



COURSE IMPLEMENTATION DATE: September 2012
 COURSE REVISED IMPLEMENTATION DATE: _____
 COURSE TO BE REVIEWED: March 2018
(six years after UPAC approval) *(month, year)*

OFFICIAL UNDERGRADUATE COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.
 Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor

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| GD 361 | College of Arts – Graphic Design | 3 |
| COURSE NAME/NUMBER | FACULTY/DEPARTMENT | UFV CREDITS |
| Portfolio Development for Graphic and Digital Design | | |
| COURSE DESCRIPTIVE TITLE | | |

CALENDAR DESCRIPTION:

Building a professional portfolio requires the integration of knowledge, technology, and skills. In this course, students have the opportunity to demonstrate a culmination of their professional development through self-directed projects. Exercises in critical analysis, creative problem solving, and presentation skills further enhance their abilities.

PREREQUISITES: 30 GD Credits
 COREQUISITES:
 PRE or COREQUISITES:

SYNONYMOUS COURSE(S):

- (a) Replaces: _____
- (b) Cross-listed with: _____
- (c) Cannot take: _____ for further credit.

SERVICE COURSE TO: *(department/program)*

TOTAL HOURS PER TERM: 60

STRUCTURE OF HOURS:
 Lectures: 30 Hrs
 Seminar: _____ Hrs
 Laboratory: 15 Hrs
 Field experience: _____ Hrs
 Student directed learning: 15 Hrs
 Other (specify): _____ Hrs

TRAINING DAY-BASED INSTRUCTION:

Length of course: _____
 Hours per day: _____

OTHER:

Maximum enrolment: 24
 Expected frequency of course offerings: annually
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only) Yes No
 WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department) Yes No
 TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE: Yes No

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|---|---|
| Course designer(s): <u>Karin Jager</u> | Date approved: <u>February 3, 2012</u> |
| Department Head: <u>Tetsuomi Anzai</u> | Date of meeting: <u>February 17, 2012</u> |
| Supporting area consultation | Date approved: <u>February 17, 2012</u> |
| Curriculum Committee chair: <u>Tetsuomi Anzai</u> | Date approved: <u>February 17, 2012</u> |
| Dean/Associate VP: <u>Jacqueline Nolte</u> | Date of meeting: <u>March 2, 2012</u> |
| Undergraduate Education Committee (UEC) approval | |

LEARNING OUTCOMES:

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

- Assess current portfolio content and determine requirements
- Plan portfolio content development based on personal strengths and chosen career direction
- Develop and refine projects for portfolio
- Compile, organize and label portfolio content for presentation
- Implement portfolio presentation techniques for one-on-one and one-on-group situations
- Articulate project objectives, development and rationales

METHODS: *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures
Demonstrations
Self-directed content development
Out-of-class design and production
Presentations

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Examination(s) Portfolio assessment Interview(s) Other (specify):

PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS: *[Textbook selection varies by instructor. Examples for this course might be:]*

Myers, Debbie Rose. 2009. *The Graphic Designer's Guide to Portfolio Design. 2nd Ed.* John Wiley and Sons.
Rowe, Robert; Will, Gary; Linton, Harold. 2009. *Graphic design portfolio strategies for print and digital media.* Prentice Hall.
Heller, Steven and Fernandes, Teresa. 2010. *Becoming a graphic designer: A guide to careers in design. 4th Ed.* John Wiley and Sons.

SUPPLIES / MATERIALS:

Adobe CS current edition
Portable media storage
Macintosh computer

STUDENT EVALUATION: *[An example of student evaluation for this course might be:]*

15% Project 1: Portfolio plan
25% Project 2: Self-directed
25% Project 3: Self-directed
25% Project 4: Final portfolio presentation
10% Project 5: Project case study

COURSE CONTENT: *[Course content varies by instructor. An example of course content might be:]*

- 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
- Presenting your work – digital and print
- 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