

# DMAD A288: DIGITAL PORTFOLIO DEVELOPMENT

Item	Value
Curriculum Committee Approval Date	09/23/2020
Top Code	061400 - Digital Media
Units	3 Total Units
Hours	90 Total Hours (Lecture Hours 36; Lab Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

## Course Description

This course provides the student with an opportunity to prepare themselves for the workplace. During the course, students will refine a body of design work and publish their portfolio in both print (optional) and web formats. Students will design and develop their own personal brand including—visual identity, resume, cover letter, and business cards in preparation for job interviews and/or college. They will also spend the quarter researching potential employers and learn about each company, agency, and/or studio so that they can strategically tailor their application process. This course should be taken in the final semester of any Digital Media Art & Design program. ADVISORY: DMAD A181, DMAD A182, DMAD A190, DMAD A193 and DMAD A200. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Students will be able to select, organize, and create appropriate portfolio pieces based on professional industry standards in order to create a digital portfolio targeting a specific discipline in a desired design career field.
2. Write a career specific resume with cover letter and follow up letters directed to companies with current job openings.

## Course Objectives

- 1. Select and organize students design pieces based on their chosen field.
- 2. Students will be able to build a professional looking digital portfolio targeting a specific audience.
- 3. Select, organize and create appropriate portfolio pieces based on discipline.
- 4. Identify and solve specific portfolio problems by applying techniques related to the individuals discipline or industry standards.
- 5. Apply principles of composition and design in portfolio creation.
- 6. Create a digital portfolio, cover letter and resume.
- 7. Analyze and evaluate personal portfolio.

## Lecture Content

1. Develop a Portfolio: Refine a signature style through critical editing of your portfolio Expand projects that were originated in other courses, by creating new pieces related to those initial ideas and concepts Design new projects if theres a lack of project quality and quantity Organize artwork in a print portfolio and online portfolio Collaborate with other students for overall group improvement 2. Develop a Personal Brand: Design a personal and professional logo and branding board Produce a self-branding package: letterhead, envelope (label), résumé, reference page, thank you card + envelope (label) and business card Learn social media outlets to showcase portfolio pieces online Discuss the relative effectiveness of various media for different communication purposes 3. Cover Letters, Resumes and Employment: Use technology to conduct career-related research Generate a resume that reflects your most marketable skills and qualities Communicate effectively with prospective employers and industry professionals Generate a cover letter that helps you land a job interview Evaluate personal and professional skills and interests relative to their application in possible career paths and project

## Lab Content

Build a digital portfolio using a variety of online software. Select, organize and create appropriate portfolio pieces, including mockups and written statems for each piece. Create a printed and digital cover letter and resume. Analyze and evaluate peer and personal portfolios.

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)
- Lab (04)
- DE Live Online Lab (04S)
- DE Online Lab (04X)

## Instructional Techniques

Digital presentations, software demonstrations, field trips, student critiques, guest lectures and discussions.

## Reading Assignments

Students will spend 1-2 hours per week on: Reading from assigned online resources.

## Writing Assignments

Students will spend 1-2 hours per week on: Artist Statements, Resume and Cover Letters Descriptions of Portfolio Pieces

## Out-of-class Assignments

Students will spend 1-2 hours per week on: Design projects using appropriate software. Sketching and conceptualizing drawing. Researching and evaluating industry standard work.

## Demonstration of Critical Thinking

Instructor evaluation of student projects, class presentations, research, student participation, and attendance.

## Required Writing, Problem Solving, Skills Demonstration

Update résumé and cover letter. Design a logo and business card. Complete and present a portfolio of student work.

## **Eligible Disciplines**

Graphic arts (desktop publishing): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Multimedia: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

## **Other Resources**

1. Online Resources