

VCA 235 - VISUAL COMM PORTFOLIO

- Explain how design can be used to influence or persuade others with their chosen field.

Learning How to Learn:

- Frame useful questions for developing technical skills.
- Synthesize constructive feedback during critiques and discussions.

Course Description

Students explore various methods of preparing professional portfolios, as well as the packaging and marketing of their portfolio works in preparation for further education and/or job interviews related to their career goals in visual communications. Along with the portfolio, each student prepares a resume, digital portfolio, and considers other self-promotional pieces to complete his/her portfolio package. The emphasis of this course is that each student compiles a professional looking and complete portfolio package based on his/her occupational and educational goals. Group 2 course.

Credit Hours

3

Contact Hours

4

Recitation Hours

4

Required Prerequisites

VCA 200, VCA 220

General Education Outcomes supported by this course

Communications - Direct, Critical Thinking - Direct

Course Learning Outcomes

Knowledge:

- Describe design methodologies related to graphic design and advertising.
- Identify graphic design and information architecture elements used in portfolio development.
- Describe portfolio styles and functions.
- Relate portfolio requirements to their field.

Application:

- Complete projects from start to finish.
- Solve design challenges in an Apple Certified Mac Lab.
- Explore design trends with projects that strengthen portfolios.

Integration:

- Integrate industry theory and progressive practice into portfolio production and presentation.
- Present portfolios to industry professionals.
- Use global industry standards in project development.

Human Dimension:

- Resolve process of work through critiques and communication with others.
- Use the content in this course to inform and help the VCA Advisory Board to see the impact of design-thinking.

Caring - Civic Learning: