



ANTELOPE VALLEY COLLEGE

Academic Affairs  
Course Outline of Record

Academic Affairs Only

- New Course
- COR Revision 12/11/2008
- COR Update
- Pre Req/Advisories 12/11/08
- Other Changes 12/11/08
- Effective Date
- SLO 4/14/2008

**COURSE SUBJECT & NUMBER:** DM 246 (formerly CG 246, Portfolios and Job Search Planning *and*  
**COURSE NAME:** \*Portfolio and Job Search MM 230, Multimedia Portfolios and Job Search Planning)  
**COURSE UNITS:** 3 **COURSE HOURS:** 4 hours weekly

**COURSE REQUISITES:** (Follow format of similar courses found in the college catalog.)

**Corequisite:** Concurrent enrollment in DM 246L

**Advisory:** Completion of DM 101, and Eligibility for READ 099

**Instructional materials fee** required for this course and must be paid at registration.

**COURSE DESCRIPTION:** (Write a short paragraph providing an overview of topics covered. Be sure to identify target audience--transfer, major, GE, degree/certificate, etc. If repeatable, state the number of times at end of description.)

This course provides students with the necessary skills associated with portfolio development, self-promotion, interview techniques, and job search in digital media arts. Students will refine their existing examples of digital media work and create new works as needed to showcase their abilities to prospective employers. Self-promotional pieces such as direct mail, business cards, and Web site designs will be developed. **BEFORE ENROLLING** students should be able to operate the Mac OS and Adobe Photoshop and present portfolio quality examples of student work. (CSU, AVC) (R2)

**COURSE OBJECTIVES:** (Use Bloom's taxonomy to formulate concise, performance-based measurable objectives common to all students. Objectives must be closely aligned with course content, assignments, and methods of evaluation.)

**Upon completion of course, the successful student will be able to:**

1. Create new portfolio-quality digital media works and refine existing works.
2. Design self-promotional materials including logo designs, stationery, business cards, direct mail pieces, and résumé.
3. Design a Web site to display work examples and describe skills to prospective employers.
4. Use the Internet and other resources to locate prospective digital media employers.
5. Organize a job log to contact, record responses, and follow-up with prospective employers on a regular basis.
6. Critique media design work of others and receive critiques of own work.
7. Prepare a presentation of graphic design work to a prospective employer.
8. Identify jobs and job descriptions in the media arts industry

**Course Subject & Number:** DM 246  
**Course Name:** \*Portfolio and Job Search

**COURSE CONTENT:** *(Enter course content in terms of specific topics or a specific body of knowledge that each instructor must cover. Put topics in outline form with major and minor headings. Title 5 requires that each instructor must cover all material listed below.)*

1. Course introduction and overview
  - a. Discuss course syllabus
  - b. Review and critique examples of digital media self-promotion
2. Select and refine final portfolio works
  - a. Receiving critiques on own work and critique works of other students in class
  - b. Designing and producing new works and refine existing works
  - c. Revising and completing works for portfolio based on class critiques
3. Designing self-promotional materials
  - a. Logo design
  - b. Stationery and business card
  - c. Direct mail piece
  - d. Web site design containing portfolio quality work examples
  - e. Résumé
4. Job search
  - a. Researching and evaluating self-promotional web sites in the digital arts field
  - b. Researching digital media job opportunities on the Internet, publications and newspapers
  - c. Organizing a job log to contact and request an interview, record responses, and periodically follow-up with prospective employers.
5. Job interviews
  - a. Presenting yourself to prospective clients and employers
  - b. Presenting your work

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**TYPICAL HOMEWORK ASSIGNMENTS: (Do not include in-class work, quizzes, or tests)**

*This information is necessary for all credit courses. Assignments should be closely related to course objectives, content, and methods of evaluation. (See sample of a “Model Outline” in the AP&P Standards & Practices handbook.) Include a range of assignments (minimum of three) from which faculty may choose when designing their syllabus.*

**1. Describe nature and frequency of typical reading assignments if applicable; note if any are required:**

Weekly reading from suggested texts on current lecture topics.

**2. Describe nature and frequency of typical writing assignments if applicable; note if any are required:**

Write resumé. Write two to three paragraphs of self-promotional copy for Web site and printed pieces. Samples will be made available to students.

**3. Describe nature and frequency of typical computational assignments if applicable; note if any are required:**

NA

**4. Describe other types of homework assignments that students may be asked to complete (oral presentations; special projects; visual/performing arts; etc); note if any are required:**

Search the Internet for digital media job opportunities, professional digital media artists' Web sites, and design inspiration, prepare for simulated job interview. Complete class assignments such as self promotional Web site, logo design, brochure, and stationery.

**5. Describe those critical thinking skills that are derived from assignments listed above; be sure that they reflect course objectives.**

Students will determine which examples of their works to include in their portfolios by participation in class critiques and by comparing their works with professionals in the field. Through presentations in the classroom that simulate presentations to prospective employers, students will be able to develop techniques that benefit them during the job interview process.

**6. For categories 1-4 above, describe the estimated time per week it would take a student to complete homework assignments. Title 5 uses the Carnegie formula for establishing units using a 2:1 ratio as follows: 1 hr. lecture = 2 hrs. homework; 2 hrs. lecture = 4 hrs .homework; etc. For example: reading textbook—2 hours; writing reports—3 hours.**

**Reading Assignments:** 1 hour

**Writing Assignments:** 1 hour

**Computational Assignments:** N/A

**Other Assignments:** 4 hours

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**METHODS OF INSTRUCTION:** *(Methods must be consistent with content and appropriate to objectives; state in terms of what instructor will be doing in order to present course content to students: for example, lecture, demonstration, present audio/visual materials; facilitate group work, etc. Do not list specific instructional equipment.)*

Lecture and discussion; Demonstration; Follow-along hands-on demonstration; Audio/Visual materials; Instructor-lead class project critiques and group projects; Self-paced tutorials

**METHODS OF EVALUATION:** *(These must be clearly related to course objectives and reflect course content and assignments in order to comply with Title 5 requirements. Describe what instructor will be looking for when evaluating various assignments and tests in order to determine whether students have met course objectives. Grades must be based on demonstrated proficiency in subject matter and determined, where appropriate, by essays, objective and essay tests, research papers or projects, problem solving exercises, or skills' demonstrations.)*

1. Participation in critiques and discussions
2. Successful completion of self-promotional materials and portfolio quality work that meet instructor criteria
4. Completion of job log search
5. Effective simulated job interview and presentation of digital media work
6. Define jobs and job descriptions in the media arts industry

**Suggested Texts or other Instructional Materials** *(list several when possible; include title, author, publisher, date, and latest edition.)*

Cynthia Baron, *Designing a Digital Portfolio*, Peachpit Press, Berkeley, CA: 2003

Ken Thurlbeck, *Creating the Breakthrough Portfolio*, Thompson Delmar Learning, Clifton Park, NY: 2007