



## GRAPHIC DESIGN CAREER AND PORTFOLIO — GRDT 2721

### A. Course Description

- **Credits:** 3.00
- **Lecture Hours/Week:** 2.00
- **Lab Hours/Week:** 1.00
- **OJT Hours/Week:** 0
- **Prerequisites:** None
- **Corequisites:** None
- **MnTC Goals:** None

This capstone experience concentrates on preparing students to enter the graphic design job market. Coursework includes career research and development of a professional portfolio, web representation, cover letter, resume and self-promotional materials. Students conduct informational interviews and develop networking skills. These skills will enable the students to better market, manage and promote themselves for positions in-house for a company or starting their own freelance business. Students will use skills learned in software and design coursework to refine or create new projects to include in a portfolio. Students should expect a substantial level of out-of-class time preparation. Prerequisites: Must be taken in final semester with the majority of degree coursework complete.

### B. Course Effective Dates: 1/12/15 – Present

### C. Outline of Major Content Areas

As noted on course syllabus

### D. Learning Outcomes

1. complete supplemental page layouts and illustrations
2. conduct employer search
3. conduct informational interview
4. create professional portfolio presentation
5. design and produce self-promotion materials
6. design personal identity system
7. design portfolio layout
8. develop career plan
9. develop career resume
10. develop new and existing design pieces to meet guidelines
11. develop web based portal for resume and work samples
12. evaluate graphic design files for use in personal portfolio

13. incorporate page layout, vector and raster images into portfolio
14. investigate and select an appropriate portfolio display case
15. investigate career fields
16. organize and archive files for use in personal portfolio
17. participate in portfolio show
18. prepare portfolio images for digital output
19. print files for inclusion in your portfolio
20. research web galleries and portfolios

**E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

**F. Learner Outcomes Assessment**

As noted on course syllabus

**G. Special Information**

None noted