This course syllabus is intended as a set of guidelines for this class. Both North Lake College and your instructor reserve the right to make modifications in content, schedule, and requirements as necessary to promote the best education possible within prevailing conditions affecting this course.

Instructor Information:
Professor: Lisa Gabriel
E-mail Address: lgabriel@dccc.edu
Office Phone Number: 972-860-3930
Office Location: G339
Office Hours: M 3:30PM-5:30PM
Th 2:30PM-4:30PM
Friday hours by appointment only
If I am not in G339, look for me in G304-G306

Course Information
Course title: Portfolio Development for Graphic Design
Course number: ARTC 2335
Section number: 73701
Credit hours: 3
Class meeting time:
Tuesday face-to-face, 5:45pm - 8:15pm
Sunday, online coursework deadlines

Course Description:
Preparation of a portfolio comprised of completed graphic design projects. Evaluation and demonstration of portfolio presentation methods. (WECM Catalog)

Course Prerequisites:
Previous classes including Digital Imaging (Adobe Photoshop), Computer Illustration (Adobe Illustrator), and Digital Publishing (Adobe InDesign) are highly recommended as a precursor to this class in portfolio development. If you have no experience with drawing, bitmap and page layout software, you may be in over your head. See your instructor to discuss your options.

Required or Recommended Textbooks and Materials:
Textbook: Graphic Design Portfolio Strategies
Author: Rowe
ISBN: 9780136140313
Copyright Year: 2010

Required Course Materials:
- Artist’s Portfolio- 11 X 14 or larger, e.g. a clamshell case, briefcase style portfolio, or other appropriate case for displaying design/art graphics.
- Three-ring binder to serve as your organizer
- Weekly Planner for creating a Daily-To-Do List.
- USB flash drive or portable hard drive
- Cloud storage for making backups of your files
- Photo/artist quality ink-jet paper and prints
- Dry mount material or Studio Tac
- Mat board or other good quality presentation board (preferably solid black)
- Resume paper

Suggested Course Materials:
- Camera (digital helps)

Required or Recommended Hardware/Software:
Students must have access to a computer (Mac or PC) fast enough to run graphics software, and the Adobe Design Suite to complete class assignments. Students may use software in the G304/G306 labs, or may acquire their own. It is highly recommended that students have the ability to work on their assignments and projects at home. Though there will be open lab times available throughout the semester, there may not be enough time in the lab to complete all assignments/projects, especially for students with transportation and other hardships.
Those students that have a computer with Adobe Creative Cloud installed will have a distinct advantage over those that don’t. Students who intend to take a series of computer graphics classes should consider purchasing the Adobe Creative Cloud Subscription. Remember, students can receive a discount on software through educational software vendors.

Course Objectives
The discussions and projects in this course are directed towards developing a professional portfolio and résumé for a career in graphic design. We will also discuss a range of topics such as:
- Arrange and refine projects for inclusion in a graphic design portfolio
- Create a presentation portfolio.
- Identify industry requirements for employment
- Identify current events, skills, attitudes and behaviors pertinent to the industry and relevant to the professional development of the student
- Effective use of a variety of stylistic approaches to visual communications.
- Development of effective work habits and studio skills.
- Development of self promotional skills
- Critical analysis of work, as well as the work of peers
## Specific Course Learning Outcomes and Means of Assessment

<table>
<thead>
<tr>
<th>Learning Activity</th>
<th>Learning Outcomes</th>
<th>Means of Assessment</th>
<th>SCANS*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Class Readings:</strong> The weekly Class Readings are primarily taken from your textbook and are centered on portfolio development. The readings will be discussed in class and used as reference when developing the portfolio.</td>
<td>• Identify industry requirements for portfolio</td>
<td>Class discussion; quizzes</td>
<td>SCANS: F1, F2, F7, F8, F11, F16, C12, C14, C19, F8</td>
</tr>
<tr>
<td><strong>Individual Projects:</strong> The students rework a series of projects for inclusion in the final portfolio. After the initial discussion with the professor, the student will have a good idea what his or her portfolio needs in order to become stronger. Previous and new projects will be refined and created accordingly.</td>
<td>• Arrange and refine projects for inclusion in a graphic design portfolio</td>
<td>Peer and instructor critique.</td>
<td>SCANS: C12, C14, C19, F7, F8</td>
</tr>
<tr>
<td><strong>The &quot;Web&quot; Portfolio</strong> will showcase your artwork, resume, and contact information. It will consist of an electronic access to documents on the web such as, portfolio work, resume and contact information.</td>
<td>• Arrange and refine projects for inclusion in a graphic design web portfolio</td>
<td>Peer and instructor critique.</td>
<td>SCANS: C1, C12, C15, C16, F7, F8, F12, F15</td>
</tr>
<tr>
<td><strong>The &quot;Print&quot; Portfolio:</strong> Creation of a graphic design print portfolio. Over the course of the semester, students will plan, design, print and assemble a portfolio of previous and new work using their software and design skills. The &quot;Book&quot; is 50% of the total grade. A Portfolio Review will be held at the end of the semester. The portfolio should reflect the direction of the student’s work and career goals. Students should be able to discuss decisions made concerning elements and principles of design.</td>
<td>• Arrange and refine projects for inclusion in a print portfolio</td>
<td>Peer and instructor critique.</td>
<td>SCANS: C1, C12, C15, C16, F7, F8, F12, F15</td>
</tr>
<tr>
<td><strong>Resume and Self-Promotion:</strong> Students will be focused on learning about employment in the art/graphic design field and will create a resume to speak to that industry. Both will be tailored for a job or internship listing that has a description and duties matching their own skill set and interest.</td>
<td>• Identify industry requirements for employment</td>
<td>Peer and instructor critique.</td>
<td>SCANS: C1, C12, C15, C16, F7, F8, F12, F15</td>
</tr>
<tr>
<td><strong>Participation:</strong> Students will be expected to attend class regularly, be attentive, and interact with the instructor and other students during class.</td>
<td>• Development of effective work habits and studio skills.</td>
<td>Observation of students as they interact in peer critiques, discussions, lectures, and how their studio involvement in general</td>
<td>SCANS: C9, C16, F2, F4, F5, F14</td>
</tr>
<tr>
<td><strong>Critiques:</strong> Participation in group and individual critiques of student projects. The students will make notes on a ‘critique sheet’ that will be turned in at the completion of the activity to verify participation.</td>
<td>• Arrange and refine projects for inclusion in a graphic design portfolio</td>
<td>Observation of students as they interact in peer/group critiques; Completion of Critique Sheet. The critique activities of the class will be factored into the 'Participation' grade.</td>
<td>SCANS: C9, C16, F4, F5, F14</td>
</tr>
</tbody>
</table>

*See Appendix C for SCANS Skills*
**Evaluation Procedures / Exams and Assignments**

**Expectations:** Much of class time will be dedicated to lectures and the execution of the assigned projects. It is essential that you attend class on time and fully. It is during studio time that you will be able to receive assistance from the instructor, that the instructor is able to see your growth, and that you can interact with other artists. However, you will find it is necessary to work outside of class to finish work on time. It is imperative that you come to class prepared to work. This means keeping up with the required assignments and having supplies ready for class. After each project or group of projects, we will have a group critique (discussion) about the work. This is your opportunity to express opinions and views. Your participation in these critiques is mandatory. You are expected to take notes from class lectures and be in attendance. A good grade starts with interest and engagement. It is your responsibility to get inspired and stay inspired. You will get out of this class what you put into it.

### Grade Calculation

<table>
<thead>
<tr>
<th>Grade Calculation</th>
<th>Possible Points are added up and total is weighted based on percentages.</th>
<th>Project Percents%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes &amp; Readings</td>
<td>A 100-90, B 89-80, C 79-70, D 69-60, F below 60</td>
<td>15%</td>
</tr>
<tr>
<td>Project 1: Revise Work</td>
<td>Preliminary work folder (10%), Following directions (10%), Technical skill (30%), Design quality (40%), and Effort (10%)</td>
<td>15%</td>
</tr>
<tr>
<td>Project 2: Brand</td>
<td>Preliminary work folder (10%), Following directions (10%), Technical skill (30%), Design quality (40%), and Effort (10%)</td>
<td>15%</td>
</tr>
</tbody>
</table>
| Project 2: Resume | • Format, organization, and essential elements (45%)  
                      • Clarity of language and relevance of info (45%)  
                      • Grammar, usage, and spelling (10%) | 10%               |
| Project 3: Web Portfolio | Preliminary work folder (10%), following directions (10%), technical skill (30%), design quality (40%) and effort (10%). | 15%               |
| Project 3: Print Portfolio | Selection of quality and appropriate quantity of work in the portfolio  
                                • Design Quality (25%)  
                                • Technical Skill (25%)  
                                • Content/Creativity (10%)  
                                • There must be at least 8 finished pieces in your portfolio. 12.5% will be subtracted from the grade for every piece below 8.  
                                Appearance, arrangement and titling of the portfolio. Its professionalism.  
                                • Craftsmanship (30%)  
                                • Following Directions (10%) | 25%               |
| Participation | Grade Scale  
            A = outstanding; far exceeds expectations  
            B = good; meets expectations  
            C = minimally acceptable  
            D= poor; lacking somewhat in behaviors that contribute to success  
            F= failure to perform within studio setting  
            • Personal contribution to a healthy, creative studio atmosphere  
            • Willingness to explore, to try new ideas, and to listen to the ideas of others  
            • Constructive use of time  
            • Active, thoughtful oral and written participation in class critiques | 5%               |
| Absences and Tardies | Grade will drop 10% (one grade level) for every three unexcused absences.  
                           Three tardies equals one absence.  
                           Leaving early w/o permission will count as an absence. | X 100%          |

### Grading Scale

Final grades are reported for each student according to the following grading system:

<table>
<thead>
<tr>
<th>A 100-90 excellent</th>
<th>B 89-80 good</th>
<th>C 79-70 passing</th>
<th>D 69-60 poor</th>
<th>F X &lt; 60 failing</th>
<th>I Incomplete</th>
</tr>
</thead>
</table>

An incomplete grade of “I” may be given when an unforeseen emergency prevents you from completing the work in a course. The “I” must be converted to a performance grade (A-F) within 90 days after the first day of classes in the subsequent regular semester. If the work is not completed after 90 days, the “I” is converted to a performance grade, usually an “F”.

### Course Outline

See Appendix A
**Discipline/ Course/ Department/Policies**

**Attendance**

Attendance is important and required in this class. In some cases the Lab portion of this class may be made up at alternative times with arrangements and approval of the instructor. The student is expected to complete each lab assignment using either their own computer or the computers at NLC. To aid in record keeping: applications for excused absences should be made in writing preferably in advance and with documentation. After 1 unexcused absences (8-week classes), your grade will drop 10% - one grade level. Three tardies will be counted as one absence. Leaving early without permission constitutes an absence. With instructor approval, unexcused absences may be ‘made up’ by producing extra credit work and/or attending specific open lab times.

**Due Dates and Late Work**

Due dates are stated in the class calendar. Any variations must be discussed with your instructor.

All late work is penalized five points for every day past the due date, including weekends and holidays. Late work will not be accepted after one week past its due date. Exceptions may be granted by the instructor for extraordinary circumstances on an individual basis.

Not having a book and/or software and/or a computer is not an acceptable excuse for late work!

**Turning In Assignments**

All assignments will be turned in to the assigned folder on the MacLab (nlcduart) server (unless the assignment states otherwise). Your instructor will provide you with a username and password to access the server.

**INSTITUTIONAL POLICIES**

**ACADEMIC DISHONESTY**

The Student Code of Conduct prohibits academic dishonesty and prescribes penalties for violations. According to this code, which is printed in the college catalog, “academic dishonesty”, includes (but is not limited to) cheating, fabrication, facilitating academic dishonesty, plagiarism, and collusion”.

1) The Vice-President of Academic & Student Affairs may initiate disciplinary proceedings against a student accused of academic dishonesty.

2) Academic dishonesty includes, but is not limited to, cheating on a test, plagiarism and collusion.

3) Cheating on a test includes: a) Copying from another student's test paper; b) Using, during a test, materials not authorized by the person giving the test; c) Collaborating with another student during a test without permission to do so; d) Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of an un-administered test; e) Substituting for another student, or permitting another student to substitute for you to take a test; and f) Bribing another person to obtain an unadministered test or information about an unadministered test.

4) “Plagiarism” means the appropriation of another’s work (ideas and/or words) and the unacknowledged incorporation of that work in one’s written work offered for credit. Quotes not identified as quotes constitute a form of plagiarism even if the borrowed ideas are documented.

5) “Collusion” means an unauthorized collaboration with another person in preparing written work offered for credit. Academic dishonesty may result in the following sanctions, including, but not limited to:

1. A grade of zero or a lowered grade on the assignment or course.
2. A reprimand.
3. Suspension from the college.

**Requirements of the Americans with Disabilities Act**

North Lake College provides academic accommodations to students with disabilities, as defined under ADA law. It is the student’s choice and responsibility to initiate any request for accommodations. If you are a student with a disability who requires such ADA accommodations, please contact North Lake College's Disability Services Office in person (A430) or by phone at 972-273-3165. http://www.northlakecollege.edu/resources/disability.html

**Notification of Absence Due to Religious Holy Day(s)**

Students who will be absent from class for the observance of a religious holiday must notify the instructor in advance. Please refer to the Student Obligations section of the college catalog for more explanation. You are required to complete any assignments or take any examinations missed as a result of the absence within the time frame specified by your instructor.

**Drop Policy**

If you are unable to complete this course, you must officially withdraw by Check e-Connect for dates. Withdrawing is a formal procedure which you must initiate; your instructor cannot do it for you. All Dallas County Community Colleges charge a higher tuition rate to students registering the third time for a course. This rule applies to the majority of credit and Continuing Education / Workforce Training courses. Developmental Studies and some other courses are not charged a higher tuition rate. Third attempts include courses taken at any DCCCD college since the fall 2002 semester. For further information, go online to: http://www.DCCCD.edu/thirdcourseattempt

**Administrative Withdrawal**

Students with valid extenuating circumstances may be eligible for an administrative withdrawal by the Dean of the Division in which the course or courses are taught. An administrative withdrawal will not be awarded to students who simply fail to withdraw prior to the last day to receive a “W.” The request for an administrative withdrawal must be made in writing to the Dean of the Division with any supporting documentation attached. This must occur before the last official day of the semester.
STOP BEFORE YOU DROP

For students who enrolled in college level courses for the first time in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop. You may drop no more than 6 courses during your entire undergraduate career unless the drop qualifies as an exception. Your campus counseling/advising center will give you more information on the allowable exceptions. Remember that once you have accumulated 6 non-exempt drops, you cannot drop any other courses with a “W”. Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges. For more information, you may access: https://www1.dcccd.edu/coursedrops.

FINANCIAL AID STATEMENT AND CERTIFICATION OF ATTENDANCE

You must attend and participate in your on-campus or online course(s) in order to receive federal financial aid. Your instructor is required by law to validate your attendance in your on-campus or online course in order for you to receive financial aid. You must participate in an academic related activity pertaining to the course such as but not limited to the following examples:

• initiating contact with your instructor to ask a question about the academic subject studied in the course;
• submitting an academic assignment;
• taking an exam;
• completing an interactive tutorial;
• participating in computer-assisted instruction;
• attending a study group that is assigned by the instructor;
• or participating in an online discussion about academic matters relating to the course.

In an online class, simply logging in is not sufficient by itself to demonstrate academic attendance. You must demonstrate that you are participating in your online class and are engaged in an academically related activity such as in the examples described above.

Students who are receiving any form of financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate are also subject to this policy.

To apply for financial aid in the DCCCD, students must complete FAFSA (Free Application for Federal Student Aid) on the web at http://www.fafsa.ed.gov.

COUNSELING SERVICES

Counseling services for personal issues are provided to all students currently enrolled at North Lake College. These services are provided by licensed professionals who are bound by confidentiality (within ethical parameters) at no charge. With the assistance of a counselor, students are able to identify, understand, resolve issues and develop appropriate skills. To make an appointment call 972-273-3333 or visit A430.

DCCCD EMERGENCY OPERATING PROCEDURES
http://video.dcccd.edu/rtv/DO/emergency_dcccd.wmv

THE ACADEMIC SKILLS CENTER (ASC) - A332

The ASC is designed to provide assistance to students in the following areas:

• Labs for students enrolled in foreign language, Developmental Reading, and ESOL courses. One-on-one tutoring is available.
• The Writing Center can help students clarify writing tasks, understand instructors’ requirements, develop and organize papers, explore revision options, detect grammar and punctuation errors, and properly use and document sources. Rather than merely editing or “fixing” papers, tutors focus on helping students develop and improve their writing skills.
• The Online Writing Lab (OWL) allows students to submit papers to our writing tutors electronically and get feedback within 24-72 hours. The OWL can be accessed through eCampus. After logging on to eCampus, click on the Community Tab at the top. Type “Owl” in the search field and click “Go.” Next, click on the double drop-down arrows next to “NLC-OWL2,” and then click on “Enroll.” Once enrolled, students can receive services from the OWL.
• For more information or to schedule a tutoring appointment, come by A-332 or call 972-273-3089.

Classroom Policies and Info:

• WEOTA is our NLC art club. All students enrolled in art classes and those others who are interested in art are considered members. Meetings are held during the fall and spring semesters.
• Annual Portfolio Review is held at the end of the fall semester for those art students who wish to have their work rated by the faculty and juried for competitions and scholarships. Work is returned at the beginning of spring semester.
• Annual Student Spring Exhibition is held at the end of the spring semester. All art students are eligible to enter their work. An outside juror makes award selections.
• Degrees and Certificates: If you are thinking of pursuing a career in computer graphics, please choose one of the following as your degree plan:
  • Computer Graphics Degree (AAS)
  • Computer Graphics Certificate
  • Computer Graphics Specialist Certificate
    • Print, Web, or Animation

Remember, you are not obligated to finish the plan once you have chosen it (although we hope you will!)
Lab Policies:
• The G304 and G306 Labs are for use by currently enrolled students in Computer Graphics, Photography, Video, or Fine Art classes who are attending on a regular basis and are in good standing. Check with your instructor or an Instructional associate concerning open lab times.
• Students must follow instructions of the Open Lab assistant concerning the use of the room, use of equipment, and clean-up.
• Label your things.
• No food or drink allowed near the computers.
• Never talk on the phone or text in the lab. Put your cell phones on silent or “vibrate” during class or open lab time. If you receive a call during lecture, do not answer it. If you receive a call during lab, take the call outside of the classroom.
• Observe all posted materials on Lab rules and procedures.

DCCCD OIE FACULTY SYLLABI STATEMENT- FALL 2016
The Office of Institutional Equity, in coordination with DCCCD colleges, has the primary responsibility for reviewing, updating and implementing compliance policies and procedures. The Institutional Equity and Compliance Officer and the Office of Institutional Equity will ensure compliance with College District policies, federal and state laws related to sexual assault, Title IX, Title II (Americans with Disabilities Act) and the Military Veterans Full Employment Act to support diversity and inclusion.

STUDENTS WITH DISABILITIES
If you are a student with a disability and/or special needs, or if you think you may have a disability, please contact the college Disability Services Office (DSO). Please note that all communication with DSO is confidential. If you are eligible for accommodations, please provide or request that the DSO send your accommodation letter to me as soon as possible (students are encouraged to contact DSO at the beginning of the semester). For more information regarding the College Disability Services Office, please visit the Student Services website: dcccd.edu/DSO Offices or contact DCCCD Office of Institutional Equity at (214) 378-1633.

COLLEGE DISABILITY SERVICES OFFICES
Brookhaven 972-860-4673
Cedar Valley 972-860-8119
Eastfield 972-860-8348
El Centro 214-860-2411
Mountain View 214-860-8677
North Lake 972-273-3165
Richland 972-238-6180

A Note on Harassment, Discrimination and Sexual Misconduct
We are committed to assure all community members learn and work in a welcoming and inclusive environment. Title VII, Title IX and DCCCD policy prohibit harassment, discrimination and sexual misconduct. If you encounter harassment, sexual misconduct (sexual harassment, sexual assault, stalking, relationship violence, stalking), retaliation or discrimination based on race, color, religion, age, national origin, disability, sex, sexual orientation, gender identity, and/or gender expression, please contact your College Title IX Coordinator or the Office of Institutional Equity. We treat this information with the greatest degree of confidentiality possible while also ensuring student welfare and college safety.

We are concerned about the well-being and development of our students, and are available to discuss any concerns. There are both confidential and non-confidential resources and reporting options available to you. If students wish to keep the information confidential, please contact the college Counseling or Student Health Services. As required by DCCCD policy, incidents of discrimination and/or sexual misconduct shared with faculty will be reported to the College Title IX Coordinator or District Title IX Coordinator. The Title IX Coordinator will contact the student and determine if further investigation is needed. For more information about policies, resources or reporting options, please contact your college Title IX Coordinator or visit www.dcccd.edu/titleIX.

COLLEGE TITLE IX COORDINATORS
Brookhaven TitleIX-BHC@dcccd.edu 972-860-4825
Cedar Valley TitleIX-CVC@dcccd.edu 972-860-8181
Eastfield TitleIX-EFC@dcccd.edu 972-860-7358
El Centro TitleIX-ECC@dcccd.edu 214-860-2138
Mountain View TitleIX-MVC@dcccd.edu 214-860-8561
North Lake TitleIX-NLC@dcccd.edu 972-860-3992
Richland TitleIX-RLC@dcccd.edu 972-238-6386
Dallas Colleges Online TitleIX-LEC@dcccd.edu 972-669-6672

DISTRICT TITLE IX COORDINATOR
Office of Institutional Equity TitleIX-District@dcccd.edu 214-378-1633

LaShawn Grant
<table>
<thead>
<tr>
<th>Week</th>
<th>LECTURE</th>
<th>PROJECTS</th>
<th>TEXTBOOK ASSIGNMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Login to eCampus &gt; Click on START HERE &gt; Read all info in START HERE Click on SYLLABUS &gt; Read Click on COURSEWORK Button &gt; WK1 Classroom Lecture</td>
<td>eCampus Introduction Getting Started with course materials Read Project 1 Handout Review Work WK1 - Project 1 Progress Report</td>
<td>Purchase Graphic Design Portfolio Strategies WK 1 Textbook Assignment Chapter 1 • Purpose of a Portfolio Chapter 2 • Portfolio Preparation QUIZ DUE 3/26/17 by midnight</td>
</tr>
<tr>
<td>2</td>
<td>WK2 Classroom Lecture • Discuss production schedules and examine work</td>
<td>WK2 - Project 1 Critique Report</td>
<td>WK 3 Textbook Assignment Chapter 3 • Develop a cohesive concept Chapter 5 • Developing the layout sequence Chapter 8 • The Resume Package QUIZ DUE 4/9/17 by midnight</td>
</tr>
<tr>
<td>3</td>
<td>WK3 Classroom Lecture • Project 2 Handout Brand Identity</td>
<td>WK3 - Project 2 Progress Report</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>WK4 Classroom Lecture • Review resume criteria</td>
<td>WK4 - Project 2 Progress Report</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>WK5 Classroom Lecture • Project 3 Handout Print &amp; Web Portfolio</td>
<td>WK5 - Project 3 Progress Report</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>WK6 Online Lecture • Working on layouts for print books</td>
<td>WK6 Project 3 Progress Report</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>WK7 Online Lecture • Working on layouts for web site</td>
<td>WK7 Prepare Final Portfolio • Working on print book layouts • Working on JPGS for web site • Working on resume final</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>Finals May 8-12, 2017 WK8 ALL FINAL WORK COMPLETE • Final print portfolio and PDF • Final web site DUE • Final Resume DUE • All DUE 5/11/17 by midnight</td>
<td></td>
</tr>
</tbody>
</table>
# Appendix B

## SCANS Skills

<table>
<thead>
<tr>
<th>SCANS Competencies</th>
<th>Outcomes and Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Resources</strong></td>
<td></td>
</tr>
<tr>
<td>C1 Allocates Time</td>
<td>All assignments: Assignments due on specific dates, students must complete outside lab assignments on their own time.</td>
</tr>
<tr>
<td>C2 Allocates Money</td>
<td></td>
</tr>
<tr>
<td>C3 Allocates Material &amp; Facility Resources</td>
<td></td>
</tr>
<tr>
<td>C4 Allocates Human Resources</td>
<td></td>
</tr>
<tr>
<td><strong>Interpersonal</strong></td>
<td></td>
</tr>
<tr>
<td>C5 Participates as a Member of a Team</td>
<td>In-class critiques are conducted in small groups. Students must work together to analyze and assess peer work.</td>
</tr>
<tr>
<td>C6 Teaches Others</td>
<td>All Projects: Students will critique the work of others. Students will ask questions and offer specific suggestions for improvement.</td>
</tr>
<tr>
<td>C7 Serves Clients/Customers</td>
<td>Project 3: Students must complete projects to meet simulated audience/customer/client needs and requirements.</td>
</tr>
<tr>
<td>C8 Exercises Leadership</td>
<td></td>
</tr>
<tr>
<td>C9 Negotiates to Arrive at a Decision</td>
<td>Project Critiques: Students will receive more than one opinion about how to improve their work and must choose the best course of action to strengthen their work.</td>
</tr>
<tr>
<td>C10 Works with Cultural Diversity</td>
<td></td>
</tr>
<tr>
<td><strong>Information</strong></td>
<td></td>
</tr>
<tr>
<td>C11 Acquires and Evaluates Information</td>
<td>Projects require students to research current trends and art historical sources to inform their own work.</td>
</tr>
<tr>
<td>C12 Organizes and Maintains Information</td>
<td>All projects and exercises: Students will organize material on their personal storage device, as well as on the network server to make all projects easy for instructor to locate.</td>
</tr>
<tr>
<td>C13 Interprets and Communicates Information</td>
<td>All projects: Students will share their projects with others in critique in order to communicate with peers. Overall designs must appropriately communicate the artist's or the client's message to audience.</td>
</tr>
<tr>
<td>C14 Uses Computers to Process Information</td>
<td>Most exercises and projects in this class will be completed on the computer.</td>
</tr>
<tr>
<td><strong>Systems</strong></td>
<td></td>
</tr>
<tr>
<td>C15 Understands Systems</td>
<td>All assignments: Students will understand how the delivery system they are working within functions, discuss the tradeoffs inherent in the medium, and create products demonstrating their ability to use and manipulate the delivery system.</td>
</tr>
<tr>
<td>C16 Monitors and Corrects Performance</td>
<td>Students self-critique and revise assignments as necessary.</td>
</tr>
<tr>
<td>C17 Improves and Designs Systems</td>
<td></td>
</tr>
<tr>
<td><strong>Technology</strong></td>
<td></td>
</tr>
<tr>
<td>C18 Selects Technology</td>
<td>All projects. Over the course of the semester students are presented with a range of technology (such as input and output devices), and must pick from those available to complete projects.</td>
</tr>
<tr>
<td>C19 Applies Technology to Task</td>
<td>All assignments.</td>
</tr>
<tr>
<td>C20 Maintains and Troubleshoots Technology</td>
<td>All assignments: Students will troubleshoot hardware and software issues throughout the semester.</td>
</tr>
<tr>
<td><strong>Basic Skills</strong></td>
<td></td>
</tr>
<tr>
<td>F1 Reading</td>
<td>All reading assignments: Students will read assigned materials.</td>
</tr>
<tr>
<td>F2 Writing</td>
<td>All projects: Students will write an analysis of their peer's artwork during project critiques.</td>
</tr>
<tr>
<td>F3 Arithmetic / Mathematics</td>
<td></td>
</tr>
<tr>
<td>F4 Listening</td>
<td>All lectures and projects: Students will listen for instructions, technical and conceptual information, and advice for improving their work during lectures and critiques.</td>
</tr>
<tr>
<td>F5 Speaking</td>
<td>Students will verbalize their observations, inquiries, and opinions during critiques.</td>
</tr>
<tr>
<td><strong>Thinking Skills</strong></td>
<td></td>
</tr>
<tr>
<td>F6 Creative Thinking</td>
<td>All projects: Students will have great latitude in determining subject matter, style, and execution of their work.</td>
</tr>
<tr>
<td>F7 Decision Making</td>
<td>All projects: Students must weigh tradeoffs such as quality vs. compression, type of input/output, color handling, and formal / conceptual determinations.</td>
</tr>
<tr>
<td>F8 Problem Solving</td>
<td>All projects: Students will use techniques taught in class to solve design and technical problems in projects.</td>
</tr>
<tr>
<td>F9 Seeing Things in the Mind's Eye</td>
<td>All projects: Students will create pre-development thumbnails, brainstorming maps, and rough sketches to aid in project design and execution.</td>
</tr>
<tr>
<td>F10 Knowing How To Learn</td>
<td></td>
</tr>
<tr>
<td>F11 Reasoning</td>
<td></td>
</tr>
<tr>
<td><strong>Personal Qualities</strong></td>
<td></td>
</tr>
<tr>
<td>F12 Responsibility</td>
<td>All assignments: Students are also expected to adhere to due dates and project scope and requirements.</td>
</tr>
<tr>
<td>F13 Self-Esteem</td>
<td>Students will learn about their strengths during group critiques.</td>
</tr>
<tr>
<td>F14 Social ability</td>
<td>Class Participation is graded based on an individual's enthusiasm, curiosity, and community spirit. Class participation is evaluated during lectures, lab times, and particularly during project critiques.</td>
</tr>
<tr>
<td>F15 Self-Management</td>
<td>All assignments: Students will monitor progress to insure deadlines are met, and to insure concept mastery. Students needing extra assistance are expected to seek help in open lab times, from instructors, or from peers.</td>
</tr>
<tr>
<td>F16 Integrity/Honesty</td>
<td>All assignments: Students are expected to uphold copyright guidelines, the lab policies, and the DCCCD Student Code of Conduct.</td>
</tr>
</tbody>
</table>
Appendix :  
Learning Activities, Outcomes, and Assessment

### Activity Number 1.

**Learning Activity:** First Critique of Previous Work  
Students will present work from earlier semesters for peer and instructor critique.

**Learning Outcomes:**  
- All students in the portfolio development course will achieve an 85% level of proficiency for refining projects to include in a graphic design portfolio from a peer/instructor review assessment.

**Assessment:**  

<table>
<thead>
<tr>
<th>Assessment of Design Aesthetic</th>
<th>100-90 - A</th>
<th>89-80 - B</th>
<th>79-70 - C</th>
<th>69-60 - D</th>
<th>59 and below - F</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Exceeds</td>
<td>Meets</td>
<td>Needs</td>
<td>Below</td>
<td>Lack of</td>
</tr>
<tr>
<td></td>
<td>Expectations</td>
<td>Expectations</td>
<td>Improvement</td>
<td>Expectations</td>
<td>Participatory Effort</td>
</tr>
</tbody>
</table>

**Evaluation Criteria:**  
- Use problem solving to design new projects for inclusion  
- Use design mastery to select projects for further refinement  
- Use appropriate software technique to refine final work selections

SCANS C1, C5, C9, C16, F4, F5, F12, F13, F14

### Activity Number 2.

**Reading Quizzes:**  
The student will be given an examination over the design career information introduced in course textbook.

**Learning Outcomes:**  
- Students will:  
  - identify industry requirements for employment and professional skills relative to graphic design from a course exam at an 80% level of achievement/proficiency.

**Assessment:**  
Written examination consisting of fill in the blank, true/false, matching, essay and/or multiple choice answers.

<table>
<thead>
<tr>
<th>100-90 Mastery of Information</th>
<th>89-80 Solid grasp of information</th>
<th>79-70 Some knowledge of information</th>
<th>69-60 Little knowledge of information</th>
<th>59-0 Lack of knowledge of information</th>
</tr>
</thead>
</table>

SCANS C1, F1, C19

### Activity Number 3.

**Learning Activity:** Book Portfolio  
Students will plan, design, print and assemble a portfolio of previous and new work using their software and design skills.

**Learning Outcomes:**  
- Students will:  
  - demonstrate knowledge of professional methods and standards of presentation of artwork (for example: matting, mounting, or printing) from a Portfolio Review at an 85% level of achievement/proficiency.

**Assessment:**  

<table>
<thead>
<tr>
<th>Assessment of Craftsmanship / Presentation Skills</th>
<th>100-90 - A</th>
<th>89-80 - B</th>
<th>79-70 - C</th>
<th>69-60 - D</th>
<th>59 and below - F</th>
</tr>
</thead>
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</tr>
</tbody>
</table>

**NLC Computer Graphics Presentation Standards:**  
- Prints are output on appropriate ground (high quality inkjet paper, art paper, etc.)  
- No discernible streaks, banding, or other printer/paper related errors are evident  
- Work is the correct resolution for print output intended (150 dpi and above)  
- Works are presented in an appropriate portfolio-type binder or case.

SCANS C1, C12, C15, C16, F7, F8, F12, F15