

# Santa Monica College

## Course Outline For GRAPHIC DESIGN 50, Graphic Design Portfolio and Professional Practices

Course Title: Graphic Design Portfolio and Professional Practices Units: 2.00  
Total Instructional Hours (usually 18 per unit): 72  
Hours per week (full semester equivalent) in 1.00 In-Class Lab: 3.00 Arranged:  
Lecture:

Date Submitted: May 2011  
Date Updated: March 2016  
Transferability: Transfers to CSU  
IGETC Area: Does NOT satisfy any area of IGETC:  
CSU GE Area: Does NOT satisfy any area of CSU GE:  
SMC GE Area: Does NOT satisfy any area of SMC GE:

Degree Applicability: Credit - Degree Applicable  
Prerequisite(s): GR DES 33  
GR DES 66  
Pre/Corequisite(s): None  
Corequisite(s): None  
Skills Advisory(s): None

### I. Catalog Description

This studio course focuses on the development of an effective communication design portfolio and addresses the process of building a portfolio that meets the current professional industry standards for presenting work to potential employers and clients. Emphasis is placed on developing a portfolio that displays a comprehensive understanding of what industry is looking for in a designer or what is needed to transfer. This course also covers professional practices for designers including information regarding freelancing and working with clients.

### II. Examples of Appropriate Text or Other Required Reading: (include all publication dates; for transferable courses at least one text should have been published within the last five years)

1. Burn Your Portfolio: Stuff they don't teach you in design school, but should, Janda, Michael, New Riders Press © 2013, ISBN: 978-0321918680
2. Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines, 14th, Graphic Artist's Guild, Graphic Artists Guild © 2013, ISBN: 978-0932102164

### III. Course Objectives

Upon completion of this course, the student will be able to:

1. Demonstrate knowledge of graphic design professional practices.
2. Create a design brief, estimate, and schedule for a project.
3. Understand the components of a successful graphic design portfolio.
4. Write a professional resume, and design and incorporate a personal identity or brand for portfolio of work.
5. Create a website portfolio.
6. Develop and present PDF (2 pages) visual presentation of sample of work.
7. Demonstrate knowledge of promotional practices within the graphic design field.

**IV. Methods of Presentation:**

Critique , Group Work , Lecture and Discussion , Observation and Demonstration , Projects

**V. Course Content**

<u>% of course</u>	<u>Topic</u>
45%	Professional Practices: freelancing, client relations, design brief, estimate and schedules, project management, interviews.
45%	Portfolio Development: resume, personal branding, website, promotion to graphic design job market.
10%	Presentation and critique of projects
100%	Total

**Vb. Lab Content:**

<u>% of course</u>	<u>Topic</u>
50%	Critiques
50%	Team Exercises
100%	Total

**VI. Methods of Evaluation: (Actual point distribution will vary from instructor to instructor but approximate values are shown.)**

<u>Percentage</u>	<u>Evaluation Method</u>
60 %	Projects - Midterm Project 30% Final Project 30%

10 %	Class Participation
30 %	Class Work - Assignments
100 %	Total

**VII. Sample Assignments:**

**Assignment 1:** Create a design brief, estimate and schedule.

Students will create a design brief, estimate, and schedule for a proposed design project. The student will also role-play a client presentation and presenting the information to a small group.

**Assignment 2:** Create a 2-page PDF of work.

Student will create a 2-page document summarizing two projects from their portfolio. The focus of this assignment is to successfully communicate the process and outcome of these projects in a concise meaningful way.

**VIII. Student Learning Outcomes**

1. Exhibit strong academic behaviors including regular attendance, timeliness, participation in class activities, and adherence to the College Honor Code.
2. Demonstrate an understanding of business and professional practices. As assessed by assignments.
3. Build an online portfolio of work. As assessed by final project.