

SOUTHEAST COMMUNITY COLLEGE
DIVISION OF ARTS AND SCIENCES
Graphic Design | Media Arts Program
Revision Date: 07-01-23
[Syllabus Statements](#)

I. CATALOG DESCRIPTION

Course Number: GDMA1455
Course Title: Design Portfolio Development
Prerequisite(s): GDMA 1230, GDMA1234, GDMA1240, GDMA1465
Catalog Description: In this course, students will study and explore and plan strategies for the development of their personal, design portfolios. An emphasis will be placed on development of creative problem solving and demonstrating effective visual communication in unique and personal ways.
Credit Hours: 3.0
Class Hours: 30
Lab Hours: 45
Total Contact Hours: 75

II. COURSE OBJECTIVES: *Course will:*

- A. Analyze and assess the considerations for creating a strong portfolio.
- B. Strengthen students' ability to research and develop individualized written strategies to outline the portfolio requirements.
- C. Require students to develop a calendar-timeline for portfolio development, estimate, and track time for each project.
- D. Explore and analyze the qualities that make for effective advertising and promotional campaigns.
- E. Discuss the importance of empathy in design process.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

- A. Student Learning Outcomes: *Student will be able to:*
 - 1. Recognize the importance of a portfolio for showcasing work.
 - 2. Create and design a portfolio that is unique to the designer that demonstrates a clear understanding of the importance of audience, tone, and content flexibility.
 - 3. Conduct research on the client and target audience.
 - 4. Create and design written design briefs that outline the selected client and project direction and demonstrate an understanding of the target audience.
 - 5. Determine project deadlines and construct a calendar outlining a project timeline.
 - 6. Demonstrate problem solving techniques utilizing design thinking, empathy maps, and customer journey maps to understand the target audience and develop concepts.
 - 7. Self-assess individual strengths and weaknesses while also creating a richer understanding of individual personalities.
- B. General Education Learning Outcomes (GELOs)
 - 1. GELO #3: Critical Thinking & Problem Solving
Outcome 3: Evaluate ideas presented in writing, medial, speech, or artistic presentations.

IV. CONTENT/TOPICAL OUTLINE

- A. The purpose of the Portfolio

- B. Writing Design Briefs
- C. Importance of the Target Audience
- D. Creating Design Concepts
- E. Brainstorming
- F. Self-Assessment

V. INSTRUCTIONAL MATERIALS

- A. Required Text(s): None
- B. Other Resources: Handouts: worksheet, tutorial, assignment, and projects

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. Presentations by design professionals/employers
 - 6. In-class exercises and activities
 - 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.