

**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: GDMA2575  
Course Title: Graphic Design Portfolio I  
Prerequisite(s): GDMA1455  
Catalog Description: In this course, students will begin to explore on an individualized basis the development of a personal portfolio with an emphasis on demonstration of typographic, layout, and image making skills. Portfolio development will focus on self-promotion and development of a full ad campaign. This portfolio will use all the skills and knowledge acquired in the previous terms.  
Credit Hours: 4.0  
Class Hours: 30  
Lab Hours: 90  
Total Contact Hours: 120

**II. COURSE OBJECTIVES:** *Course will:*

- A. Require students to work towards building a portfolio that is uniquely their own and demonstrate their skill, creativity and personality.
- B. Establish individualized design briefs and calendar-timeline for portfolio projects.
- C. Discuss content and design requirements for a professional résumé.
- D. Demonstrate creating a temporary, digital portfolio for prospective internships.
- E. Discuss and provide examples of professional communications and follow-ups.
- F. Discuss habits and tools to help students maintain health and creative flexibility.
- G. Discuss internship expectations and workplace behavior.
- H. Students will also finalize their internship with cooperating businesses.

**III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:**

- A. Student Learning Outcomes: *Student will be able to:*
  - 1. Demonstrate through their portfolio a clear understanding of the importance of range, format, and versatility within their portfolio design work.
  - 2. Demonstrate their technical and aesthetic skills through their portfolio design work.
  - 3. Create a calendar that outlines the deadlines for the projects they will complete.
  - 4. Create and design written design briefs that outline the selected client and project direction and demonstrate an understanding of the target audience and competition.
  - 5. Write and design a final draft of their professional graphic design résumé.
  - 6. Explain the intent and audience for both a traditional and graphical résumé.
  - 7. Design a temporary PDF portfolio with descriptions for each piece.
  - 8. Address professionals and speak clearly about their ideas, work and design execution.
  - 9. Demonstrate professional correspondence in person, via email, and phone.
  - 10. Contact and negotiate an internship with professional graphic designers.
  - 11. Answer interview questions professionally.

- 12. Demonstrate appropriate workplace decorum and attire.
- 13. Demonstrate proven habits to overcome creative blocks and stress.
- B. General Education Learning Outcomes (GELOs)
  - 1. GELO #3: Critical Thinking & Problem Solving
    - Outcome 2: Synthesize information to arrive at reasoned solutions to problems.

#### IV. CONTENT/TOPICAL OUTLINE

- A. Individualized Portfolio Plan and Calendar
- B. Résumé Considerations
- C. Temporary Portfolios
- D. Professional Materials & Communications
- E. Professional Practices & Work Habits
- F. Internships
- G. 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. 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.