South Central College

GCC 2120 Portfolio I

Course Outcome Summary

Course Information

Description	Students will design personal business logos and stationery ensembles that include stationery, cover letters and resumes. Traditional portfolio page layouts will be designed and revised throughout the semester. Student work will be prepared for display in their portfolios. (Prerequisite: GCC1220 - Graphic Software 2)
Total Credits	3
Total Hours	80

Types of Instruction

Instruction Type	Credits/Hours
Lecture	1/16
Lab	2/64

Pre/Corequisites

GCC 1220 - Graphic Software 2

Institutional Core Competencies

Communication - Students will be able to demonstrate appropriate and effective interactions with others to achieve their personal, academic, and professional objectives.

Course Competencies

1. **Research logo designs.**

    Learning Objectives
    Design personal vector black and white logo concepts.
    Demonstrate typographic combinations - track/kern/leading/etc.
    Evaluate black and white vector logo concepts.
    Select and finalize black and white vector logo concepts.
    Research logo color combinations.
    Add color and effects to logo design.

2. **Research professional stationery.**

    Learning Objectives
    Coordinate the stationery with the selected logo design.
    Demonstrate typographic combinations - track/kern/leading etc.

Experiment with type and type combinations.
Design stationery ensembles.
Evaluate the stationery ensembles.
Finalize one stationery ensemble set.

3.   Research resume layouts.

Learning Objectives
Review personal information for resume copy.
Research several examples of resume layouts.
Write and proof copy for resume layouts.

4.   Design a resume.

Learning Objectives
Design a traditional resume - use stationery as a starting point.
Demonstrate typographic combinations - track/kern/leading etc.
Finalize resume layouts.
Evaluate resume layouts.

5.   Research possible employment sites.

Learning Objectives
Research local sites.
Write reports on sites of interest (on your letterhead).
Research outstate sites.
Present reports.

6.   Research cover letters.

Learning Objectives
Research cover letters layouts-response-inquiry.
Finalize cover letter for one of the sites researched.
Evaluate letters.

7.   Describe types of portfolios.

Learning Objectives
Describe traditional portfolios.
Research interactive portfolios.
Research traditional portfolios.
Purchase a portfolio.

8.   Plan layouts for a traditional portfolio.

Learning Objectives
Describe traditional page layouts.
Demonstrate digital page layouts.
Design two page spreads.
Evaluate the page layouts.
Adjust page layouts.

9.   Prepare samples for the traditional portfolio page layouts.

Learning Objectives
Prepare a project folder and sub-folders for prepared samples.
Review samples for placement in the portfolio.
Demonstrate digital sample preparation.

SCC Accessibility Statement

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