

COURSE SYLLABUS

LAST REVIEW	Spring 2021
COURSE TITLE	Career Preparation: Digital Graphic Design
COURSE NUMBER	DIGI 0192
DIVISION	Arts, Communications, and Humanities
DEPARTMENT	DIGI
CIP CODE	10.0303
CREDIT HOURS	3.00
CONTACT HOURS/WEEK	Class: 3.00 Lab: X Clinical: X
PREREQUISITES	DIGI 0117: Advanced Photoshop, DIGI 0175: Advanced Illustrator DIGI 0177: Graphic Design Multi-Media & Web II DIGI 0179: Graphic Design Print Media II DIGI 0180: Publication Design

COURSE PLACEMENT Students must meet the correct placement measure for this course. Information may be found at:
<https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html>

COURSE DESCRIPTION

This course will provide interactive media majors instruction in the presentation of his or her work in a digital portfolio format of professional quality. A printed and written resume will be produced. Self-promotion, networking, job searches and interview skills will also be covered.

KANSAS SYSTEMWIDE TRANSFER: DIGI0192

The learning outcomes and competencies detailed in this course outline or syllabus meet or exceed the learning outcomes and competencies specified by the Kansas Core Outcomes Groups project for this course as approved by the Kansas Board of Regents.

PROGRAM ALIGNMENT

This course is part of a program aligned through the Kansas Board of Regents and Technical Education Authority. For more information, please visit:

https://kansasregents.org/workforce_development/program-alignment

General Education Learning Outcome

- Basic Skills for Communication
- Mathematics
- Humanities
- Natural and Physical Sciences
- Social and Behavioral Sciences

Institutional Learning Outcomes

- Communication
- Computation and Financial Literacy
- Critical Reasoning
- Technology and Information Literacy
- Community and Civic Responsibility
- Personal and Interpersonal Skills

TEXTBOOKS

<http://kckccbookstore.com/>

METHODS OF INSTRUCTION

A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE

I. Professional Digital Portfolio

- A. Select appropriate level of work and determine the total number of pieces
- B. Research and select the appropriate digital media for presentation
- C. Prepare projects for the selected type of digital media
- D. Rework projects as necessary for the final portfolio
- E. Sequence the work for greatest narrative impact

II. Professional Resume

- A. Collect resume information
- B. Select an appropriate type of resume
- C. Write the resume copy
- D. Design the resume for both digital and print forms
- E. Produce the resume for both digital and print forms

III. Professional Considerations

- A. Establish personal and professional goals
- B. List professional organizations and contacts
- C. List professional publications
- D. Demonstrate interview techniques
- E. Describe how to conduct a job search
- F. Describe how to evaluate a job offer

IV. Attitudes and Work Habits

- A. Identify and develop positive attitudes toward tasks and fellow employees appropriate for the workplace, including giving and accepting criticism and praise.
- B. Identify and develop productive work habits, including attention to detail, completing tasks, maintaining the work setting and recording data.
- C. Identify and develop collaborative/teamwork skills, including solving problems in groups, building consensus and responding to supervision.

COURSE LEARNING OUTCOMES AND COMPETENCIES

Upon successful completion of this course, the student will:

- A. Identify the types of interactive media projects appropriate for inclusion in a professional portfolio.
- B. Select from his/her body of work those projects that meet his/her professional goals.
- C. Evaluate and select the best digital media for presentation.
- D. Design an effective digital presentation form.
- E. Describe and list the basic components and structure of a professional resume.
- F. Describe effective job search skills and interviewing techniques.
- G. Demonstrate productive attitudes and work habits.

COURSE COMPETENCIES:

Identify the types of interactive media projects appropriate for inclusion in a professional portfolio

1. The student shall select appropriate level of work and determine the total number of pieces.
2. The student shall research and select the appropriate digital media for presentation.

Select from his/her body of work those projects that meet his/her professional goals

3. The student shall establish in written and oral communications personal and professional goals.
4. The student choose items from their body of work that are appropriate for their personal and professional goals.

Evaluate and select the best digital media for presentation

5. The student shall evaluate in writing the best digital media for presentation that is appropriate for his/her professional goals
6. The student shall select the best digital media for presentation.
7. The student shall rework projects as necessary for the final portfolio.

Design an effective digital presentation form

8. The student shall sequence portfolio work for greatest narrative impact
9. The student shall prepare projects for the selected type of digital media.

Describe and list the basic components and structure of a professional resume

10. The student shall collect resume information
11. The student shall select an appropriate type of resume to meet their career goals.
12. The student shall write the resume copy using proper grammatical structure and form.

Design and produce a professional resume in both digital and printed forms

13. The student shall design the resume for both digital and print media using appropriate materials and forms
14. The student shall produce the resume for both digital and print media to be presented in class and mock interviews

Describe effective job search skills and interviewing techniques

15. List professional organizations and contacts
16. The student shall list professional publications that may be used in the job search.
17. The student shall demonstrate interview techniques in real and mock or practice interviews.
18. The student shall describe how to conduct a job search for a local, regional, and national quest.
19. The student shall describe how to evaluate a job offer in terms of their professional goals.

Demonstrate productive attitudes and work habits

20. The student shall identify in writing positive attitudes toward tasks and fellow employees appropriate for the workplace, including giving and accepting criticism and praise.
21. The student shall identify in writing productive work habits, including attention to detail, completing tasks, maintaining the work setting and recording data.
22. The student shall identify in writing collaborative/teamwork skills, including solving problems in groups, building consensus and responding to supervision.

ASSESSMENT OF COURSE LEARNING OUTCOMES AND COMPETENCIES

Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

COLLEGE POLICIES AND PROCEDURES

Student Handbook

<https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf>

College Catalog

<https://www.kckcc.edu/academics/catalog/index.html>

College Policies and Statements

<https://www.kckcc.edu/about/policies-statements/index.html>

Accessibility and Accommodations

<https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html>.