

# COURSE SYLLABUS

<b>LAST REVIEW</b>	Spring 2021
<b>COURSE TITLE</b>	Digital Imaging Portfolio Production
<b>COURSE NUMBER</b>	DIGI 0193
<b>DIVISION</b>	Arts, Communications, and Humanities
<b>DEPARTMENT</b>	DIGI
<b>CIP CODE</b>	10.0303
<b>CREDIT HOURS</b>	3.00
<b>CONTACT HOURS/WEEK</b>	Class: 3.00                      Lab: X                      Clinical: X
<b>PREREQUISITES</b>	DIGI 0176, Graphic Design: Multimedia and Web I DIGI 0178, Graphic Design: Print Media I DIGI 0180, Publication Design DIGI 0174, Beginning Illustrator
<b>COURSE PLACEMENT</b>	Students must meet the correct placement measure for this course. Information may be found at: <a href="https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html">https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html</a>

## COURSE DESCRIPTION

This course will provide instruction in the production of a professional portfolio based on current industry trends which includes an electronic and printed portfolio utilizing the skills acquired in Advanced Photoshop, Advanced Illustrator, Publication Design, Graphic Design: Multimedia & Web I and Graphic Design: Print Media I. In addition to portfolio production, the course will provide instruction for the proper design and format for an industry specific resume. Self-promotion, networking, job searches and interview skills will also be covered.

## KANSAS SYSTEMWIDE TRANSFER: DIGI0193

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](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. Select professional level work for inclusion in an electronic and printed Digital Imaging portfolio.

A. Select and edit appropriate samples of work demonstrating professional proficiency with Photoshop.

B. Select and edit appropriate samples of work demonstrating professional proficiency with Illustrator.

C. Select and edit appropriate samples of work demonstrating professional proficiency with InDesign.

D. Select and edit appropriate samples of work demonstrating professional proficiency with Dreamweaver.

II. Research and select appropriate format for electronic delivery of the portfolio based on industry trends.

A. Utilize skills acquired with Dreamweaver, Photoshop, Illustrator and InDesign to create a fully

functional, interactive web-based portfolio.

1. Utilize skills acquired with Photoshop to optimize artwork created in Photoshop and Illustrator for proper format and file compression for portfolio website.

2. Utilize skills acquired with Photoshop to scan traditional artwork for portfolio website.
  3. Utilize skills acquired with Photoshop to optimize scanned and digital artwork for proper format and file compression for portfolio website.
  4. Utilize skills acquired in Dreamweaver to test portfolio website on a variety of operating systems and web browsers.
- B. Utilize skills acquired with Photoshop to create a fully functional, interactive CD or DVD-based portfolio.
1. Utilize skills acquired in Photoshop to optimize scanned and digital artwork for inclusion in an interactive PDF portfolio presentation.
  2. Utilize skills acquired with InDesign to write and format descriptive copy for inclusion in a CD or DVD-based portfolio.
- III. Research and select appropriate format for printed delivery of the portfolio based on industry trends.
- A. Utilize skills acquired with Photoshop to crop scanned artwork and digital artwork for inclusion in the printed portfolio.
  - B. Utilize skills acquired in InDesign to layout and design appropriate format for the printed portfolio.
  - C. Utilize skills acquired in InDesign to layout and design appropriate packaging for the printed portfolio.
- IV. Professional Digital Imaging Resume
- A. Research and select the appropriate format for a Digital Imaging resume.
  - B. Collect appropriate information for the resume.
  - C. Utilize skills acquired in InDesign to write, organize and layout the resume in printed and electronic formats.
  - D. Utilize skills acquired in InDesign to write and layout appropriate cover letters based on target companies.
- V. Professional Interview Techniques
- A. Research and develop appropriate interview techniques.
  - B. Conduct practice interviews and modify techniques based on feedback.
  - C. Develop and implement appropriate post-interview follow-up skills.
  - D. Develop personal and professional contacts within the design industry.

## **COURSE LEARNING OUTCOMES AND COMPETENCIES**

Upon successful completion of this course, the student will:

- A. Identify and select the types of projects appropriate for inclusion in a professional Digital Imaging portfolio.
- B. Evaluate and select the best electronic media for presentation based on professional goals.

- C. Design an effective electronic presentation based on current industry trends.
- D. Research and select an effective printed format for presentation based on professional goals.
- E. Design an effective printed presentation based on current industry trends.
- F. Design, organize and layout a professional Digital Imaging resume.
- G. Demonstrate effective interview techniques including post-interview follow-up.

**COURSE COMPETENCIES:**

*Identify the types of projects appropriate for inclusion in a professional Digital Imaging portfolio.*

1. The student shall select appropriate level of work and determine the total number of pieces for inclusion in a professional Digital Imaging portfolio.
2. The student shall select the appropriate electronic designs for inclusion in the portfolio.
3. The student shall select the appropriate printed designs for inclusion in the portfolio.

*Evaluate and select the best electronic media for presentation based on professional goals.*

4. The student shall evaluate orally and in writing the most effective digital media for presentation.
5. The student shall select the best digital samples from their body of work for presentation.
6. The student shall rework projects as necessary for the final electronic portfolio.

**Design an effective electronic presentation based on current industry trends.**

7. The student shall organize and sequence digital artwork samples for greatest narrative impact.
8. The student shall prepare projects for the selected type of electronic delivery.
9. The student shall produce the electronic portfolio for delivery on a variety of computer platforms.
10. The student shall demonstrate the electronic portfolio in a mock interview and make revisions based on feedback.

**Research and select an effective printed format for presentation based on professional goals.**

11. The student shall evaluate orally and in writing the most effective printed format for presentation.
12. The student shall select the best printed samples from their body of work for presentation.
13. The student shall rework projects as necessary for the final printed portfolio.

*Design an effective printed presentation based on current industry trends.*

14. The student shall organize and sequence printed artwork samples for maximum visual impact.

15. The student shall prepare projects for the selected printed format.
16. The student shall design, print and assemble the printed portfolio for delivery.
17. The student shall present the printed portfolio in a mock interview process and make revisions based on feedback.

*Design, organize and layout a professional Digital Imaging resume.*

18. The student shall research and analyze appropriate formats for a Digital Imaging resume.
19. The student shall collect appropriate information for the resume.
20. The student shall design and layout the resume in both printed and electronic formats.
21. The student shall compose an effective cover letter based on targeted companies.

*Demonstrate effective interview techniques including post-interview follow-up.*

22. The student shall research effective interview techniques.
23. The student shall demonstrate effective interview skills in mock interviews.
24. The student shall modify interview skills based on feedback from mock interviews.
25. The student shall identify orally and in writing appropriate post-interview follow-up procedures.

## **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>.