

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 Graphic and Digital Design

Course Short Title (if title exceeds 30 characters): Port Dev for GDD

Faculty: Faculty of Humanities

Department (or program if no department): Graphic Design

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.

Note: Students with credit for _____ cannot take this course for further credit.

Prerequisites (or NONE): 15 GD credits including one 300-level or higher GD course.

Corequisites (if applicable, or NONE):

Pre/corequisites (if applicable, or NONE):

Equivalent Courses (cannot be taken for additional credit)

Former course code/number:

Cross-listed with:

Equivalent course(s):

Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.

Transfer Credit

Transfer credit already exists: Yes No

Transfer credit requested (OReg to submit to BCCAT):

Yes No (if yes, fill in transfer credit form)

Resubmit revised outline for articulation: Yes No

To find out how this course transfers, see bctransferguide.ca.

Total Hours: 60

Typical structure of instructional hours:

Lecture hours	30
Seminars/tutorials/workshops	
Laboratory hours	15
Field experience hours	
Experiential (practicum, internship, etc.)	
Online learning activities	
Other contact hours: Student Directed Learning	15
Total	60

Special Topics

Will the course be offered with different topics?

Yes No

If yes, different lettered courses may be taken for credit:

No Yes, repeat(s) Yes, no limit

Note: The specific topic will be recorded when offered.

Maximum enrolment (for information only): 24

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

Department / Program Head or Director: Karin Jager

Date approved: July 18, 2014

Campus-Wide Consultation (CWC)

Date of posting: August 29, 2014

Faculty Council approval

Date approved: October 10, 2014

Dean/Associate VP: Jacqueline Nolte

Date approved: October 10, 2014

Undergraduate Education Committee (UEC) approval

Date of meeting: November 21, 2014

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

Prior Learning Assessment and Recognition (PLAR)

Yes No, PLAR cannot be awarded for this course because

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)

Lectures, demonstrations, self-directed content development, out-of-class design and production, presentations.

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

Typical Text(s) and Resource Materials (if more space is required, download supplemental Texts and Resource Materials form)

	Author Surname, Initials	Title (article, book, journal, etc.)	Current Ed.	Publisher	Year
1.	Myers, Debbie Rose.	<i>The Graphic Designer's Guide to Portfolio Design.</i>	<input type="checkbox"/>	John Wiley & Sons	2009
2.	Rowe, Robert; Will, Gary; Linton, Harold.	<i>Graphic design portfolio strategies for print and digital media.</i>	<input type="checkbox"/>	Prentice Hall	2009
3.	Heller, Steven and Fernandes, Teresa.	<i>Becoming a graphic designer: A guide to careers in design</i>	<input type="checkbox"/>	John Wiley & Sons	2010
4.	Wyatt, Paul	The Digital Creative's Survival Guide	<input type="checkbox"/>	F+W Media	2013

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

Adobe CS current edition
Portable media storage
Macintosh computer

Typical Evaluation Methods and Weighting

Final exam:	%	Assignments:	100%	Midterm exam:	%	Practicum:	%
Quizzes/tests:	%	Lab work:	%	Field experience:	%	Shop work:	%
Other:	%	Other:	%	Other:	%	Total:	100%

Details of Assignments

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

Grading system: Letter Grades: Credit/No Credit: Labs to be scheduled independent of lecture hours: Yes No

Typical 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
- 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