EL CENTRO COLLEGE
IMED 2311
PORTFOLIO DEVELOPMENT
SYLLABUS

COURSE DESCRIPTION

Prerequisites: NONE

Course Description: Preparation and enhancement of portfolio to meet professional standards, development of presentation skills, and improvement of job-seeking techniques.

This is a 3 credit hour course. (2 lec., 4 lab.)

WECM END-OF-COURSE OUTCOMES: Arrange and refine projects for presentation; identify current industry requirements for employment; develop a presentation portfolio; and articulate the advantages of membership in a professional organization.

STUDENT LEARNING OUTCOMES:
Upon successful completion of IMED 2311, students will be able to:
- Utilize a 3rd party portfolio service to market their design services.
- Create a website that displays the services in which they have demonstrated a proficiency
- Compose a resume that reflects their skills and experience in a graphical manner.

COURSE MATERIALS


Storage: A minimum of 1 GB USB Flash Drive or an account with Dropbox.com to backup files.

A student of this institution (El Centro College) is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

MAJOR COURSE REQUIREMENTS
Students will create work that showcases their skills.

Students will produce Unit exercises for the following:
- Perform Self-Assessment
- Create a Portfolio Based Website
- Create a Resume
- Design a Business Card
- Develop a Brand Strategy
- Create a Wordpress Blog and Portfolio Site
- Use an Online Portfolio Service
• Perform Job Search
• Create a LinkedIn Profile
• Record and Post an Audio or Video Podcast
• Design & Deliver a Presentations

A **final project** will evaluate the student’s understanding of graphic design principles, web design principles, Adobe Photoshop, Adobe Flash and self-promotion.

**SUBJECT MATTER**
Topics covered in the lecture portion of the course include:
- The Need for a Portfolio
- Inspiration
- Design Firms and Designers
- Sections to Include in a Resume
- Portfolio Services
- Keeping Your Skills Current
- Job Searching
- File Storage and Backup
- **Graphic Design**
  - Designing for Print
  - Research for Creative Projects
- **Web Design**
  - Current Trends
  - Designers and Design Firms
  - Blogging as a Marketing Tool
- **Marketing**
  - Social Networking
  - Getting Experience: Volunteer Work - Non-profit Organizations
  - How to Design & Deliver Presentations Like a Pro
  - Podcasting

**DISCLAIMER**
The provisions contained in this syllabus do not constitute a contract between the student and El Centro College. These provisions may be changed at the discretion of the Coordinator/Instructor. When necessary, appropriate notice of such changes will be given to the student.

The instructor-of-record may provide additional information to enhance the course to meet the needs of the enrolled students, provided that the enhancements do not conflict with the official course syllabus.

**POLICIES**
Students should click on the links below and read all of these policies.

[General institutional policies](#)
[Course-related institutional policies](#)