

# DDP 128: PORTFOLIO PREPARATION

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Date Submitted: Wed, 04 Sep 2019 01:28:33 GMT

**Formerly known as:**

ART 028 / DDP 028 (or if cross-listed - inactivated courses associated with this course)

**Originator**

mabril

**Justification / Rationale**

To align with the rest of the DDP courses. Change units from 2 to 1.5

**Effective Term**

Fall 2020

**Credit Status**

Credit - Degree Applicable

**Subject**

DDP - Digital Design & Production

**Course Number**

128

**Full Course Title**

Portfolio Preparation

**Short Title**

PORTFOLIO PREP

**Discipline**

**Disciplines List**

Art

Commercial Art (Sign making, lettering, packaging, rendering)

Photographic Technology/ Commercial Photography

Graphic Arts (Desktop publishing)

Architecture

Commercial Music

Drama/Theater Arts

Dance

Film Studies

Theater Arts

**Modality**

Face-to-Face

100% Online

Hybrid

**Catalog Description**

This course will concentrate on developing students' soft skills and preparing students to enter a professional creative environment. Students will create an online portfolio, curriculum vitae, artist statement, and a personal marketing plan. The course is designed for those students preparing to enter a professional creative environment or transfer to a bachelor's program. The course is also recommended for students pursuing a degree or certificate at College of the Desert with an emphasis in Film, Photography, Digital Design and Production, Architecture, Art or other creative fields. The course is organized for students who work two-dimensionally, three-dimensionally or in mixed-media formats. Students will develop a custom marketing plan and will work on real-world assignments designed around students' marketing plan. Final Capstone Assignment will consist of students working collaboratively to design and execute a public exhibition of student work.

**Schedule Description**

Students will create a visual portfolio, resume, and artist's statement in preparation for a degree, transfer, or career in art or related fields. Prerequisite: Completed a minimum of two courses in Art (ART), Digital Design & Production (DDP), Architecture (ARCH), or Theater Arts (TA)

**Lecture Units**

1

**Lecture Semester Hours**

18

**Lab Units**

.5

**Lab Semester Hours**

27

**In-class Hours**

45

**Out-of-class Hours**

36

**Total Course Units**

1.5

**Total Semester Hours**

81

**Prerequisite Course(s)**

Completed a minimum of two courses in Art (ART), Digital Design & Production (DDP), Architecture (ARCH), or Theater Arts (TA)

**Required Text and Other Instructional Materials****Resource Type**

Book

**Open Educational Resource**

No

**Author**

Kleon, Austin

**Title**

Steal Like An Artist

**Edition**

1

**City**

United States

**Publisher**

Workman Publishing Group

**Year**

2012

**College Level**

Yes

**ISBN #**

9780761169253

**Resource Type**

Book

**Open Educational Resource**

No

**Author**

Austin Kleon

**Title**

Show Your Work

**Edition**

1

**Publisher**

Workman Publishing Group

**Year**

2014

**College Level**

Yes

**ISBN #**

9780761178972

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**Resource Type**

Web/Other

**Open Educational Resource**

Yes

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**Class Size Maximum**

25

**Entrance Skills**

Students should have acquired a series of visual examples from two courses that they have completed in Architecture, Visual Arts or Digital Design and Production.

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**Course Content**

1. Marketing Plan and Portfolio development: Identifying and understanding various audiences
2. Professional Research Practices
3. Professional Methods of documenting three-dimensional and two-dimensional and time-based works
4. Elements involved in writing a curriculum vitae, artist statement, bio and other written marketing and promotional material
5. Methods of oral presentation such as interviews, elevator pitches, and presentations
6. Familiarizing different types of promotional materials: social media, business cards, websites, and email marketing
7. Pricing creative work and services
8. Copyright, plagiarism and other ethical considerations

**Lab Content**

1. Create an online portfolio or website
2. Create a Curriculum Vitae
3. Write an artist statement
4. Digitally document a portfolio of artwork

5. Submit portfolio with all needed supplemental information for employment, scholarship, college transfer, or exhibition opportunities.

**Course Objectives**

<b>Objectives</b>	
Objective 1	Create a personal online portfolio
Objective 2	Create a personal marketing plan developed towards students intended audience.
Objective 3	Assess the differences between various types of creative and academic CV's and create at least one professional creative curriculum vitae.
Objective 4	Evaluate fundamental practice of targeted research in creative field.
Objective 5	Assess visual and oral best practices of presenting oneself professionally within their respective creative field

**Student Learning Outcomes**

<b>Upon satisfactory completion of this course, students will be able to:</b>	
Outcome 1	Students will demonstrate relevant soft skills necessary to succeed in a professional creative environment.
Outcome 2	Students will perform targeted research, and then develop and execute a plan to meet creative goal

**Methods of Instruction**

<b>Method</b>	<b>Please provide a description or examples of how each instructional method will be used in this course.</b>
Lecture	Demonstration of research techniques used by creative professionals to educate and identify opportunities
Individualized Study	Students will conduct individualized research in developing personal marketing plan
Laboratory	Students will create an online portfolio either as a website or visual blog
Collaborative/Team	Students will work collaboratively to plan and implement a public group exhibition
Role Playing	Students will participate in group public speaking exercises
Experiential	Students will research real-world opportunities and apply for them.
Technology-based instruction	Course work uses current technology in the field, the students will learn the software and create physical and digital projects with the technology. Instructors will use the technology in demonstrations as it pertains to the assignments.

**Methods of Evaluation**

<b>Method</b>	<b>Please provide a description or examples of how each evaluation method will be used in this course.</b>	<b>Type of Assignment</b>
Critiques	Evaluation of student's creative work via in-class group critiques	In Class Only
Portfolios	Evaluation of student-created portfolios	In Class Only
Behavior assessment	Evaluation of student soft skills and professional best practices	In Class Only
Self/peer assessment and portfolio evaluation	Students will evaluate fellow students' creative work and promotional materials through in-class group critique.	In Class Only
Presentations/student demonstration observations	Evaluation of students' oral presentations through in-class mock interviews and elevator pitches	In Class Only
Group activity participation/observation	Evaluation of students through observation of participation in group collaborative environment of planning and implementing group exhibition	In and Out of Class

**Assignments**

**Other In-class Assignments**

1. Fill out Goal Sheet
2. Research schools, individuals, companies or organizations that students wish to be involved with
3. Create a blog or website
4. Read Terms of Service of Relevant Social Media
5. Submit to a call for entry
6. Document 10 pieces of work
7. Create an artist CV
8. Create a work resume
9. Write Biography and Artist Statement
10. Perform an elevator speech
11. Perform peer interviews

**Other Out-of-class Assignments**

1. Create Press Release
2. Create Email Marketing
3. Visit local exhibition space
4. Apply to a call for entry
5. Plan and implement Public Group Exhibition

**Grade Methods**

Letter Grade Only

**Distance Education Checklist**

Include the percentage of online and on-campus instruction you anticipate.

**Online %**

50

**On-campus %**

50

**Lab Courses****How will the lab component of your course be differentiated from the lecture component of the course?**

The lecture portion of the course will consist of activities (e.g. brainstorming, demonstrations, critiques) that will build knowledge of the design process, working in groups and teach skills in preparation for a creative career.

Students will be developing a marketing plan, goals and a creative online portfolio during the lab component of the course.

**From the COR list, what activities are specified as lab, and how will those be monitored by the instructor?**

Activities that involve the students building their online portfolio and professional online presence will be specified as lab. The course will contain Canvas weekly assignments that require students to complete graphic design projects that achieve a particular goal.

**How will you assess the online delivery of lab activities?**

Lab activities will require students to upload files and input text and/or URLs for assignments.

**Instructional Materials and Resources****If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?**

n/a

**Effective Student/Faculty Contact****Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?****Within Course Management System:**

Timely feedback and return of student work as specified in the syllabus  
Discussion forums with substantive instructor participation  
Chat room/instant messaging

Regular virtual office hours  
Private messages  
Online quizzes and examinations  
Video or audio feedback  
Weekly announcements

**External to Course Management System:**

Direct e-mail  
E-portfolios/blogs/wikis  
Posted audio/video (including YouTube, 3cm mediasolutions, etc.)  
Teleconferencing  
Telephone contact/voicemail

**For hybrid courses:**

Scheduled Face-to-Face group or individual meetings  
Field trips  
Library workshops  
Orientation, study, and/or review sessions  
Supplemental seminar or study sessions

**Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.**

There will be weekly discussions regarding topics related to their creative career choice with appropriate instructor participation. Students will complete and upload assignments. These activities will receive appropriate instructor feedback.

**If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.**

With hybrid courses, students will meet weekly for lecture, demonstrations and critiques

**Other Information****Provide any other relevant information that will help the Curriculum Committee assess the viability of offering this course in an online or hybrid modality.**

Allowing for other course delivery options, this change looks to future possibilities for the DDP program. In addition, it will help to serve current (over 40%) and future east valley DDP students due to the program move to the West Valley campus effective Fall 2019.

**MIS Course Data****CIP Code**

10.0201 - Photographic and Film/Video Technology/Technician and Assistant.

**TOP Code**

101200 - Applied Photography

**SAM Code**

C - Clearly Occupational

**Basic Skills Status**

Not Basic Skills

**Prior College Level**

Not applicable

**Cooperative Work Experience**

Not a Coop Course

**Course Classification Status**

Credit Course

**Approved Special Class**

Not special class

**Noncredit Category**

Not Applicable, Credit Course

**Funding Agency Category**

Not Applicable

**Program Status**

Program Applicable

**Transfer Status**

Transferable to both UC and CSU

**Allow Audit**

No

**Repeatability**

No

**Materials Fee**

No

**Additional Fees?**

No

**Approvals****Curriculum Committee Approval Date**

11/05/2019

**Academic Senate Approval Date**

11/14/2019

**Board of Trustees Approval Date**

12/19/2019

**Chancellor's Office Approval Date**

1/05/2020

**Course Control Number**

CCC000611419

**Programs referencing this course**Applied Photography Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=217/>)