



Course Number and Title: VSC 251 Portfolio Workshop

Campus Location:

Dover

Effective Date:

2018-51

Prerequisite:

VSC 115, VSC 160, VSC 165, VSC 210

Co-Requisites:

none

Course Credits and Hours:

4.00 credits

3.00 lecture hours/week

4.00 lab hours/week

Course Description:

This course covers self-promotion and management techniques for the visual communications professional. Students develop materials designed to get the attention of potential clients or employers and culminates with a formal portfolio. Emphasis is placed on showcasing the student's individual talents along with scheduling, pricing, ethical guidelines, and media specification through a series of promotional projects.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

None

Schedule Type:

Classroom Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Discuss the visual communications industry. (CCC 1; PGC AAD 2, 4, 5; MMD 2, 4, 5; PHI 2, 4, 5)
2. Use software programs that are fundamental to advertisement and graphic design, multimedia and web design, or photo imaging. (CCC 2, 5; PGC AAD 2, 5; MMD 2, 5; PHI 2, 5)
3. Create a formal portfolio. (CCC 1; PGC AAD 1, 2, 3, 4, 5, 6; MMD 1, 2, 3, 4, 5, 6; PHI 1, 2, 3, 4, 5, 6)
4. Discuss the student's own work in the context of a portfolio interview or presentation. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 2, 3, 4, 5, 6)
5. Create a formal résumé and an informal visual résumé. (CCC 1; PGC AAD 1, 2, 3, 4, 5, 6; MMD 1, 2, 3, 4, 5, 6; PHI 1, 2, 3, 4, 5, 6)
6. Create and present a finished and presentable portfolio that reflects creativity and proficiency in the chosen field of visual communications. (CCC 1; PGC AAD 1, 2, 3, 4, 5, 6; MMD 1, 2, 3, 4, 5, 6; PHI 1, 2, 3, 4, 5, 6)
7. Create a self or corporate identity package and billing forms for freelance work. (CCC 1, 2, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5, 6)
8. Use copyright protection procedures for student's own work. (CCC 1, 2, 3, 4, 5; PGC AAD 1, 2, 3, 4, 5, 6; MMD 1, 2, 3, 4, 5, 6; PHI 1, 2, 3, 4, 5, 6)
9. Initiate a job search plan. (CCC 1, 2, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5, 6; MMD 1, 2, 3, 4, 5, 6; PHI 1, 2, 3, 4, 5, 6)
10. Create self-promotional work for use in job canvassing. (CCC 1, 2, 4, 5; PGC AAD 1, 2, 3, 4, 5, 6; MMD 1, 2, 3, 4, 5, 6; PHI 1, 2, 3, 4, 5, 6)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Discuss the visual communications industry.
 1. Discuss industry trends.
 2. Identify industry leading individuals and agencies.
 3. Identify industry trade organizations and publications.
 4. Discuss what constitutes a project.
 5. Distinguish between project work and functional work.
 6. Discuss visual communication projects and project management.
2. Use software programs that are fundamental to advertisement and graphic design, multimedia and web design, or photo imaging.
 1. Prepare a design for entry in the current Society of Publication Designers annual student design contest.
 2. Prepare a campaign (design, photography, web, and/or video) for a non-profit agency to promote an event or cause.
 3. Discuss basic concepts of project scheduling and processes.
3. Create a formal portfolio.
 1. Prepare all current and past work for presentation in the portfolio.
4. Discuss the student's own work in the context of a portfolio interview or presentation.
 1. Select, prioritize, and organize existing work to prepare for presentation.
 2. Schedule and deliver a formal presentation of student's own portfolio to potential clients.
5. Create a formal résumé and an informal visual résumé.
 1. Use a formal résumé as a presentation piece to a potential employer.
 2. Modify student's own formal résumé into a visual résumé showcasing the student's own talents that would take the place of a traditional résumé.
6. Create and present a finished and presentable portfolio that reflects creativity and proficiency in the chosen field of visual communications.
 1. Create a final portfolio that is suitable for exhibition.
 2. Revise final portfolio content and format incorporating critique.
7. Create a self or corporate identity package and billing forms for freelance work.
 1. Use industry ethical standards as outlined by the Graphic Artists Guild.
 2. Create a simple contract for freelance work.
 3. Create business letterhead, cards, envelopes, and billing heads.
8. Use copyright protection procedures for student's own work.
 1. Discuss and apply an artist's legal rights and the foundations of copyright law as they relate to graphic and visual artists.
9. Initiate a job search plan.
 1. Create a job search and canvassing plan.
10. Create self-promotional work for use in job canvassing.
 1. Create a viable introductory mailer featuring original design or artwork.
 2. Prepare a visual campaign of introductory mailers, visual résumés, and leave pieces of his/her own work for presentation to a potential client or employer.
 3. Design and produce a functional record keeping, scheduling, cost accounting, and billing system for a small company in his/her area of specialization.

Evaluation Criteria/Policies:

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	-	100	=	A
83	-	91	=	B
75	-	82	=	C
0	-	74	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):
VSCAASADD

1. Integrate the principles and elements of design into cohesive problem solving techniques for advertising design assignments.
2. Create or evaluate and select illustrative or photographic imagery for use in effectively evoking a response within an ad-design solution's target market.
3. Critique design solutions and develop strategies for strengthening their conceptual and technical effectiveness.
4. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
5. Synthesize components of ad-design solutions into cohesive presentations that are technically and conceptually effective.
6. Create or evaluate and select, illustrative, or photographic imagery for use in effectively evoking a response within an ad-design solution's target market.
7. Integrate professional, ethical, and legal standards into business practice.

VSCAASMMD

1. Integrate the principles and elements of design and interactive graphics into cohesive problem solving techniques for interactive/web assignments.
2. Critique design solutions and develop strategies for strengthening their conceptual and technical effectiveness.
3. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
4. Synthesize components of media delivery solutions into cohesive presentations that are technically and conceptually effective.
5. Create or evaluate and select illustrative, photographic, layout, and/or responsive imagery for use in effectively evoking digital/web-based solutions for multiple devices.
6. Integrate professional, ethical, and legal standards into business practice.

VSCAASPHI

1. Integrate principles and elements of design into cohesive problem solving techniques for photographic and video assignments.
2. Critique digital photographic and/ or video images and develop strategies for strengthening their conceptual and technical effectiveness.
3. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
4. Synthesize photographic images and / or video from a variety of sources and formats into cohesive presentations that are technically and conceptually effective.
5. Collaborate with art directors, clients, models, and others to achieve the desired conceptual effect of requested imagery.
6. Integrate professional, ethical, and legal standards into business practice.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.