



Western Technical College

10206145 Digital Media Portfolio

Course Outcome Summary

Course Information

Description	The student will learn how to prepare for industry employment. From audio production to marketing, video creation to promotions – learn how to craft and tailor your work to apply for specific media jobs. Course topics include creating an online presence, designing a resume, writing using industry buzz words, creating a demonstration reel, job interviewing techniques, and critiquing portfolio work. The student will create a portfolio - an important tool for seeking employment - that will help them stand out from the competition.
Career Cluster	Arts, A/V Technology and Communications
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	72

Pre/Corequisites

Pre/Corequisite	10206147 Multimedia Presentation
Prerequisite	10701135 Video Production - Field
Prerequisite	10701125 Video Production - Studio

Textbooks

No textbook required.

Success Abilities

1. Cultivate Passion: Increase Self-Awareness
2. Refine Professionalism: Improve Critical Thinking

3. Refine Professionalism: Practice Effective Communication

High Impact Practices

1. 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. Demonstrate proficiency in the use of media software, tools, and technology
2. Implement creative solutions from concept through completion
3. Communicate creative rationale in formal and informal settings
4. Apply effective and ethical business practices

Course Competencies

1. Refine your job search skills.

Assessment Strategies

- 1.1. Reflection

Criteria

You will know you are successful when

- 1.1. you use web sites, newspapers or trade magazines to locate jobs in your field for which you are qualified.
- 1.2. you identify two potential careers within the field of Visual Communications that speak to you.
- 1.3. you compare and contrast two different job postings.
- 1.4. you reflect on how aligned your skills are with required skills.

Learning Objectives

- 1.a. Participate in an informational tour of the school's library as it pertains to professional careers and the job search.
- 1.b. Research potential Visual Communications related careers.
- 1.c. Explore resources to locate jobs (newspapers, websites, wanted ads, networking, etc)
- 1.d. Identify typical job descriptions and job duties within Visual Communications.
- 1.e. Compare posted skills and your skills to determine fit.
- 1.f. Explore salary and potential for growth within field.
- 1.g. Determine personal willingness to relocate.

2. Market your career skills digitally.

Assessment Strategies

- 2.1. Product
- 2.2. Self-reflection

Criteria

You will know you are successful when

- 2.1. you publish content to reflect your personal brand on your website.
- 2.2. you identify social media outlets for professional networking potential.
- 2.3. you create (or update) professional profile on LinkedIn.
- 2.4. you reflect on the importance of networking through business professional events.

Learning Objectives

- 2.a. Fine-tune personal website to be complete and ready for viewing
- 2.b. Create/update a LinkedIn account
- 2.c. Identify and discuss social media outlets that might help students and professionals network.
- 2.d. Discuss the benefits of building a professional network.
- 2.e. Identify networking opportunities.

3. Compile professional application artifacts.

Assessment Strategies

- 3.1. Resume
- 3.2. Cover Letter

Criteria

You will know you are successful when

- 3.1. you complete a mock interview and reflect on your performance.
- 3.2. you interview an industry professional and summarize their experiences.
- 3.3. you determine what components you will include in your resume to best highlight your skills.
- 3.4. you create an electronic and printed copies of a resume.
- 3.5. you write a cover letter.
- 3.6. you determine if the cover letter and resume reflect the job qualifications.
- 3.7. you complete a job application form.

Learning Objectives

- 3.a. Discuss the appropriate time frame for the job search and contacting potential employers.
- 3.b. Use professional terms and titles when communicating with industry professionals.
- 3.c. Participate in a mock interview with an industry professional.
- 3.d. Evaluate interview performance by viewing a video copy of the learner's own mock interview.
- 3.e. Explore resume templates and common components of resumes.
- 3.f. Explore cover letter templates and common components of cover letters.
- 3.g. Explore job applications and how to fill one out.

4. Organize a collection of media projects.

Assessment Strategies

- 4.1. Portfolio

Criteria

You will know you are successful when

- 4.1. you inventory your projects created in the last few years.
- 4.2. you create at least 2 copies/files of all materials.
- 4.3. you locate projects or parts of projects based on file preparation system.
- 4.4. you identify strongest media pieces or projects.

Learning Objectives

- 4.a. Review file management techniques.
- 4.b. Practice project archival.
- 4.c. Sort work by level of excellence.
- 4.d. Easily locate any project used in the compilation of a media demonstration reel.

5. Compile a demonstration reel of chosen projects.

Assessment Strategies

- 5.1. Demonstration Reel

Criteria

You will know you are successful when

- 5.1. you analyze your projects and other's demonstration reels for quality.
- 5.2. you select your best work to put on a demonstration reel.
- 5.3. you critique and revise your demonstration reel.
- 5.4. you create a demonstration reel of high-quality work samples.
- 5.5. you participate in the Portfolio Review.

Learning Objectives

- 5.a. Review work of previous successful students, and industry professionals, to help gauge the quality of their work.
- 5.b. Choose the best parts, or whole media projects, to be used in the compilation of their demonstration reel.
- 5.c. Create a rough cut of a demonstration reel.

- 5.d. Critique the demonstration reel of all classmates, including their own.
- 5.e. Create a final cut of their demonstration reel.
- 5.f. Present media demonstration reel and speak about it at the Portfolio Review.

6. Select proper business attire.

Assessment Strategies

- 6.1. Demonstration

Criteria

You will know you are successful when

- 6.1. you identify clothing and accessories that are appropriate for the workplace, meetings and interviews.
- 6.2. you use appropriate attire, non-verbal cues, posture and attitude while participating in interviews.
- 6.3. you critique a mock interview.
- 6.4. you interact with an industry professionals (i.e. guest lecturer or field trip to a local media related business).
- 6.5. you dress appropriately and present self as an emerging professional at the Portfolio Review.

Learning Objectives

- 6.a. Demonstrate the importance of a first impression.
- 6.b. Recognize and select the appropriate outfit to wear for and interview.
- 6.c. Discuss what NOT to do during an interview.
- 6.d. Recall and practice positive non-verbal cues.
- 6.e. Recognize and practice the importance of being on-time.

7. Explain common terms associated with job benefits and employment.

Assessment Strategies

- 7.1. Oral Presentation

Criteria

You will know you are successful when

- 7.1. you describe typical employer benefits.
- 7.2. you identify and analyze benefits in previous jobs.
- 7.3. you identify potential benefits for the jobs to which you may be applying.
- 7.4. you ask appropriate and informed questions about benefits during a mock interview.

Learning Objectives

- 7.a. Recognize different terms associated with medical benefits in the workplace.
- 7.b. Recognize different terms and strategies associated with retirement accounts, saving and investing.
- 7.c. Recognize other common workplace benefits.
- 7.d. Understand and use these terms to discuss current jobs they are pursuing, and evaluating jobs they have previously held.

8. Complete the job search process for a potential employer.

Assessment Strategies

- 8.1. Demonstration

Criteria

You will know you are successful when

- 8.1. you create a personal inventory.
- 8.2. you identify an employer looking for a media professional.
- 8.3. you tailor your resume, cover letter and fill out an application for the selected job.
- 8.4. you devise a schedule to help follow-up with job leads and applications.

Learning Objectives

- 8.a. Demonstrate the process of finding employment from start to finish.
- 8.b. Manage the job search process.
- 8.c. Prepare materials tailored for specific job.
- 8.d. Research potential positions and their respective companies.

9. Revise job materials and demo reel as needed.

Assessment Strategies

9.1. Self Assessment

Criteria

You will know you are successful when

- 9.1. you revise resume at least twice during the semester.
- 9.2. you revise demo reel at least once during the semester based on other's feedback.
- 9.3. you develop a timeline for future additions and revisions of demo reel and resume.
- 9.4. you provide formative feedback to other's work.

Learning Objectives

- 9.a. Evaluate the effectiveness revising can have on one's readiness for employment.
- 9.b. Self-critique resume and demo reel for effectiveness.
- 9.c. Practice active revision.
- 9.d. Demonstrate and ability to work with constructive criticism.
- 9.e. Provide feedback to peers and professional based on work.