



Western Technical College

10201149 Graphic Design Portfolio

Course Outcome Summary

Course Information

Description	Three important factors for obtaining employment in the graphics industry are explored in this course: the resume, the interview, and the presentation of artwork. Topics covered, when presented from a graphic design perspective, prepare students for their job search. Students assemble a portfolio, engage in mock interviews, and participate in a Portfolio Review. Guest speakers describe career opportunities and expectations. This course is reserved for students in their 4th term.
Career Cluster	Arts, A/V Technology and Communications
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Pre/Corequisites

Prerequisite 10201136 Graphic Design & Marketing

Textbooks

No textbook required.

Learner Supplies

PRAT Start 2 Presentation Case – 14” x 11”. **Vendor:** eCampus <https://westerntc.ecampus.com>. Required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections

2. Cultivate Passion: Expand a Growth-Mindset
3. Cultivate Passion: Increase Self-Awareness
4. Live Responsibly: Foster Accountability
5. Refine Professionalism: Practice Effective Communication

High Impact Practices

1. Capstone Experience: in this course, you will develop a project that integrates and applies many of the concepts, skills, and characteristics needed of an industry expert in the field.
2. Community Based Learning Project: a key learning outcome of this course is to connect academic learning and civic development while simultaneously addressing a community partner's needs, interests, or problems.
3. Technology-Enhanced Learning: this course will incorporate digital technologies like gamification, virtual reality experiences, or simulations. In addition, you will create technology-enhanced products such as ePortfolios, multimedia presentations, or other e-products to showcase your learning.
4. Work-Based Learning: this course applies your learning to your desired profession by working in industry placements such as internships, practicums, clinicals, or co-ops.

Program Outcomes

1. Apply the principles of design to develop strategic marketing and communication products and services
2. Demonstrate proficiency in the use of design software, tools and technology
3. Implement creative solutions from concept through completion using a formal process
4. Apply effective legal and ethical business practices and project management skills
5. Communicate artwork rationale in formal and informal settings

Course Competencies

1. Design a Graduate Portfolio.

Assessment Strategies

- 1.1. Product
- 1.2. Presentation
- 1.3. Critique

Criteria

You will know you are successful when

- 1.1. you determine and select 12–15 portfolio-quality samples.
- 1.2. you layout and assemble a final hardcase and online graduate portfolio.
- 1.3. you demonstrate effective use of design principles, elements, typography, color, and marketing knowledge.
- 1.4. you participate in at least two critiques of your design work.
- 1.5. you present your design solution in a group setting.

Learning Objectives

- 1.a. Determine and select 12–15 portfolio-quality samples.
- 1.b. Layout and assemble a final hardcase graduate portfolio.
- 1.c. Layout and assemble a final online graduate portfolio.
- 1.d. Demonstrate effective use of design principles, elements, typography, color, and marketing knowledge.
- 1.e. Critique design work.
- 1.f. Explain a design solution in a group setting.

2. Create a Resume.

Assessment Strategies

- 2.1. Product

Criteria

You will know you are successful when

- 2.1. you write a resume.
- 2.2. you design, create and print a resume digitally.
- 2.3. you demonstrate effective and appropriate use of design principles, elements, typography, color, and marketing knowledge.

Learning Objectives

- 2.a. Examine the components needed on a resume.
- 2.b. Explore different resume types including traditional (all written) and non-traditional (more graphics).
- 2.c. Demonstrate effective and appropriate use of design principles, elements, typography, color, and marketing knowledge

3. Summarize your value in a mock job interview and during the Portfolio Review.

Assessment Strategies

- 3.1. Performance
- 3.2. Discussion
- 3.3. Self-Evaluation

Criteria

You will know you are successful when

- 3.1. you summarize interviewing best practices (including dress, wages, questions, and conduct).
- 3.2. you participate in the Annual Portfolio Review.
- 3.3. you complete a mock interview in a small group setting.
- 3.4. you apply appropriate best interviewing practices.
- 3.5. you evaluate individual performances during the interview.

Learning Objectives

- 3.a. Identify interviewing best practices (including dress, wages, questions, and conduct).
- 3.b. Join in the Annual Portfolio Review
- 3.c. Practice a mock interview in a small group setting
- 3.d. Identify appropriate best practices including professional dress and conduct.
- 3.e. Evaluate individual performances during the interview.

4. Demonstrate effective use of prior design knowledge.

Assessment Strategies

- 4.1. Performance

Criteria

You will know you are successful when

- 4.1. you demonstrate a entry-level job understanding of the principles of design.
- 4.2. you demonstrate a entry-level job understanding of the elements of design.
- 4.3. you demonstrate a entry-level job understanding of color theory.
- 4.4. you demonstrate a entry-level job understanding of typography.
- 4.5. you demonstrate a entry-level job understanding of industry design software.
- 4.6. you demonstrate a entry-level job understanding of marketing principles.

Learning Objectives

- 4.a. Use entry-level principles and elements of design skills
- 4.b. Use entry-level formal design skills including typography, color, media, etc.
- 4.c. Use entry-level marketing principles as related to design work.
- 4.d. Use entry-level skills related to technology.

5. Critique your own and other designer's work in person.

Assessment Strategies

5.1. Performance

Criteria

You will know you are successful when

- 5.1. you participate in more than two group critiques of your design work.
- 5.2. you value the diversity of opinions in your group.
- 5.3. you maintain an open mind to change your own design work.
- 5.4. you analyze others' design work providing positive, honest feedback to improve it.
- 5.5. you present your design solutions in a group setting.
- 5.6. you demonstrate that you value the opinions of others.

Learning Objectives

- 5.a. Compare the design work of others
- 5.b. Value the diversity of opinions in the group
- 5.c. Maintain an open mind to change their own design work
- 5.d. Analyze others' design work by providing positive, honest feedback to improve it
- 5.e. Present design solutions in a group setting
- 5.f. Value the opinions of others

6. Qualify the basis of your design solutions.

Assessment Strategies

6.1. Presentation

Criteria

You will know you are successful when

- 6.1. you value how strong convictions about your design work will lead to a confident presentation of your work to clients.
- 6.2. you qualify design solutions by using appropriate industry philosophies, reasoning, and terminology.
- 6.3. you value that your beliefs may need to change depending on your client's needs.
- 6.4. you identify the target audience for the design solution.
- 6.5. you convey a clear message through the design solution.
- 6.6. you maintain a consistent design style throughout the project.

Learning Objectives

- 6.a. Share these passions and closely held beliefs in a group setting to "sell" their work
- 6.b. Value that your beliefs may need to change depending on the client's needs
- 6.c. Prepare design solutions with project goal in mind.
- 6.d. Determine the target audience for the design solution.
- 6.e. Explore design style needed to convey message.
- 6.f. Engage in market research to qualify design work.

7. Influence others to believe in your design solutions.

Assessment Strategies

7.1. Performance

Criteria

You will know you are successful when

- 7.1. you propose your design solutions in a group setting.
- 7.2. you relate market research knowledge to influence a client's acceptance of design work.
- 7.3. you value the opinions of others while trying to influence them.

Learning Objectives

- 7.a. Propose your design solutions in a group setting
- 7.b. Relate market research knowledge to influence a client's acceptance of design work
- 7.c. Value the opinions of others while trying to influence them

8. Assume responsibility for your own ethical behavior.

Assessment Strategies

8.1. Performance

Criteria

You will know you are successful when

- 8.1. you justify ethical use of copyrighted text, art, designs, and photographic images.
- 8.2. you promote ethical behavior while presenting and critiquing your work in a group setting.
- 8.3. you evaluate your own ethical behavior.

Learning Objectives

- 8.a. Justify an ethical use of copyrighted text, art, designs, and photographic images
- 8.b. Practice ethical behavior while presenting and critiquing work in a group setting
- 8.c. Value your own ethical behavior

9. Demonstrate entry-level job proficiency with industry standard design software.

Assessment Strategies

- 9.1. Product

Criteria

You will know you are successful when

- 9.1. you demonstrate entry-level job proficiency with industry standard drawing software.
- 9.2. you demonstrate entry-level job proficiency with industry standard photo-manipulation software.
- 9.3. you demonstrate entry-level job proficiency with industry standard page layout software.
- 9.4. you demonstrate entry-level job proficiency with industry standard web design software.
- 9.5. you demonstrate entry-level job proficiency with industry standard prepress software.

Learning Objectives

- 9.a. Demonstrate entry-level job proficiency with industry standard drawing software
- 9.b. Demonstrate entry-level job proficiency with industry standard photo-manipulation software
- 9.c. Demonstrate entry-level job proficiency with industry standard page layout software
- 9.d. Demonstrate entry-level job proficiency with industry standard web design software