Western Technical College

10304151 Personal Brand Management for Designers

Course Outcome Summary

Course Information

Description	An in-depth look at understanding our personal brand through exploration of characteristics, skills, and strengths, which are then illustrated through our portfolio, resume, and social media narratives. Employment possibilities in design are discussed.
Career Cluster	Architecture and Construction
Instructional Level	Associate Degree Courses
Total Credits	2
Total Hours	36

Pre/Corequisites

Prerequisite	10304134 Commercial Design Studio
Prerequisite	10304136 3D Architectural Drafting Technology

Textbooks

No textbook required.

Success Abilities

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

Program Outcomes

1. Apply design process to interior design projects

Course Competencies

1. **Create effective pre-employment materials.**
2. **Participate in professional development opportunities.**
3. **Explore career opportunities in design.**
4. **Increase Self-Awareness of professional focus in the design field.**
5. **Refine Professionalism specific to design field.**
6. **Identify the key performance indicators of a personal brand and it's management.**