



ACOM 2900

Division: Career and Technical Education

Department: Art and Graphic Communications

Course: ACOM 2900

Title: Graphics Portfolio

Catalog Description:

This course will introduce students to fundamental job placement skills in the visual communications field. Students will become familiar with portfolio preparation, resume development, job interview skills, and portfolio review.

General Education Requirements: N/A

Semesters Offered: TBA

Credit/Time Requirement: Credit: 3; Lecture: 2; Lab: 3

Clock/Hour Requirements: 75

Offered for Non-Credit: Yes

Prerequisites: Completion of a majority of ACOM courses and/or consent of the instructor.

Justification:

In visual communications, the portfolio is an essential tool used by an artist to secure employment either with an established firm or for freelance work. Graphic artists, regardless of their area of interest, need to have a solid understanding of portfolios and how to create and use them. This course prepares students for job placement in the industry and has been recommended by the department advisory committee.

Student Learning Outcomes:

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

- apply skills, knowledge of design and computer skills to enhance, adjust, strengthen and create projects for portfolios
- access work history, skills, education and objectives and develop a resume, cover letter and self-promotional packet for a job search
- demonstrate good interview skills by preparing and developing competence in answering interview questions, setting up job interviews, and successfully conducting a mock interview for a job with an industry professional who evaluates the student through a question and answer form
- apply knowledge and understanding of the design process by generating portfolio projects to include conceptual ideas, along with the finished projects, using software applications appropriate for each project
- compile finished projects in a portfolio that is representative of the student's abilities and creative

approach to design and production.

Content:

Course objectives will be accomplished by providing students with learning experiences that will enable them to:

- explain the process and procedures involved in the development of their projects
- prepare at least 10 to 12 acceptable projects for their portfolio
- professionally prepare and present their work in a Portfolio Review or acceptable substitute
- develop a professional resume and business card
- develop a professional reference sheet
- write a cover letter creating a format for future letters to be sent with their resume
- develop competent telephone skills that help prepare students for setting up interviews
- develop good interview skills which will be exhibited in the Portfolio Review
- have a clear understanding of how to dress professionally for job interviews and exhibit this understanding in the Portfolio Review
- answer with confidence questions during an interview
- explain the concept and strategy behind their design projects
- identify the type fonts used in their projects
- purchase a portfolio or a professional presentation system in order to showcase their work
- produce work for high quality printing
- produce work reflecting strong concepts and use of design principles
- understand the basic steps necessary for beginning the job search
- have good basic people skills in coping with job related stress and problematic situations
- produce a portfolio that is well organized and reflects professional execution of projects
- have an understanding of the graphics industry and possible job opportunities available
- have an understanding of the design process from thumbnails to the printed piece
- have a clear understanding of graphics terminology
- have a good working knowledge of the basic software programs requested for most job applications.

General Education Outcomes:

Applied Education Outcomes:

1) Students will acquire entry-level skills specific to and appropriate for employment in their chosen field of study.

Students will be exposed to the basic concepts of portfolio production on a theoretical and practical application basis. The entry-level skills will be practiced through hands-on exercises such as using the dry mount press, mat cutter training and the creation of an electronic portfolio. In class critiques and evaluations will be used by students in the selection of pieces for their portfolios.

4) Students will demonstrate interpersonal skills specific to the skills and environment inherent in their field.

The graphic arts industry is comprised of a wide variety of individuals, companies and agencies needing work created by artists. Students will learn how to handle situations that may arise in related areas, including deadlines, negotiations and pricing. These issues will be addressed by classroom activities which will include role play and discussions. In addition, students will learn the laws that govern the workplace which will help protect them from legal disputes.

Key Performance Indicators:

In class:

- Students are evaluated on class participation and homework (10%), portfolio (40%), resume, cover letter, business card or label, and reference sheet (25%), and portfolio review (mandatory) (25%). Percentages are approximate.

Following class:

- Upon completion of this course, students will demonstrate success by obtaining placement in the job market.

Representative Text and/or Supplies:

- Ken Thurlbeck, *Creating the Breakthrough Portfolio*, current edition, Cengage Learning.

Optimum Class Size: 15

Maximum Class Size: 25

Signatures:

I hereby submit this course syllabus:

Jim Puzey, ,

I hereby find this course consistent with the goals and resources of the Art and Graphic Communications Department:

, , , Chair

I hereby find this course consistent with the goals and resources of the Career and Technical Education Division:

Michael P. Medley, MBA, Assistant Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)