GCD1220 Portfolio 1
Course Outcome Summary

Course Information
Organization South Central College North Mankato
Developers Kevin McLaughlin
Development Date 9/20/2009
Course Number GCD1220
Potential Hours of Instruction 48
Total Credits 2

Description
Students will continue to research potential employment sites and start preparing for the interviewing process in the graphic design field. They will also update their logo and business stationery designs. The student will continue to research, update and expand their portfolios with projects from other Graphic Communications courses as they advance into Portfolio Portfolio 3.

Learner Supplies
Portfolio. Price: $30.00.00-$100.00. Description: Research types of portfolios-bound with acetate pages, mounted pages inside portfolio. Purchase after research. Required.

Prerequisites
Completion of semester one of the Graphic Communications-Design and Production common courses.

Competencies
1. Research logo designs
   Learning Objectives
   a. Design personal vector black and white logo concepts
   b. Demonstrate typographic combinations-track/kern/leading etc.
   c. Evaluate black and white vector logo concepts
   d. Select and finalize black and white vector logo concepts
   e. Research logo color combinations
   f. Add color and effects to logo design

2. Research professional stationery
   Learning Objectives
   a. Demonstrate typographic combinations-track/kern/leading etc.
   b. Coordinate the stationery with the selected logo design
   c. Design stationery ensembles
d. Experiment with type and type combinations
e. Evaluate the stationery ensembles
f. Finalize one stationery ensemble

3. **Research resume layouts**
   **Learning Objectives**
   a. Gather several examples of resume layouts
   b. Review personal information for resume copy

4. **Design a resume**
   **Learning Objectives**
   a. On your letterhead stationery design a traditional resume
   b. Design a creative-artistic resume
   c. Evaluate resume layouts
   d. Finalize resume layouts

5. **Research possible employment sites**
   **Learning Objectives**
   a. Set no limitations
   b. Research local sites
   c. Research outstate sites
   d. Write reports on three sites of interest (on your letterhead)
   e. Present reports

6. **Describe types of portfolios**
   **Learning Objectives**
   a. Describe traditional portfolios
   b. Describe digital portfolios
   c. Research portfolios
   d. Purchase a portfolio

7. **Plan layouts for a traditional portfolio**
   **Learning Objectives**
   a. Describe traditional page layouts
   b. Design two page spreads
   c. Evaluate the page layouts
   d. Adjust page layouts

8. **Plan layouts for a digital portfolio**
   **Learning Objectives**
   a. Describe web site planning for digital portfolios
   b. Design a web page comprehensive that coordinates with the traditional page

9. **Contact potential employment site**
   **Learning Objectives**
   a. Research cover letter layouts-response-inquiry
   b. Finalize cover letter layouts to one of the sites researched
c. Evaluate letters
d. Finalize letters