SOUTHEAST COMMUNITY COLLEGE
CONSTRUCTION MANUFACTURING AND TECHNOLOGY DIVISION
Graphic Design | Media Arts Program
Revision Date: August 24, 2020
<u>Syllabus Statements</u>

I. CATALOG DESCRIPTION

Course Number:	GDMA2664
Course Title:	Graphic Design Portfolio II
Prerequisite(s):	GDMA2575
Catalog Description:	Students will complete a graphic design internship to gain practical graphic design work experience for the development of marketable employment skills. Students will work on an individualized basis to complete a personal portfolio with an emphasis on demonstration of typography, layout, and image making skills. Portfolio development will focus on self-promotion and verbally presenting projects.
Credit Hours:	6.0
Class Hours:	15
Lab Hours:	135
Coop/Internship Hours:	120
Total Contact Hours:	270

II. COURSE OBJECTIVES: *Course will:*

A. Provide an opportunity for students to work in a business internship alongside local professionals.

B. Apply knowledge acquired throughout the program to professional design projects within a design firm, advertising agency, or in-house environment.

C. Review internship experience and discuss ways to continue the working relationship.

D. Build upon the design work created in GDMA1455 Design Portfolio Development and GDMA2575 Graphic Design Portfolio I.

E. Establish a list of design projects that will be included in the final portfolio developed to best display and showcase a variety of skills, knowledge, and abilities.

F. Demonstrate and require further consideration for craft and documentation of 3D and print work included in the portfolio.

G. Discuss the importance of presenting the portfolio and talking about the work.

H. Require students to present final portfolios to professionals.

I. Finalize résumé and promotional materials.

J. Complete portfolio for post-graduation employment.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

A. Student Learning Outcomes: *Student will be able to:*

1. Find and participate in an approved graphic design-related business internship.

2. Work alongside and gain insight from local design professionals in a business setting.

3. Conduct professional communication prior to, during, and after the internship has been completed.

4. Analyze the success of the internship and the experience gained.

5. Design and distribute professional thank-you card.

6. Update and finalize résumés with internship experience.

       7.   Demonstrate their ability to create and finalize design work in multiple applications effectively.

       8.   Organize design work in their portfolio in a logical order.

       9.   Self-assess the quality and variety of their work for inclusion in their final portfolio.

       10.   Execute adequate craftsmanship and documentation for design work included in the final portfolio.

       11.   Write an informative description for each piece within their portfolio.

       12.   Present their near-finalized portfolio to professionals.

       13.   Verbally communicate the intent and process behind each piece in their portfolio.

       14.   Assemble their finalized, physical portfolio for interviews.

   B.   General Education Learning Outcomes (GELOs)

       1.   GELO #4: Global Awareness and Citizenship
           Outcome 5: Identify and evaluate different theoretical or philosophical perspectives and their relevance to ethical decision-making.

IV.   CONTENT/TOPICAL OUTLINE

   A.   Internships: as required and established with the business supervisor and graphic design faculty.

   B.   Preparing the Final Portfolio

   C.   Documenting Process

   D.   Presenting the Portfolio

   E.   Professional Portfolio Review

   F.   Portfolio Completion

V.   INSTRUCTIONAL MATERIALS

   A.   Required Text(s): None

   B.   Other Resources: Handouts: worksheet, tutorial, assignment, and project

   C.   As required and established with the business supervisor and graphic design faculty, i.e.: Student will intern at a design firm, advertising agency, or in-house design department doing conceptual proposals and designs for clients. Student will attend planning and scheduling meetings, sit in on client meetings and presentations, and assist in the productive workflow of the agency.

VI.   METHODS OF PRESENTATION/INSTRUCTION

   A.   Methods of presentation typically include a combination of the following:

       1.   On-screen presentations, demonstrations, guided tutorials and lecture

       2.   Worksheets, charts, tutorials, projects/assignments

       3.   One-on-one teaching and assistance

       4.   Team teaching

       5.   In-class exercises and activities

       6.   Presentations by design professionals/employers

       7.   Videos

       8.   Field trips

VII.   METHODS OF EVALUATION

   A.   Methods of evaluation, although determined by the individual instructor, traditionally includes a combination of the following:

       1.   Adherence of deadlines and completion of all assignments, exercises, worksheets, tests, quizzes, and tutorials and/or daily assessments.

2. No late assignments will be accepted; no exception will be made. All assignments turned in past the scheduled deadline will result in a grade of failing (F) and will not be eligible for further revision. Please refer to the Course Information Document for attendance, submission, revision, extra credit, and missed exercises and quizzes policies.
3. Students must submit their own work. Cheating on any assignment, exercise, tests, quizzes, tutorial, and/or daily assessment will result in a failure of that assignment with no possibility of revision (if applicable). Multiple instances will result in a failure of the course and may be grounds for disciplinary action or dismissal from the program.
4. Compliance with all Policies. For all GDMA program policy documents, please visit http://tinyurl.com/gdmapolicies.
5. Students must conduct themselves in a manner that is in consonance with the Professionalism requirements of GDMA courses, be adequately prepared for course work and discussion as well as actively participate in in-class activities and critiques. For the Professionalism requirement, visit http://tinyurl.com/gdmapolicies.

VIII. SPECIFIC COURSE REQUIREMENTS

A. Student must meet all of the following to receive a passing grade:
1. Student must complete this course with a minimum course grade of "C" (70%).
2. Students are expected to sign a Syllabus and Course Information Document Agreement and Anti-Plagiarism Agreement to represent their understanding of this information and the expectations within the course. For all GDMA program policy documents and anti-plagiarism information, please visit http://tinyurl.com/gdmapolicies
3. It is the responsibility of the student to take notes on all lectures, tutorials, assignments, and exercises. You will not be given printed instructions for assignments. This is to emulate professional expectations within the design industry.
4. Students are expected to assist in keeping all GDMA labs neat and orderly. Please pick up all scraps, waste materials, discarded printouts, etc. and place them in the recycling bins. Please promptly clean up all spills and messes on your desk spaces. Periodically and at the end of each term, students will be required to assist in cleaning the labs.
5. Each student is required to complete all parts of this course regardless of prior knowledge or experience.
6. For course specific policies please refer to the Course Information Document.