COURSE SYLLABUS

Tunxis Community College

Education That Works For a Lifetime

Course Title:	Graphic Design Portfolio	**Date submitted:**	May 2019 (AAC: 19-25)
Department:	Art		
Curriculum:	Graphic Design		

Course Descriptors:
Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.

Course Code: (eg. ACC 101) — GRA*291

Course Type: — Z

A: Clinical   B: Lab   D: Distance Learning
I: Individual/Independent   L: Lecture   N: M: Seminar Internship
P: Practicum   U: Studio
X: Combined Lecture/Lab   Y: Combined Lecture/Clinical/Lab   Z: Combined Lecture/Studio

Elective Type: — FA/G/LAS

AH: Art History   E: English   FA: Fine Arts FL: Foreign Language
G: General HI: History HU: Humanities   LAS: Liberal Arts & Sciences C M: Math   S: Science   SS: Social Science

Credit Hours:	3
Developmental: (yes/no)	No
Lecture:	2
Clinical:	0
Lab:	0
Studio:	2
Other:	0
TOTAL:	4
Class Maximum:	20
Semesters Offered:	F/Sp

Contact Hours:

Prerequisites:

C- or better in Typography and Design I (GRA*201) OR permission of instructor

Corequisites:

None

Other Requirements:

None

Catalog Course Description:	Students will prepare a portfolio and resume that demonstrates previously acquired art, design, production, and software skills for use in transfer application and employment search. Topics covered include: self assessment; portfolio design and creation; resume design; taking slides and digital images; digital image conversion; job search; and transfer to other college curriculums.

Topical Outline: List course content in outline format.	1. Skills list and self-assessment
	  A. Defining career objectives and related requirements
	  B. Assessing skills (as appropriate) in:
	    1. Creative process and conceptual thinking
	    2. Design: layout, typography, image creation and use, for print, web, and interactive media
	    3. Production: production techniques for print, web, and interactive media
	    4. Specific "product" creation: logos, brochures, posters, websites, interactive presentations, etc.
	    5. Design software: Illustrator, Photoshop, QuarkXpress, Dreamweaver, Flash, html
	    6. Presentation: traditional mounting and digital format
	    7. Drawing, photography, 3D, painting, color theory, etc.

2. Portfolio
   A. Purpose of portfolio
   B. Items to be included
   C. Sequence
   D. Kinds of portfolios
      1. For presentation
      2. For distribution
      3. Binder/case
      4. Printed
      5. Slide
         a. Slide sheets
         b. Custom boards
      6. Digital
         a. CD
         b. Web and interactive
         c. Email

3. Taking slides (35mm)
   A. Film – kinds and speed
   B. Lights, exposure
   C. Display and presentation of slides – slide sheets, custom boards

4. Taking digital images
   A. White balance
   B. Lights, exposure
   C. Display and presentation digital images – CD, web

5. Digital image conversion
   A. Converting images to/from other digital format
      1. Tiff
      2. eps
      3. PDF
      4. jpeg
   B. Image resolution

6. Resume design and cover letters
   A. Resume writing and design
   B. Writing cover letters

7. Job search and interviews
   A. Job search process
   B. Job sources
   C. Interview strategies
   D. References

8. Transfer
   A. Identifying a 4yr college program
   B. Application process
   C. Transfer portfolios
   D. References
   E. Transfer of credits

9. Means of communication
   A. email
   B. FAX
   C. FedEx
   D. Other

10. PROJECTS – There will be three design projects that will incorporate the above issues:
   A. Portfolio design for presentation – traditional binder/case style
   B. Portfolio design for distribution – digital and paper format
   C. Resume design

Outcomes:
Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.

Upon successful completion of this course, the student will be able to do the following:
COURSE:

Through a series of lectures, demonstrations, and projects, students will learn and apply the concepts of portfolio design and presentation. Depending on level of successful completion of the course, students will be able to analyze a visual communication problem, develop a concept, and successfully present a portfolio of well designed and technically accurate design solutions that demonstrate advanced knowledge and skills in typography, layout, composition, image use, web and interactive design, as appropriate, using design software applications — specifically Adobe Illustrator, Photoshop, InDesign, Flash, and Dreamweaver. In this effort, students will:

1. Acquire and apply knowledge of professional presentation of designs in both traditional and digital formats.

2. Perform a self-assessment of knowledge and skills as appropriate in:
   A. Creative process and conceptual thinking.
   B. Design layout, typography, image creation and use, for print, web, and interactive media.
   C. Technical and production techniques for print, web, and interactive media.
   D. Specific "product" creation: logos, layouts, brochures, posters, websites, motion graphics, interactive presentations, etc.
   E. Design software: Illustrator, Photoshop, InDesign, Dreamweaver, Flash, html, etc.
   F. Presentation – traditional mounting and digital format.
   G. Drawing, Three-dimensional design, color theory, photography, painting, etc.

3. Present a portfolio of work showing evidence and understanding of the concepts and techniques presented during the Tunxis graphic design or interactive media programs, and as outlined in the self-assessment.
   A. Design and assemble a portfolio for traditional presentation.
   B. Design and create a portfolio for distribution.
   C. Write and design a resume.

8. Work in a self-directed manner with little direct supervision.

9. Demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects.

10. Effectively communicate an understanding of design concepts, processes, and techniques, using the "language" of design.

PROGRAM: *(Numbering reflects Program Outcomes as they appear in the college catalog)*
Depending upon level of successful completion of coursework within the program, students will - at the

advanced level:

VISUAL LITERACY AND CREATIVE EXPRESSION

2. Identify and apply the design principles to control aesthetic and compositional elements in the creation of visual solutions to art and design problems.

3. Demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects.

VISUAL COMMUNICATION, CONCEPTUAL AND CRITICAL THINKING

4. Understand the function and impact of design, and the roll of the design profession in our society.

5. Be able to analyze a visual communication problem, develop visual concepts, and create design solutions that respond to client and audience needs through symbol and image creation, graphic illustration, paper selection, color, typography, and page composition.

6. Effectively communicate an understanding of design concepts, processes, and techniques using the "language" of design.

MEDIA AND TECHNICAL SKILLS

8. Acquire skills in the use of image scanning, page layout, and vector and raster image software programs so as to be able to design and execute graphic symbols and illustrations, raster images, and page compositions incorporating typography and image.

9. Understand the basic concepts of printing and print production processes so as be able to successfully create electronic mechanical art for spot and process color graphic design projects.

   (Interactive Media)
9. Acquire skills in the use of interactive media, and 2d animation software programs so as to be able to design and execute motion graphics, animation, and interactive designs.

PROFESSIONAL PRACTICE

10. Understand project management, marketing, and business related responsibilities of a graphic designer (and interactive design in Interactive Media option) in the design and production of visual communication pieces, the necessity of participating in a collaborative work environment, and adhering to professional ethical standards.

11. Demonstrate knowledge of design project goals, be able to set priorities to meet milestones for project completion, and show the ability to revise and refine designs based on ongoing evaluation.

12. Present design solutions and portfolio, in a manner suited to professional presentation showing knowledge and application of the concepts, skills, and techniques presented in courses during the program.

GENERAL EDUCATION: *(Numbering reflects General Education Outcomes as they appear in the college catalog)*

1. **Aesthetic Dimensions** - Students will understand the diverse nature, meanings, and functions of creative endeavors through the study and practice of literature, music, the theatrical and visual arts, and related forms of expression.

	Demonstrates: Identifies and describes formal aspects, historical or cultural context, and aesthetic elements of the genre with clarity and appropriate vocabulary. **Does Not Demonstrate:** Unable to clearly identify and describe the formal aspects, historical context, and aesthetic elements of the genre.
Evaluation: List how the above outcomes will be assessed.	**Assessment will be based on the following criteria:** A student's creative ability, knowledge of design issues, technical skills, quality of execution, and presentation of work as determined through: 1. Studio classwork 2. Projects 3. Individual and group critiques/discussions 4. Portfolio review of work completed during the semester 5. Option of quizzes/exams/papers/reports/presentations as determined by the instructor
Instructional Resources: List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.	Required: Graphic Design studio 1. 20 student Macintosh computer workstations with color monitor/digitizing tablets/keyboard/mouse/color flatbed scanners, with current version of Macintosh OS and utility software. 2. Instructor workstation with permanently attached color projection system 3. Computer network (Ethernet 10BaseT min.) with file server setup for student and instructor storage, and print spooling 4. Software used in the course – Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Dreamweaver, Adobe Flash (current verions) 5. Letter and tabloid size black & white, and color Postscript laser printers 6. Large format color Postscript inkjet printers 7. Permanently mounted 35mm slide projector 8. 35mm slide scanner 9. Paper cutters and light tables Desired:
Textbook(s)	Designing Creative Portfolios by Gregg Berryman Designing Creative Resumes by Gregg Berryman