

SOUTHEAST COMMUNITY COLLEGE
DIVISION OF ARTS AND SCIENCES
Graphic Design | Media Arts Program
Revision Date: 07-01-25

I. CATALOG DESCRIPTION

Course Number: GDMA2575
Course Title: Design Studio 2
Prerequisite(s): GDMA1455
Catalog Description: In this course, students will continue to explore on an individual basis the development of a personal portfolio. Portfolio development will focus on creating comprehensive projects that include creating or updating a visual brand.

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.
- E. Discuss methods for effectively communicating reasoning and justification of design decisions in portfolio projects.
- F. Discuss habits and tools to help students maintain health and creative flexibility.

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. Write 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. Design a temporary portfolio with descriptions for each piece.
 - 7. Address professionals and speak clearly about their ideas, work and design execution.
 - 8. Demonstrate habits to ideate and overcome creative blocks.
- 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. Portfolio plan and calendar
- B. Researching client competition
- C. Résumé considerations

- D. Temporary portfolios
- E. 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. Lecture
 - 2. Demonstrations
 - 3. Peer critiques
 - 4. In-class exercises and activities
 - 5. One-on-one teaching

VII. METHODS OF EVALUATION

- A. Methods of evaluation, although determined by the individual instructor, traditionally includes a combination of the following:
 - 1. Assignments
 - 2. Exercises
 - 3. Tests
 - 4. Critique participation
 - 5. Class conduct

VIII. SPECIFIC COURSE REQUIREMENTS

- A. Student must complete this course with a minimum course grade of “C” (70%).
- B. By enrolling in this course the student agrees to follow all GDMA program policies.