/Topic	% Course
Students will be able to identify various portfolio systems.	10%
Students will be able to select appropriate work for their portfolio.	10%
Students will arrange and assemble works for the portfolio.	20%
Students will learn matting/mounting techniques and the requirements for professional slide presentations.	20%

Students will learn options for placing the portfolio on a compact disk.	20%
Students will design and write a resume and cover letter.	20%

General Education Goals - Critical Thinking & Social/Global Awareness

CRITICAL THINKING OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<p>Students will be able to</p> <ul style="list-style-type: none"> ➤ develop meaningful questions to address problems or issues. ➤ gather, interpret, and evaluate relevant sources of information. ➤ reach informed conclusions and solutions. ➤ consider analytically the viewpoints of self and others. 	<p>Not addressed</p>
SOCIAL/GLOBAL AWARENESS OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<ul style="list-style-type: none"> ➤ Students will begin to understand how their lives are shaped by the complex world in which they live. ➤ Students will understand that their actions have social, economic and environmental consequences. 	<p>Not addressed</p>

Instructional Methods

Demonstrations should be given on the variety of portfolio systems, matting, and taking of professional slides. A lecture and samples of creative resumes should be shown for the resume component of the course. Examples of compact disk portfolios should be viewed as well as computer software demonstrations. Students should work in groups to aid in the selection of works that will be included in their portfolio.

Methods of Assessment/Evaluation

Method	% Course Grade
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Craftsmanship of displaying the works for the portfolio or technical competency in creating the compact disk.	60%
Writing and design of the resume and cover letter.	30%
Participation	10%

Text(s)

Bibliography

Graphic Design Solutions, Chapter 15: "The Portfolio and Job Search", Robin Landa, 3rd Edition, © 2006: Thomson Delmar Learning.

Designing Creative Resumes, Gregg Berryman, Revised Edition, © 2001: Crisp Publications.

Designing Creative Portfolios, Gregg Berryman, 1st edition, © 1993: Crisp Publications.

The Graphic Design Portfolio, Paula Scher, © 1992: Watson-Gupill Publications.

Other Learning Resources

Audiovisual No resources specified
Electronic www.aigadesignjobs.org This web site is an area within the A.I.G.A. (American Institute of Graphic Arts) site that is dedicated to design job listings and viewing professional portfolios of its members.
Other Student CD portfolios from the Graphic Design program collection A presentation on resume and cover letter writing by a career counselor from the Counseling, Career, and Transfer Services department