

VC-2991: PORTFOLIO PREPARATION

Cuyahoga Community College

Viewing: VC-2991 : Portfolio Preparation

Board of Trustees:

December 2022

Academic Term:

Fall 2023

Subject Code

VC - Visual Communication

Course Number:

2991

Title:

Portfolio Preparation

Catalog Description:

Capstone Course. Prepares students to enter the visual communication profession, including preparing and presenting a well-crafted portfolio, building and implementing a self-promotional brand, and understanding the creative, legal and ethical aspects of the industry. Emphasis on refining work per chosen specialization, presentation methods, professional practices, written and verbal communication.

Credit Hour(s):

3

Lecture Hour(s):

2

Lab Hour(s):

3

Requisites

Prerequisite and Corequisite

VC-2301 Graphic Design and Illustration or concurrent enrollment; or VCIL-2142 Illustration II or concurrent enrollment; or VCIL-2341 Illustration for Story or concurrent enrollment; or VCIM-2271 2D Animation or concurrent enrollment; or VCIM-2200 Game Design III: Game Design Studio or concurrent enrollment; or VCIM-2281 Web Publishing III: Java Script or concurrent enrollment.

Outcomes

Course Outcome(s):

Create and present a focused professional portfolio to a targeted employer, client or educational institution.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Oral Communication: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.

Objective(s):

- a. Identify an area of specialization, based on preference and strengths.
 - b. Determine the type and number of pieces of work to include for that chosen field.
 - c. Prepare a portfolio that exemplifies the type and quality of work required for employment in that chosen area of specialization.
 - d. Discuss key design and usability decisions made during the development process of portfolio pieces.
 - e. Successfully present portfolio in public or private portfolio reviews.
 - f. Follow up with appropriate communication or correspondence.
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Course Outcome(s):

Develop and employ a consistent, professional, self-promotional brand across all media.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Oral Communication: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

- a. Identify the tone, focus and unique characteristics of a personal "brand".
- b. Create an identity that exemplifies the identified brand across all written, visual, auditory and interactive media.
- c. Develop a resume, cover letter, business card, website and other relevant materials that are consistent with the brand.
- d. Assess and manage all existing online media to ascertain that all is appropriate for professional scrutiny.

Course Outcome(s):

Prepare to fulfill the creative, ethical and legal duties of a visual communication professional.

Essential Learning Outcome Mapping:

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

- a. Identify the roles and responsibilities of key positions within each discipline.
- b. Determine which jobs are best suited to individual knowledge, skills, and abilities.
- c. Recognize the expectations of an employer or client regarding professional standards of communication, confidentiality, and commitment.
- d. Ascertain professional and financial responsibilities, ethical business practices, and legal requirements in the visual communication profession.
- e. Distinguish the differences and requirements of freelance, work for hire/contract work, and employment.

Methods of Evaluation:

- a. Professional portfolio reviews
- b. Practice interviews
- c. Written assignments
- d. Tests and quizzes

Course Content Outline:

A: Create and present a focused professional portfolio to a targeted audience.

- a. Review the professional parameters and work expectations of each area of specialization per VC&D degree and certificate programs
- b. Share and discuss examples of both successful and unsuccessful portfolios, including:
 - i. Purpose of the portfolio
 - ii. Content of the portfolio
 1. Reasons for including and excluding content
 - iii. Use of Media
 1. Print, online, demo reel, etc.
 2. Types of media used per discipline
 - iv. Organizing content for impact and flow
 - v. The range of skills and abilities for a chosen field
 - vi. Strengths and weaknesses of wildly creative portfolios vs. "nuts and bolts" varieties
 - vii. The importance of continuing to develop a portfolio beyond the classroom
 - viii. Diversifying vs. Specializing
- c. Review existing student portfolio pieces

- i. Identify relevant work towards a chosen area of employment
 - ii. Discuss the quality of work and areas that need improvement and/or development of additional pieces
 - d. Presentation and delivery methods
 - i. Required and optional media, per employment path
 - 1. Quality of all work, including:
 - 2. Websites
 - 3. Demo Reels
 - 4. Social media
 - ii. Quality in all things including:
 - 1. Written content: grammar, spelling or punctuation
 - 2. Visual design: well-executed typography, color, and layout
 - 3. Craftsmanship: physically, visually and mechanically orderly, precise and clean. No errors or shabbiness.
 - 4. Physical materials: clean cases, books, and mounting material, as well as game controllers, prototypes etc.
 - 5. Functionality: everything "working" from digital buttons, audio, links and kinetic media to physical hinges on boxes, game controllers, etc.
 - 6. Clarity of communication: ample communication regarding the type of work, what role was played by the presenter and why
 - 7. Legal use of materials: Any copyrighted materials should be excluded or at minimum stated for "use in education only". This latter method should be discouraged.
 - e. Interview skills
 - i. Business attire
 - ii. Listening
 - iii. Speaking clearly and comfortably
 - iv. Eye contact
 - v. The handshake
 - vi. Follow up communication and correspondence
- B: Develop and employ a consistent, professional, self-promotional brand across all media.**
- a. Understanding what to brand
 - i. Exploring strengths and weaknesses
 - ii. Identifying unique qualities and emotional appeal
 - iii. Focusing on goals and values
 - b. How to communicate the brand verbally
 - i. Keywords
 - ii. 30-second elevator speech
 - iii. Voice, posture, and attitude
 - c. Visual branding
 - i. Lettermark, logomark, both or neither
 - ii. Typography and layout
 - iii. Color and texture
 - d. Cross-media challenges: considerations for using the brand across media including limitations of size, color availability, reproducibility, and costs.
- C: Perform the duties of a visual communication professional.**
- a. Entry level employment or contract concerns
 - i. Type of work: a review of employment options relevant to each major in Visual Communication & Design
 - ii. Work roles: Creative team roles per each major in Visual Communication & Design
 - iii. Finding and applying for work
 - iv. Presenting required skills required through a portfolio presentation
 - v. Marketing oneself
 - vi. Finding starting salaries
 - b. Navigating a new job: What's expected?
 - i. Responsibilities to an employer or client
 - ii. Discretion and proprietary information
 - iii. Solicitation
 - iv. Relationships with competitors
 - v. Relationships with suppliers and support personnel

- vi. Time tracking
- vii. Appropriate communication and conduct
- viii. Appropriate business attire
- c. Legal and ethical considerations
 - i. Copyright & intellectual property
 - ii. Non-disclosure agreements
- d. Building a freelance business
 - i. Developing a business plan
 - ii. Business structures

Resources

Harold Linton and Cesar Pelli. *Portfolio Design*. 4th ed. New York: W.W. Norton & Co, 2012.

Lee, Irina. *Creating a Successful Graphic Design Portfolio*. Bloomsbury Visual Arts, 2021.

Landa, Robin. *Advertising by Design: Generating and Design Creative Ideas Across Media*. 4th ed. Hoboken, NJ: Wiley, 2022.

Landa, Robin. *Graphic Design Solutions*. 6th ed. Boston, MA: Cengage, 2019.

Sara Eisenman. *Building Design Portfolios: Innovative Concepts for Presenting Your Work*. Gloucester, Mass: Rockport Publishers, 2008.

Nedra Reynolds and Rich Rice. *Portfolio Keeping: A Guide for Students*. 3rd ed. Boston, MA: Bedford/St. Martin's, 2014.

Resources Other

BEHANCE. <https://www.behance.net>

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