

Common Course Outline

CGVC 254

Portfolio Workshop

3 Semester Hours

The Community College of Baltimore County

Description

CGVC 254 – 3 Credits – Portfolio Workshop explores the dynamics involved in the preparation of a professional portfolio for employment or for transfer to another course of study; emphasizes revision, discussion, and analysis of student work under consideration for inclusion into the portfolio. Preparation for the interview process includes the production of an appropriate resume, a review of methods used for contacting potential employers, and a rehearsal for the interview/presentation process. Freelancing, business materials, and client relationships are also topics of discussion and exploration.

3 credits; 2 lecture hours per week; 2 laboratory hours per week

Prerequisite: CGVC 202 or PHTO 207 or CGVC 222 or CGVC 247 or consent of the program coordinator.

Overall Course Objectives

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

1. define a direction to their employment and educational path;
2. select and revise examples of their current work;
3. build upon a personal style;
4. prepare work for professional presentation;
5. create a professional resume;
6. identify methods for contacting potential employers;
7. research and identify potential transfer patterns to further their education;
8. understand the presentation and interview process;
9. identify businesses within the graphic design field;
10. exhibit a basic understanding of the business side of design;
11. explore the freelance design market;
12. understand the various formats for contemporary portfolios; and
13. identify the roles and hierarchy of the design firm hiring and management structure.

Major Topics

- I. Editing Work for Revision
 - a. Eliminating duplication
 - b. Identifying gaps and/or weak spots
 - c. Generating new samples
- II. Revising Existing Work
 - a. Reworking design elements and structures

- b. Determining a consistent style of presentation
 - c. Mounting, matting, and protecting your work
- III. Presentation Formats
 - a. Individually mounted samples
 - b. Bound portfolios
 - c. Electronic delivery
- IV. Designing an Effective Resume
 - a. Designing the format
 - b. Editing information
 - c. Distribution channels
- V. Contacting Potential Employers
 - a. Classified ads
 - b. Cold calling
 - c. The internet as a job resource
 - d. Promotional materials
- VI. Preparation for the Interview
 - a. Sequencing pieces for maximum impact
 - b. Attitude
 - c. Discussing your work in a clear and concise manner
- VII. The Business of Design
 - a. Working for a firm
 - b. Positions in a design firm
 - c. The hierarchy and management structure
- VIII. Freelancing
 - a. How to find clients
 - b. The client relationship
 - c. Calculating fees and costs
- IX. Finding the Job that Fits
 - a. Discovering a direction
 - b. Skills that may improve your job chances
 - c. Exploring further education
- X. Resources for the Working Designer
 - a. Using the Internet wisely
 - b. Organizations and support groups
 - c. Networking basics

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following:

- Write a resume
- A portfolio of 10-15 images for professional interviews or transfer to another institution
- An interview

Other Course Information

This course is a required course in the Publication Design degree program within Computer Graphics and Visual communication.

This course is taught in a computerized environment.

Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.