

DES M190: DESIGN PORTFOLIO

Originator

skasalovic

Co-Contributor(s)
Name(s)

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College

Moorpark College

Discipline (CB01A)

DES - Design

Course Number (CB01B)

M190

Course Title (CB02)

Design Portfolio

Banner/Short Title

Design Portfolio

Credit Type

Credit

Start Term

Fall 2022

Formerly

MM M90 - Design Portfolio

GR M90 - Design Portfolio

Catalog Course Description

Provides students the opportunity to create new projects and refine existing projects for entry-level positions and for transfer institutions. Includes design process, message making, building form and composition, and technical execution. Requires completed projects which meet the professional standards.

Taxonomy of Programs (TOP) Code (CB03)

1030.00 - *Graphic Art and Design

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

B - Advanced Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

(L) Letter Graded

Alternate grading methods

(O) Student Option- Letter/Pass

(P) Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

35

Maximum Contact/In-Class Lecture Hours

35

Activity

Laboratory

Minimum Contact/In-Class Laboratory Hours

52.5

Maximum Contact/In-Class Laboratory Hours

52.5

Total in-Class**Total in-Class****Total Minimum Contact/In-Class Hours**

87.5

Total Maximum Contact/In-Class Hours

87.5

Outside-of-Class**Internship/Cooperative Work Experience**

Paid

Unpaid

Total Outside-of-Class**Total Outside-of-Class****Minimum Outside-of-Class Hours**

70

Maximum Outside-of-Class Hours

70

Total Student Learning**Total Student Learning****Total Minimum Student Learning Hours**

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Prerequisites

DES M120 (formerly GR M23) or DES M121 (formerly MM M10)

Entrance Skills**Entrance Skills**

DES M120 or DES M121

Prerequisite Course Objectives

DES M120-identify and analyze hardware and software technologies including the operating systems, scanners, digital cameras, image manipulation, vector-versus-bitmap artwork concepts, text and font management, and color and output.

DES M120-discuss the history of digital media, explain the key concepts, and define the digital media arts terminology.

DES M120-apply storyboarding and thumbnail sketching techniques to express personal ideas, subjective visions, and informed opinions through the design process.

DES M120-draw, scan and manipulate images as design elements to create designs for print and web, motion, and interactive design.

DES M120-define and produce appropriate resolution and digital file formats for output to various media.

DES M120-demonstrate proficiency working with digital technologies to input and manipulate images and use various software programs for the development of individual projects.

DES M120-explain copyright law and intellectual property rights as they apply to digital media arts.

DES M121-discuss the artistic and technological aspects of digital media in both historical and contemporary contexts.

DES M121-demonstrate the ability to present and discuss work in a professional manner, using appropriate digital media vocabulary.

DES M121-apply pre-visualization techniques to communicate design concepts for print and screen.
DES M121-create and edit media using industry-standard software applications.
DES M121-identify and explore career and educational paths in digital media.
DES M121-apply professional workflows for designing and producing digital media from conception to completion.
DES M121-identify aesthetic, technological, and social criteria, as well as professional ethics, in evaluating digital media.

Requisite Justification

Requisite Type

Prerequisite

Requisite

DES M120

Requisite Description

Course in a sequence

Level of Scrutiny/Justification

Content review

Requisite Type

Prerequisite

Requisite

DES M121

Requisite Description

Course in a sequence

Level of Scrutiny/Justification

Content review

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|---|
| 1 | demonstrate the technical and creative skills required to secure entry level employment in the design field, as well as transfer. |
| 2 | present a personal visual identity and utilize it in various applications. |
| 3 | present a portfolio for critique to a group of peers and advisers. |

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|--|
| 1 | refine, develop and organize existing design work. |
| 2 | demonstrate technical and creative skills. |
| 3 | demonstrate proficiency working with a variety of digital and non-digital presentation techniques to showcase works. |
| 4 | develop a personal visual identity and utilize it in various applications. |
| 5 | discuss the benefits of a successful self-promotion in the business of design. |
| 6 | evaluate sample resumes and develop own resume. |
| 7 | develop verbal and interpersonal skills to enhance professionalism and marketability. |
| 8 | present a portfolio for critique to a group of peers and advisers. |
| 9 | discuss contemporary trends in design. |

Course Content

Lecture/Course Content

(10%) 1. The Attributes of a Professional Portfolio

- variety, style, technology and craft
- process, concept and creativity
- strengths and weaknesses
- goals, values, and personality

(20%) 2. Creating Written Content

Creating Your Vision

- defining personal brand attributes and mission statement
- defining the purpose of your portfolio
- defining the content of your portfolio

Introducing Yourself

- the resume, and the bio
- cover letters

(50%) 3. Making a Working Portfolio

Developing and organizing existing design work

- selecting pieces from your existing body of work
- defining goals, values, and personality
- rethinking and expanding the work from a single piece to a complex project.
- creation of mission statements for each piece
- refining selected work
- presenting and refining design process
- distilling the essence of the message
- improving the formal aspects of each design
- refining technical execution
- achieving broad resonance of each piece
- creating a print portfolio
- creating a screen portfolio

(20%) 4. Job Search

Target audience

- categories and companies
- professional organizations
- personal contacts and schools
- alumni associations
- the Internet

Presenting a Portfolio

- testing your work
- getting feedback
- networking

Laboratory or Activity Content

(25%) Produce one new design portfolio piece.

(45%) Edit and refine design work from previously taken classes.

(10%) Produce personal visual identity and utilize it in various applications

(20%) Research the job market and seek professional evaluation of your work.

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

- Written expression
- Problem solving exercises
- Skills demonstrations

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

- Graphic/architectural designs
- Group projects
- Oral analysis/critiques
- Oral presentations
- Portfolios
- Problem-solving homework
- Reports/papers

Skills demonstrations
 Written creation (poem, screenplay, song)
 Classroom Discussion
 Projects
 Participation

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
 Case studies
 Class activities
 Class discussions
 Distance Education
 Group discussions
 Instructor-guided interpretation and analysis
 Lecture

Describe specific examples of the methods the instructor will use:

- Computer-aided presentation and lecture to demonstrate the criteria for evaluating the effectiveness of a portfolio.
- Case study and class discussion about the use of personal branding in professional social media.
- Demonstration on setting the Behance page.

Representative Course Assignments

Writing Assignments

- Explain in writing your creative thinking, including your vision, design brief, process comments.
- Compose a resume, bio, and targeted cover letters.

Critical Thinking Assignments

- Analyze own and classmates' work in the context of societal and cultural concerns.
- Compare and contrast student's design work with the design influence of a professional designer.

Reading Assignments

- Read Michael Bierut (2021) How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (every Once in a While) Change the World in preparation for class discussions about developing your vision and voice as a designer.
- Read selected magazine articles, such as the Eye Magazine (2020) interview Jessica Walsh: The Influencer to prepare for class discussions about becoming a graphic designer.

Skills Demonstrations

- Set up the Behance page to showcase your portfolio.
- Establish a professional presence through social media.

Outside Assignments

Representative Outside Assignments

- Develop a personal visual identity.
- Research national, Santa Barbara, and Los Angeles AIGA Design Jobs.

Articulation

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
College of Marin	MDES/MMST 200	Graphic Design Portfolio Development	3
Glendale Community College	ART 137	Graphic Design Portfolio	3

Santa Monica College

GR DES 50

Graphic Design Portfolio and Professional Practices

2

District General Education**A. Natural Sciences****B. Social and Behavioral Sciences****C. Humanities****D. Language and Rationality****E. Health and Physical Education/Kinesiology****F. Ethnic Studies/Gender Studies**

Course is CSU transferable

Yes

CSU Baccalaureate List effective term:

F1998

CSU GE-Breadth**Area A: English Language Communication and Critical Thinking****Area B: Scientific Inquiry and Quantitative Reasoning****Area C: Arts and Humanities****Area D: Social Sciences****Area E: Lifelong Learning and Self-Development****Area F: Ethnic Studies****CSU Graduation Requirement in U.S. History, Constitution and American Ideals:****IGETC****Area 1: English Communication****Area 2A: Mathematical Concepts & Quantitative Reasoning****Area 3: Arts and Humanities****Area 4: Social and Behavioral Sciences****Area 5: Physical and Biological Sciences****Area 6: Languages Other than English (LOTE)****Textbooks and Lab Manuals**

Resource Type

Textbook

Description

Thurlbeck, Ken. *The Breakthrough Portfolio*. Cengage Learning, 2006.

Resource Type

Textbook

Description

Shaughnessy, Adrian. *How to Be a Graphic Designer without Losing Your Soul*. New ed., Princeton Architectural, 2010.

Resource Type

Textbook

Description

Volk, Larry, and Danielle Currier. *No Plastic Sleeves: Portfolio and Self-Promotion Guide*. 3rd ed., Routledge, 2020.

Resource Type

Textbook

Description

Baron, Cynthia L. *Designing a Digital Portfolio*. 2nd ed., New Riders, 2009.

Resource Type

Textbook

Description

Taylor, Fig. *How to Create a Portfolio and Get Hired: A Guide for Graphic Designers and Illustrators*. 2nd ed., Laurence King Publishing, 2013.

Library Resources

Assignments requiring library resources

Research portfolio preparation using the Library's print and online resources.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Research and write a paper analyzing the elements that are instrumental in building a cohesive portfolio.

Distance Education Addendum

Definitions

Distance Education Modalities

- Hybrid (1%–50% online)
- Hybrid (51%–99% online)
- 100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Examinations

Hybrid (1%–50% online) Modality

Online

Hybrid (51%–99% online) Modality

Online

Primary Minimum Qualification

GRAPHIC ARTS

Additional Minimum Qualifications

Minimum Qualifications

Multimedia

Review and Approval Dates

Department Chair

05/05/2021

Dean

05/07/2021

Technical Review

10/07/2021

Curriculum Committee

10/19/2021

DTRW-I

10/28/2021

Curriculum Committee

MM/DD/YYYY

Board

12/14/2022

CCCCO

MM/DD/YYYY

DOE/accreditation approval date

MM/DD/YYYY