

UNIVERSITY COLLEGE OF THE FRASER VALLEY

COURSE INFORMATION

DISCIPLINE/DEPARTMENT: GRAPHIC DESIGN **IMPLEMENTATION DATE:** Jan. 8, 1996

Revised: _____

GD 366	Portfolio Development	3
SUBJECT/NUMBER OF COURSE	DESCRIPTIVE TITLE	UCFV CREDITS

CALENDAR DESCRIPTION: Individual students will initiate and complete a finished portfolio under the art direction of the instructor. Students will learn what is viable for free lance client preview and prospective full time employment. Individuals will pursue their own unique creative style and at the same time compensate for inherent weaknesses that may appear in work to date. Each portfolio will have a distinct life of its own and will reveal technical mastery of a broad range of media & processes. Above all the portfolio will testify to the individual's ability to solve problems in an innovative and highly original manner.

RATIONALE: will allow students to further develop authentic communication pieces utilizing the broad range of media and processes in order to create a dynamic and well rounded portfolio for prospective employment.

COURSE PREREQUISITES: GD 364, GD 361, GD 360, GD 368

COURSE COREQUISITES: GD 365, GD 367, GD 362, GD 369

HOURS PER TERM FOR EACH STUDENT	Lecture	15	hrs	Student Directed Learning	hrs
	Laboratory	52.5	hrs	Other - specify:	
	Seminar	7.5	hrs	<u>Critique</u>	7.5 hrs
	Field Experience		hrs	TOTAL	82.5 HRS

MAXIMUM ENROLMENT: 20

Is transfer credit requested? **Yes** **No**

AUTHORIZATION SIGNATURES:

Course Designer(s): <u>Graphic Design Program</u>	Chairperson:
	Curriculum Committee
Department Head: _____	Dean: _____
PAC: Approval in Principle _____ (Date)	PAC: Final Approval: <u>January 17, 1996</u> (Date)

GD 366

NAME & NUMBER OF COURSE

SYNONYMOUS COURSES:

(a) replaces N/A
 (course #)

(b) cannot take N/A for further credit
 (course #)

SUPPLIES/MATERIALS:

Students are expected to maintain a current supply of materials required by all previous classes. Both traditional 2 & 3d material and electronic output will be required according to the nature of the problem and subsequent solution

TEXTBOOKS, REFERENCES, MATERIALS (List reading resources elsewhere)

Communication Arts
Graphis

OBJECTIVES:

1. To reveal the unique creative style of each student
2. To encourage stylistic versatility
3. To demonstrate the revolving portfolio
4. To demonstrate alternatives to the traditional portfolio e.g; CD Rom
5. To practise editing and accompanying verbal & written rationales
6. To create an opportunity to break away from repetitive techniques and stylistic perceptions

METHODS:

As well as productive board time classes will be structured to incorporate individual tutorials, mock interviews and visiting designers who will describe their own portfolio development.

GD 366**NAME & NUMBER OF COURSE**

STUDENT EVALUATION PROCEDURE:

Emphasis will be placed on the student's ability to resolve and solidify their creative style together with clear evidence that a narrow path has been consciously avoided. Students will be expected to attend class regularly, and with consistent punctuality, unless extenuating circumstances prevail. All stages of an assignment from rough concept through to the finished piece will be according to the instructor's deadline.

Grade Scale

A+	95-100%	B+	75-79%	C+	60-64%		
A	85-94%	B	70-74%	C	55-59%		
A-	80-84%	B-	65-69%	C-	50-54%	P	45-49%

COURSE CONTENT

There will be five assignments throughout the semester focusing on:

1. 2d Graphic Design	18%
2. 3d Graphic Design	18%
3. Illustration applying a wide range of traditional media	18%
4. Illustration applying electronic media	18%
5. Typographic Design	18%
6. Participation	10%
TOTAL	100%