



**COWLEY COLLEGE  
& Area Vocational Technical School**

**COURSE PROCEDURE FOR**

**DESIGN PORTFOLIO  
CGA2065 3 Credit Hours**

**Student Level:**

This course is open to students on the college level in the sophomore year.

**Catalog Description:**

**CGA 2065 - DESIGN PORTFOLIO (3 hrs)**

Students will evaluate, improve, and select work covering various areas of graphic design for a professional portfolio. Students will develop interviewing and presentation skills to aid in job placement as well as on-the-job training in design-related work.

**Prerequisites:**

The student must have at least six (6) credit hours of design coursework and the student has the ultimate responsibility of gaining field experience in a training location approved by the instructor.

**Controlling Purpose:**

This course is a capstone course for those students majoring in Graphic Design. Students will evaluate, improve, and select pieces for a professional portfolio. Students will develop interviewing and presentation skills to aid in job placement or university transfer. Students will apply the training received through classroom and laboratory instruction to a position working in the student's major field of study. This work experience should provide a situation in which the student can build upon and modify basic principles of practical business work guided by the instructor, the training supervisor, and the student's related education.

**Learner Outcomes:**

The student will:

- Evaluate, improve, and select personal work for inclusion in a professional online portfolio
- Write and produce a cover letter and resume
- Digitally convert the pieces for inclusion on a CD/DVD and/or web site
- Develop interview and presentation skills
- Discuss and have their portfolio evaluated by a professional in the field of their major
- Develop competencies to increase understanding and skills in practical work guided by the instructor, the training supervisor, and the student's related education.

**Units Outcomes and Criterion Based Evaluation Key for Core Content:**

The following defines the minimum core content not including the final examination period. Instructors may add other content as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for taking more advanced work in the same field, but without any major handicap of inadequacy in his background.
- D = A few of the major goals have been achieved, but the student's achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

<b>UNIT 1: EVALUATION AND SELECTION OF PERSONAL WORK</b>						
Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:						
A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Evaluate personal work for inclusion in the portfolio
						Participate in critiques of selected works by class members
						Correct minor areas of selected works
						Decide on portfolio format

**UNIT 2: DEVELOPMENT OF SUPPORTING PIECES FOR THE PORTFOLIO**

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Write and produce a 'cold call' job inquiry letter.
						Write and produce an advertised job opening inquiry letter.
						Write and produce a professional resume.
						Practice and refine job interview and presentation skills.
						Discuss and have portfolio evaluated by a professional in the field.

**UNIT 3: PRODUCTION OF AN ELECTRONIC PORTFOLIO**

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Convert work into digital formats needed for online production technique
						Correct scan and/or color imperfections of digital work
						Organize the format of the CD/DVD or web site: presentation, Flash movie, individual slides, etc.
						Produce the selected format
						Produce the CD/DVD or web site

**UNIT 4: PERSONAL AND PROFESSIONAL DEVELOPMENT**

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Exhibit proper grooming and attire for the particular work station
						Demonstrate ability to follow written and verbal instructions
						Exhibit the following professional qualities: honesty, loyalty, confidentiality, courtesy, cooperation, alertness, ambition, punctuality, interest, involvement, patience, tact, confidence, sense of humor, dependability/reliability, flexibility, and initiative

**UNIT 5: WORKPLACE COMPETENCIES**

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Set priorities or the order in which several tasks will be accomplished
						Determine specific activities to accomplish a task and order of procedures to accomplish the task
						Locate information about duties, methods, procedures, and select tools, materials, and equipment, to perform the activities needed to accomplish a specific task
						Identify and explain the use of common supplies and materials
						Organize work space, work flow, and adjust to change when necessary
						Identify skills needed to maintain effective work relations with colleagues
						Work together to reach a common goal
						Meet all deadlines as assigned by instructor and client

**Projects Required:**

- 1) Student will keep an up-to-date timesheet and submit it at the end of every week, calculating the total hours worked
- 2) Acceptable performance on the job/with client

3) Final professional portfolio presentation which will include completed resume

**Textbook:**

No textbook required.

**Materials/Equipment Required:**

USB storage device. Portfolio and materials that need to accompany final piece.

**Attendance Policy:**

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

**Grading Policy:**

The grading policy will be outlined by the instructor in the course syllabus.

**Maximum class size:**

Based on classroom occupancy

**Course Timeframe:**

The U.S. Department of Education, Higher Learning Commission, and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching, and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

**Refer to the following policies:**

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

**Disability Services Program:** Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability which may impact work in this class which requires accommodations, contact the Disability Services Coordinator.