ORIGINAL COURSE IMPLEMENTATION DATE: September 2012
REVISED COURSE IMPLEMENTATION DATE: September 2022
COURSE TO BE REVIEWED (six years after UEC approval)**:** February 2028
Course outline form version: 09/08/2021

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: GD 361	**Number of Credits:** 3 Course credit policy (105)

Course Full Title: Portfolio Development for Visual Communication
Course Short Title: Portfolio Dev for Visual Comm

Faculty: Faculty of Humanities	**Department (or program if no department):** Graphic and Digital Design

Calendar Description:

Curate, build, and present a visual communications portfolio reflecting a culmination of design skills, professional development, and creative practice through self-branding and refinement of past projects. Develop critical thinking skills, articulate creative problem-solving, and gain presentation skills for professional contexts.

Note: Students must have a substantive body of work attained in their studies that can be included in a visual communication portfolio.

Prerequisites (or NONE):	15 credits of GD including one 300-level or higher GD course.
Corequisites (if applicable, or NONE):	
Pre/corequisites (if applicable, or NONE):	

Antirequisite Courses *(Cannot be taken for additional credit.)*

Former course code/number:

Cross-listed with:

Equivalent course(s):

(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)

Typical Structure of Instructional Hours

Lecture/seminar	30
Tutorials/workshops	15
Supervised laboratory hours (design lab)	15
Total hours	**60**

Scheduled Laboratory Hours

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

Course Details

Special Topics course: **No**
 (If yes, the course will be offered under different letter designations representing different topics.)

Directed Study course: **No**
 (See policy 207 for more information.)

Grading System: **Letter grades**

Delivery Mode: **May be offered in multiple delivery modes**

Expected frequency: **Twice per year**

Maximum enrolment (for information only)**: 24**

Prior Learning Assessment and Recognition (PLAR)

PLAR cannot be awarded for this course because:

This is a capstone course.

Transfer Credit *(See **bctransferguide.ca**.)*

Transfer credit already exists: **Yes**

Submit outline for (re)articulation: **Yes**
 (If yes, fill in transfer credit form.)

Department approval		**Date of meeting:**	December 2021
Faculty Council approval		**Date of meeting:**	January 14, 2022
Undergraduate Education Committee (UEC) approval		**Date of meeting:**	February 25, 2022

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

1. Refine visual communications projects utilizing design processes, critical thinking, and industry standard tools and technology.
2. Develop personal brand positioning and résumé.
3. Outline the objectives, process, value, and solution for a visual communications project.
4. Present project outcomes in a comprehensive and persuasive manner.
5. Curate a digital portfolio based on self-assessment to meet professional standards and personal goals.
6. Demonstrate functional competence with principles of visual organization, visual language, typography and theory as applied to visual communications projects.
7. Articulate a design rationale and communicate concepts, evidenced by investigation and analysis.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Assignments:	30%	%	%
Portfolio:	70%	%	%

Details:
Assignments: P1: Portfolio Plan and IKIGAI (10%) and P4: Personal Branding (20%)
Portfolio: P2: Portfolio Projects – including one project case study (40%), P3: Digital Portfolio (15%), P5: Portfolio Presentation (15%)

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. Open Educational Resources (OER) should be included whenever possible. If more space is required, use the Supplemental Texts and Resource Materials form.)*

	Type	Author or description	Title and publication/access details	Year
1.	Other	Adams, Sean	Graphic Design Rules: 365 Essential Dos and Don'ts, Princeton Arch. Press	2020
2.	Online resource	Burns, Ben	The Complete Case Study, The Futur	2020
3.	Other	Lupton, E.	Design is storytelling, Cooper Hewitt	2017
4.	Other	Lupton, et al	Extra Bold: A feminist inclusive anit-racist nonbinary field guide for graphic designers. Princeton Arch. Press	2021
5.	Other	Landa, Robin	Advertising by Design: Generating & Designing Creative Ideas Across Media, Wiley	2022

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

Adobe Creative Cloud

Course Content and Topics

- The portfolio process – choosing your direction
- Types of portfolios – format, content and structure
- Expectations for evolving design disciplines
- Planning your portfolio – project checklist
- Defining self-directed projects
- Meeting professional standards – innovation and originality; composition and typography; and solving visual communications problems
- Developing your personal brand
- Ethics and professional practice: acknowledgements and credits
- Designing portfolio templates – information hierarchy and content
- Developing a design system
- Presenting your work – digital and print. Creating a narrative that conveys process and substance.
- Photographing your work
- Defining project objectives and rationales – writing and presenting case studies
- Presentation techniques for one-on-one and one-on-group
- Presenting for employment versus presenting for freelance work