I. **OVERVIEW**
The following information will appear in the 2010 - 2011 catalog

**CMPGR 219 Computer Graphics Portfolio Review** 1 Unit

Also offered as: ART - 119: Computer Graphics Portfolio Review

**Recommended for Success:** Before enrolling in this course, students are strongly advised to have a basic working knowledge of personal computers including: turning on and off a computer system correctly; starting programs, moving and resizing windows, the Start Menu, understanding how your computer is organized; manipulating a mouse, including selecting, double clicking, and dragging items; naming, saving, and deleting files; using portable flash memory and other common storage devices.

Prepares the student majoring in or receiving a certificate in Computer Graphics, Commercial, or Fine Art with the necessary visual and business skills to develop a portfolio; emphasizes the creative and applied business needs for individuals entering their respective professional field.

Field trips might be required. (A-F Only) Lecture

**Transfer:** (CSU)

II. **LEARNING CONTEXT**
Given the following learning context, the student who satisfactorily completes this course should be able to achieve the goals specified in Section III, Desired Learning:

A. **COURSE CONTENT**

1. **Required Content:**

   a. Analyze the mark
      i. Evaluate work related to the market.
      ii. Evaluate market trends.
      iii. Evaluate the level of entry into the market.

   b. Networking
      i. Research the professions in the market place.
      ii. Research the methodology of the digital media or fine arts business arena.
      iii. Locate and contact prospective clients and businesses, and compile mailing lists for portfolio presentations.

   c. Self-Promotional Package Development
      i. Present a visual identity.
      ii. Learn types of graphic presentations.
         a. Tear sheets
b. Mailing portfolios

c. Slides, flat art, cibachromes, videos, etc…

iii. Develop promotional pieces

a. Letterhead, business cards, envelopes

b. Postcards, letter of introduction, visual clues to the individual’s style of graphic presentation

d. Types of portfolios

e. Arranging portfolio reviews with instructor or community artists

f. Arrangement of portfolio

i. Theme Technique

ii. Subject matter

iii. Chronology

B. ENROLLMENT RESTRICTIONS

1. Advisories

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C. HOURS AND UNITS

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<tr>
<th>INST METHOD</th>
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D. METHODS OF INSTRUCTION (TYPICAL)

Instructors of the course might conduct the course using the following method:

1. Related material will be presented through designated class lectures and demonstrations.

2. Business and community members in the field may be involved with the lectures, discussions, and demonstrations of the course objectives.

3. Audiovisual presentations will augment lectures.

4. Possible internships will be developed throughout the course to facilitate the portfolio development process.

5. Additional studies will be required from related material: a) Supplemental texts b) Trade magazines c) Professional interviews
E. ASSIGNMENTS (TYPICAL)

1. **EVIDENCE OF APPROPRIATE WORKLOAD FOR COURSE UNITS**
   Time spent on coursework in addition to hours of instruction (lecture hours)
   a. Research projects assigned on a weekly basis
   b. Four presentations of portfolio work and support materials in progress per semester
   c. One final portfolio presentation per semester

2. **EVIDENCE OF CRITICAL THINKING**
   Assignments require the appropriate level of critical thinking
   a. Student will produce a variety of self promotional materials that may include, but are not limited to:
      i. Digital or online portfolio
      ii. Hard copy portfolio
      iii. Demo reel
      iv. Resume or artist's statement
      v. Cover letter
      vi. Promotional mailers, advertisements, post cards, or other leave behinds
   b. Students will research and define strategies for reaching specific long-term career goals

F. **TEXTS AND OTHER READINGS (TYPICAL)**


III. **DESIRED LEARNING**

A. **COURSE GOAL**
   As a result of satisfactory completion of this course, the student should be prepared to:
   develop a portfolio that emphasizes the creative and applied business needs for individuals entering the professional field of Computer Graphics, Commercial, or Fine Art, or for students preparing for transfer to another college.

B. **STUDENT LEARNING GOALS**
   Mastery of the following learning goals will enable the student to achieve the overall course goal.

   1. **Required Learning Goals**
      Upon satisfactory completion of this course, the student will be able to:
      a. Define the business market related to their designated area of interest in the field of computer graphics.
      b. Develop a portfolio targeted to their professional goals.
c. Describe the business aspects of pricing, estimates, proposals, contracts, and letters of agreement.

d. Develop a presentation related to the market of computer graphics, fine or commercial art, using digital media, traditional materials, or both.

e. Develop methods for job searches, interviews of clients and prospective employers.

f. Describe and create various types of portfolios relevant to current employment opportunities or transfer to other institutions. May include digital or traditional media.

g. Identify and assess job opportunities at local, state, and national levels.

IV. METHODS OF ASSESSMENT (TYPICAL)

A. FORMATIVE ASSESSMENT

   1. The student’s work in the portfolio course will be reviewed throughout the semester by the instructor.

B. SUMMATIVE ASSESSMENT

   1. The final grade will be based on evaluation of all finals materials by the instructor.