

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

_____ Transfer course X A.A. degree applicable course
(Check all that apply)

COURSE NUMBER AND TITLE: R GC 260/GC 260 Portfolio Development and Presentation

UNIT VALUE: 3

MINIMUM NUMBER OF SEMESTER HOURS: 96

BASIC SKILLS REQUIREMENTS: Appropriate language and computations skills.

ENTRANCE REQUIREMENTS

PREREQUISITE: R GC140/GC 140 Digital Imaging/Photoshop 1
and R GC 152/GC 152 Desktop Publishing with Illustrator

COREQUISITE: None

RECOMMENDED PREPARATION: None

SCOPE OF COURSE:

Students will develop a personal portfolio to showcase their graphic skills and techniques. Various resources, including the Internet, will be used to conduct a job search, develop a resume and learn interviewing techniques. Guest speakers will share industry tips. Students will practice presentation and interviewing skills, with feedback from professionals working in graphics and related industries.

SPECIFIC COURSE OBJECTIVES:

Upon completion of this course, the successful student will learn:

- A. Traditional and non-traditional resources, including the Internet, to conduct job search.
- B. To identify various sources of job listings.
- C. To prepare a cover letter and resume
- D. To demonstrate appropriate interviewing skills.
- E. How to prepare and present a personal portfolio
- F. To evaluate graphic work to choose appropriate samples for the market.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. CAREER OPTIONS
 - A. Overview of graphics and related industries
 - B. Technical and non-technical skills and behaviors
 - C. Identifying, researching and evaluating career options
- II. SOFTWARE APPLICATION AND INTEGRATION
 - A. Illustration
 - B. Design and layout

- C. Digital imaging
- D. Web authoring
- E. Word Processing
- F. Multimedia
- III. Job Search Strategies
 - A. Traditional resources
 - B. Internet resources
 - C. Sources of job listings
 - D. Job application materials
 - 1. Cover letter
 - 2. Resume
 - 3. FAX form
 - 4. Business card
 - E. Techniques specific to the industry
 - F. Interview techniques
 - G. Mock interviews
- IV. Professional Portfolio
 - A. Position/Industry target
 - B. Industry standards
 - C. Evaluating personal work to choose appropriate samples
 - D. Preparing samples for optimum impact
 - E. Mounting techniques
 - F. Size and materials options
 - G. Organizing and assembling portfolio
- V. Multimedia Presentation
 - A. Evaluating personal work to choose appropriate samples
 - B. Preparing samples for slide show
 - C. Organizing and assembling for cross-platform viewing
- VI. Presentation Skills
 - A. Format and techniques
 - B. Preparation and Practice, including video taping and feedback.
 - C. Formal presentation and critical evaluation.

REQUIRED READING:

Job Finders Guide, San Diego County ROP Edition. Los Angeles: Los Angeles County Office of Education, 1999.

SUGGESTED READING:

Marquand, Ed. *How to Prepare Your Portfolio.* New York: Art Direction Company, 1994.
 Berryman, Greg. *Designing Creative Resumes.* Los Altos, CA: Crisp Publications, 1990.

REQUIRED WRITING:

One 2-4 page research paper

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short-term classes.

Students are to read/review handouts, study lecture/lab notes, complete lab and homework assignments.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
- laboratory
- lecture-laboratory combination
- directed study

DISTANCE LEARNING:

This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes No

If yes, check all that apply.

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

Portfolio	50%
Class Presentation	15%
Mock Interview	15%
Job Search/Research	10%
Personal Resume	10%

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes No Number of times course may be taken for credit: 2.

If yes, identify specific provision of Title 5 Division 2 section(s), 55761-55763 and 58161 which qualifies course as repeatable:

58161 (C)(2)(a)

CONTACT PERSON: Lillian Payn x3042 and Judy Fish x2292

SIGNATURES ON FILE