GAVILAN COLLEGE
5055 Santa Teresa Blvd
Gilroy, CA 95023

Course Outline

COURSE: ART 79 DIVISION: 10 ALSO LISTED AS:

TERM EFFECTIVE: Fall 2018 CURRICULUM APPROVAL DATE: 03/12/2018

SHORT TITLE: PORTFOLIO: STUDIO ARTS

LONG TITLE: Portfolio Development for Studio Art Majors

Units	Number of Weeks	Type	Contact Hours/Week	Total Contact Hours/Units
1	18	Lecture:	1	18 / 1 Units of Lecture
		Lab:	0	0
		Other:	0	0
		Total:	1	18

Out of Class Hrs:	36.00
Total Learning Hrs:	54.00

COURSE DESCRIPTION:

This Portfolio Development course is intended for Studio Art majors. Focus will be placed on the planning and production of personal portfolios and self-promotion materials including cover letters and resumes. Particular emphasis will be placed on self-promotion for jobs, self-employment, or advanced education in the Studio Art field. Students will leave the class with one or more portfolios representing their work. This course has the option of a letter grade or pass/no pass. No college credit for those who have passed DM 79 or CSIS 79.

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES
- L - Standard Letter Grade
- P - Pass/No Pass

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:
- 02 - Lecture and/or discussion
- 05 - Hybrid
- 72 - Dist. Ed Internet Delayed

STUDENT LEARNING OUTCOMES:

1. Design and construct a professional creative art portfolio, both in hardcopy and electronic form, to showcase their creative work for employment, higher education, grants, creative projects and exhibition purposes.. This includes business cards and logo design.

Measure of assessment: critique and discussion, portfolio review, skill demonstration and presentation of portfolio

Year assessed, or planned year of assessment: 2014

2. Create a statement of purpose, design a resume, and write an effective cover letter for employment, higher education, grants, creative projects and exhibition purposes.

Measure of assessment: writing assignments, essay

Year assessed, or planned year of assessment: 2014

3. Discuss and present their creative work and self promote their creative and technical skills for employment, higher education, grants, creative projects and exhibition purposes.

Measure of assessment: critique and discussion, portfolio review, skill demonstration and presentation of portfolio

Year assessed, or planned year of assessment: 2014

4. Identify and use social media, apps, and the internet to showcase their art , as well as, make professional connections for educational and employment purposes.

Measure of assessment: visual presentations, and skill demonstrations

Year assessed, or planned year of assessment: 2014

COURSE CONTENT:

Curriculum Approval Date: 03/12/2018

CONTENT: Lecture (2 hours)

Introduction to portfolio design, concepts, and purpose.

Components of an art portfolio: traditional and

non-traditional.

Survey of portfolio designs.

STUDENT PERFORMANCE OBJECTIVES:

Students will be able to explain portfolio designs, concepts, and purposes. Students will be able to describe, compare

and contrast the components of traditional and non-traditional portfolios.

OUT OF CLASS ASSIGNMENTS**:** (4 hours)

Read handouts and textbook materials about portfolio designs, concepts, and purposes.

Research the web for traditional and non-traditional portfolio designs. Begin preliminary planning of portfolio. Assigned essay on the topic of portfolio design.

CONTENT: Lecture (2 hours)

Artwork

reproduction: photographic prints, photographic film and digital slides, video, and the internet.

Photographic lighting techniques for documenting two-dimensional and three-dimensional artwork for

print, slides, and web.

Digital photography darkroom techniques to produce professional quality slides and photographic prints.

Scanning techniques for slide, print and web.

File types and resolution

for print, slide, web and CD ROM presentation.

Techniques for screen capture of artworks.

COURSE CONTENT(CONTINUED):

STUDENT PERFORMANCE OBJECTIVES:

Students will be able to use photographic lighting techniques to create

professional looking slides and digital photographs of their artwork.

Students will be able to scan, digitally enhance, and print images to use in their portfolios and web galleries.

OUT OF CLASS

ASSIGNMENTS: (4 hours)

Photograph, scan, and digitally enhance images for slides and prints for portfolio. Read handouts and textbook material about photographic lighting techniques for

two-dimensional and three-dimensional artworks, digital photography darkroom techniques, and professional printing for a portfolio and the internet.

CONTENT: Lecture (2 hours)

Portfolio research,

planning, preparation, and organization: resources, materials, media, technologies, architecture, navigation, quality, and quantity.

Target audience / market reflected in portfolio styles and

strategies: commercial, employment, education, teaching, artist residency, and grant proposals.

STUDENT PERFORMANCE OBJECTIVES:

Students will be able to research, plan, prepare, and organize their

portfolio in terms of resources, materials, media, technologies, architecture, navigation, quality, and quantity.

Students will be able to identify portfolio criteria and design their portfolios for a

variety of purposes (commercial, employment, education, teaching, artist residency, and grant proposals).

OUT OF CLASS ASSIGNMENTS: (4 hours)

First draft of portfolio design (example: written

description illustrated with thumbnail drawings, photos or sketches). Collect portfolio materials, examples of artwork, tear sheets, and other examples of work to be included in the portfolio. Read

handouts about portfolio design. Read textbook about portfolio design.

CONTENT: Lecture (2 hours)

Portable hardcopy portfolio (book format, presentation album, presentation boxes, slides, original

art versus copies, and Video)

Portable hardcopy portfolio design, layout, and style: sequencing, mixing media, scale, personality, tone, and craftsmanship.

Midterm quiz.

STUDENT PERFORMANCE

OBJECTIVES:

Students will be able to describe and compare the various types of portable hardcopy portfolios.

Students will be able to design a portable hardcopy portfolio with consideration to

layout, style, sequencing, scale, personality, tone, craftsmanship, and mixing media.

COURSE CONTENT(CONTINUED):

OUT OF CLASS ASSIGNMENTS: (4 hours)

Read handouts and textbook materials about portable hardcopy portfolios.

Work

on a portable hardcopy design (example: Scan images and photograph artworks for portfolio).

Collect portfolio materials, examples of artwork, tear sheets, and other examples of work to be included in the portable hardcopy portfolio.

Read handouts and textbook material about portable hardcopy portfolio design.

CONTENT: Lecture (2 hours)

Portable digital media portfolio: digital slides, CD /

DVD, video, USB drive, website gallery, and web presence which includes the use of social media.

Portable digital media and web based portfolio design, layout, and style: sequencing, mixing media,

scale, personality, tone, and craftsmanship.

Publishing on the Internet.

STUDENT PERFORMANCE OBJECTIVES:

Students will be able to describe and compare the various types of portable digital media,

and web portfolios.

Students will be able to design a portable digital portfolio and web based portfolio with consideration to layout, style, sequencing, scale, personality, tone, craftsmanship, and

mixing media.

OUT OF CLASS ASSIGNMENTS: (4 hours)

Read handouts and textbook materials about portable digital and web based portfolios.

Work on a portable digital or web based portfolio design

(example: Digitize artworks for the digital portfolio and the internet. Create PDF files of supporting documents).

Collect and digitize portfolio materials, examples of artwork, tear sheets, and

other examples of work to be included in the portable digital or web based portfolio.

Read handouts and textbook material about portable digital portfolio and web based portfolio designs.

CONTENT:

Lecture (2 hours)

Resume package: cover letter, curriculum vitae, statement of purpose, biography, and letter of inquiry

Resume Styles: visual arts, graphic design, digital media, theater arts, dance,

music, or any other creative discipline.

Resume Formats: electronic, on-line, paper

Coordinating the resume to your portfolio.

Business card, stationary, brochures, and logo design.

STUDENT

COURSE CONTENT(CONTINUED):

PERFORMANCE OBJECTIVES:

Students will be able to create a professional resume package, cover letter, curriculum vitae, statement of purpose, biography, and letter of inquiry.

Students will be able to

recognize and design a variety of resume styles tailored to specific career objectives: commercial, employment, education, teaching, artist residency, and grant proposal.

Students will be able to

coordinate their resume to their portfolio style.

Students will be able to create business cards, stationary, and their own logo design.

OUT OF CLASS ASSIGNMENTS: (4 hours)

First drafts of resume,

statement of purpose, cover letter, biography, and letter of inquiry. Design a business card, and a logo design. Read handouts and textbook material about resumes, statements of purpose, cover

letters, letters of inquiry, biographies, and buiness card and logo design.

CONTENT: Lecture (2 hours)

The design and production of a web site portfolio.

The concept and design of a splash page.

Image, text, animation, video, and sound preparation

techniques.

Use of available templates and software for web publishing.

Design and storyboarding the website.

Creating an art blog.

STUDENT

PERFORMANCE OBJECTIVES:

Students will be able to select and prepare portfolio media for web

publishing.

Students will be able to storyboard a small portfolio web

site.

Students will be able to

design a splash page and an art blog.

COURSE CONTENT(CONTINUED):

OUT OF CLASS ASSIGNMENTS: (4 hours)
Construct a storyboard of a portfolio web site.
Select and prepare materials for web publishing.
Design and create a splash
page and blog design.
Read handouts and textbook material about web publishing.
CONTENT: Lecture (2 hours)
Using the CD ROM or DVD (e-media) for the portfolio presentation.
Burning a CD or DVD.
The
similarities and differences of web site and e-media.
Creating digital slide shows.
Digital slide show software (e.g., PowerPoint, Director, slideshow).
The interactive portfolio presentation.
Inclusion of video and sound. Use of available templates.
Distribution via mail, email, and web search engines.
Networking with friends, peers, clients and potential
employers, including social
media.
Final exam, portfolio critique and presentation.
STUDENT PERFORMANCE OBJECTIVES:
Students will be able to explain the benefits of using e-media for
their portfolio.
Students will be able to
add images and other media to
a template and burn a CD/DVD for copying and distribution.
Students will be able to publish to the internet.
OUT OF CLASS ASSIGNMENTS: (4 hours)
Storyboard an interactive
presentation. Prepare and add images to a chosen template. Create a slide show. Burn a master CD or DVD. Plan, design, and create an e-media portfolio. Read handouts and textbook material about
e-media portfolios, digital slide presentations, and burning to CD or DVD. Finish portable hardcopy portfolio.

METHODS OF INSTRUCTION:
Lecture, examples of others work, field research, and performance.

OUT OF CLASS ASSIGNMENTS:
Required Outside Hours: 10
Assignment Description: Photograph 10-12 artworks for hard copy portfolio.

Required Outside Hours: 10
Assignment Description: Create digital portfolio utilizing photographs of 10-12 artworks.

Required Outside Hours: 8
Assignment Description: Students will write weekly reading summaries.

Required Outside Hours: 8
Assignment Description: Students will read textbook chapters and articles.

METHODS OF EVALUATION:
Writing assignments
Percent of total grade: 20.00 %
Percent range of total grade: 20 % to 40 % Written Homework Essay Exams Other: reading handouts

Problem-solving assignments
Percent of total grade: 10.00 %
Percent range of total grade: 10 % to 40 % Field Work Quizzes Other: critique and presentation

Skill demonstrations
Percent of total grade: 30.00 %
Percent range of total grade: 30 % to 50 % Class Performance/Performance Exams

Objective examinations
Percent of total grade: 10.00 %

REPRESENTATIVE TEXTBOOKS:
Denise Anderson. Stand Out: Design a Personal Brand, Build a Killer Portfolio, Find a Great Design Job. San Francisco, California: Peachpit Press 1 edition, 2016,2016.
New and up to date information regarding art and design portfolios.
ISBN: ISBN: 978-0134134086
Reading Level of Text, Grade: Reading level of text, Grade: 13+ Verified by: Verified by: Fry's Readability Graph

ARTICULATION and CERTIFICATE INFORMATION

GAV GE:

GAV C1

CSU TRANSFER:

Transferable CSU

UC TRANSFER:

Not Transferable

SUPPLEMENTAL DATA:

Basic Skills: N
Classification: Y
Noncredit Category: Y
Cooperative Education:
Program Status: 1 Program Applicable
Special Class Status: N
Prior to College Level: Y
Non Credit Enhanced Funding: N
Funding Agency Code: Y
In-Service: N
Occupational Course: E
Course Control Number: CCC000589281
Sports/Physical Education Course: N
Taxonomy of Program: 100100
CIP: