



COURSE IMPLEMENTATION DATE: September 2012  
 COURSE REVISED IMPLEMENTATION DATE: September 2013  
 COURSE TO BE REVIEWED: March 2018  
*(six years after UEC 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

<u>GD 361</u>	<u>College of Arts – Graphic Design</u>	<u>3</u>
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS
<u>Portfolio Development for Graphic and Digital Design</u>		
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: 18 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:	<u>30</u>	Hrs
Seminar:	_____	Hrs
Laboratory:	<u>15</u>	Hrs
Field experience:	_____	Hrs
Student directed learning:	<u>15</u>	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.)*

<b>WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)</b>	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

Course designer(s): <u>Karin Jager</u>	Date approved: <u>November 23, 2012</u>
Department Head: <u>Tetsuomi Anzai</u>	Date of meeting: <u>N/A</u>
Supporting area consultation	Date approved: <u>January 18, 2013</u>
Curriculum Committee chair: <u>Tetsuomi Anzai</u>	Date approved: <u>January 18, 2013</u>
Dean/Associate VP: <u>Jacqueline Nolte</u>	Date of meeting: <u>February 1, 2013</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. 4<sup>th</sup> 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