

**Approved by:** Joel Skaja

**Last updated:** 7/18/2024

**Portfolio Assessment**  
**GRDS-153**  
**Work/Life Experience Portfolio**

Credit for Prior Learning provides students a range of options to earn college credit for what they already know. Students can demonstrate college-level knowledge and competencies from examination, portfolio, to workforce and military.

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- 1. Course title, number & credit value:**
  - a. Portfolio Assessment, GRDS-153, 3 credits
- 2. Course description:**
  - a. In this course, students will learn portfolio preparation and presentation, networking and establishing contacts, job interviewing skills, resume-writing, completing job applications and follow-up. Guest speakers will add professional insight.
- 3. Course Competencies that must be demonstrated:**
  - a. (see below)
- 4. Portfolio requirements that demonstrate competencies. \*Note for Resumes:**

Lead faculty must verify the student's work history via a letterhead mail or phone interview:

  - a. Portfolio and 4 to 6 visuals proving professional competence in the given subject matter.

## **COURSE COMPETENCIES**

### **1. Assess professional graphic design job options**

Assessment Strategies

- 1.1. Case Studies
- 1.2. Reflection

Criteria

Criteria - Performance will be satisfactory when:

- 1.1. You successfully complete each assignment with a 70%
- 1.2. You successfully turn in each assignment within it's deadline (10% reduction if not completed)

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Learning Objectives

- 1.a. Attain information about job options
- 1.b. Interpret information about job options
- 1.c. Interpret final assignment feedback
- 1.d. Complete final project

**2. Compare internet job search resources**

Assessment Strategies

- 2.1. Case Studies
- 2.2. Project

Criteria

Criteria - Performance will be satisfactory when:

- 2.1. You successfully complete each assignment with a 70%
- 2.2. You successfully turn in each assignment within it's deadline (10% reduction if not completed)

Learning Objectives

- 2.a. Attain information about industry of major
- 2.b. Interpret information about industry of major
- 2.c. Investigate areas of specialty within industry of major
- 2.d. Identify area of specialty best matched to individual skillsets

**3. Produce a graphic resume and job search correspondence**

Assessment Strategies

- 3.1. Product
- 3.2. Critique

Criteria

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Criteria - Performance will be satisfactory when:

- 3.1. You successfully complete each assignment with a 70%
- 3.2. You successfully turn in each assignment within it's deadline (10% reduction if not completed)

Learning Objectives

- 3.a. Attain information about the student
- 3.b. Interpret information about the student
- 3.c. Point out various creative solutions for assignment
- 3.d. Rewrite documents based on feedback
- 3.e. Interpret final assignment feedback
- 3.f. Complete final project
- 3.g. Review final project

**4. Acquire knowledge of interviewing skills**

Assessment Strategies

4.1. Interview

4.2. Demonstration

4.3. Critique

Criteria

Criteria - Performance will be satisfactory when:

- 4.1. You successfully complete each assignment with a 70%
- 4.2. You successfully turn in each assignment within it's deadline (10% reduction if not completed)

Learning Objectives

- 4.a. Demonstrate proper self knowledge as it pertains to client interactions.

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4.b. Exhibit the ability to reverse roles within a given situation.

4.c. Demonstrates real life client interaction.

**5. Produce a graphic design portfolio demonstrating individual creative skills**

Assessment Strategies

5.1. Portfolio

5.2. Critique

5.3. Presentation

Criteria

Criteria - Performance will be satisfactory when:

5.1. You successfully complete each assignment with a 70%

5.2. You successfully turn in each assignment within it's deadline (10% reduction if not completed)

Learning Objectives

5.a. Summarize the portfolio attributes

5.b. Produce a portfolio inventory outline detailing individual projects

5.c. Select best projects based on portfolio criteria

5.d. Expand best project into a campaign based on feedback

5.e. Complete final project

**6. Participate in a student interview and portfolio evaluation session under the direction of faculty and industry representatives**

Assessment Strategies

6.1. Presentation

6.2. Portfolio

Criteria

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- 6.1. You successfully complete each assignment with a 70%
  - 6.2. You successfully turn in each assignment within it's deadline (10% reduction if not completed)

Learning Objectives

- 6.a. Apply constructive interview techniques
- 6.b. Complete comprehensive job application
- 6.c. Demonstrate presentation techniques using verbal communication skills
  
- 6.d. Demonstrate presentation techniques using various technologies

**7. Refine existing graphic design projects**

Assessment Strategies

- 7.1. Self Assessment
- 7.2. Project

Criteria

Performance will be satisfactory when:

- 7.1. You successfully complete each assignment with a 70%
- 7.2. You successfully turn in each assignment within it's deadline (10% reduction if not completed)

Learning Objectives

- 7.a. Summarize project attributes
- 7.b. Produce alternative concepts based on project attributes
- 7.c. Select best solution based on project criteria
- 7.d. Expand concept based on feedback
- 7.e. Complete final project

**8. Demonstrate knowledge of aesthetics, composition, and type handling**

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Assessment Strategies

8.1. Project

8.2. Critique

Criteria

Performance will be satisfactory when:

8.1. You successfully complete each assignment with a 70%

8.2. You successfully turn in each assignment within it's deadline (10% reduction if not completed)

Learning Objectives

8.a. Explain concept and composition

8.b. Select best composition based on project criteria

8.c. Refine composition based on feedback

8.d. Complete final project

**9. Develop a portfolio for print and digital presentation**

Linked Career Essentials

· Professionalism - Assess

Assessment Strategies

9.1. Portfolio

9.2. Project

Criteria

Performance will be satisfactory when:

9.1. You successfully complete each assignment with a 70%

9.2. You successfully turn in each assignment within it's deadline (10% reduction if not

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completed)

Learning Objectives

- 9.a. Attain information about print and digital portfolios
- 9.b. Interpret information about print and digital portfolios
- 9.c. Identify best practice application for print and digital portfolios
- 9.d. Compose final print and digital portfolios

**10. Create a professional online presence**

Assessment Strategies

- 10.1. Self Assessment
- 10.2. Product

Criteria

Performance will be satisfactory when:

- 10.1. You successfully complete each assignment with a 70%
- 10.2. You successfully turn in each assignment within it's deadline (10% reduction if not completed)

Learning Objectives

- 10.a. Identify individual skills and strengths
- 10.b. Identify various online media resources for self promotion
- 10.c. Compose self promotional content for online publication
- 10.d. Assess Instructor and peer feedback of self promotional content
- 10.e. Publish content online

**11. Administer graphic design industry information interviews**

Assessment Strategies

- 11.1. Interview
- 11.2. Reflection

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### 11.3. Presentation

#### Criteria

Performance will be satisfactory when:

11.1. You successfully complete each assignment with a 70%

11.2. You successfully turn in each assignment within it's deadline (10% reduction if not completed)

#### Learning Objectives

11.a. Identify best practices

11.b. Gain current industry insights

### **12. Critique projects developed for the course**

#### Assessment Strategies

12.1. Reflection

12.2. Critique

#### Criteria

Performance will be satisfactory when:

12.1. You successfully complete each project with a 70%

12.2. You successfully present and critique your project to the class (Pass/Fail)

#### Learning Objectives

12.a. Explain project outcome

12.b. Defend project outcome

12.c. Review project critique

12.d. Summarize comments about other students projects