

## Master Syllabus

### VIS 2260 - Visual Communications Portfolio

**Division:** Liberal Arts, Communication and Social Sciences

**Department:** Design

**Credit Hour Total:** 4.0

**Lecture Hrs:** 2.0 **Lab Hrs:** 4.0

**Prerequisite(s):** VIS 2110 AND VIS 2120

**Date Revised:** February 2014

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### Course Description:

Graphic design business practices including individualized portfolio development, work experience and development of professional practice skills; including cost estimating, contract writing, sales and communication techniques. Two classroom, four lab hours per week.

### General Education Outcomes:

- ❑ Oral Communication Competency
- ❑ Written Communication Competency
- ❑ Critical Thinking/Problem Solving Competency
- ❑ Values/Citizenship/Community Competency
- ❑ Computer Literacy Competency
- ❑ Information Literacy Competency

### Course Outcomes:

#### Design problem

Identify and describe the design problem.

**Assessment Method:** Performance appraisals

**Performance Criteria:** Score at least 70% in all areas of the rubric.

#### Career opportunities

Identify career opportunities.

**Assessment Method:** Portfolios

**Performance Criteria:** Score at least 70% in all areas of the rubric

#### Professional individualized portfolio

Present a unified body of work in a professional portfolio.

**Assessment Method:** Portfolios

**Performance Criteria:** Score at least 70% in all areas of the rubric.

### Outline:

Exploration of careers in the marketplace  
Development of individualized portfolio  
Portfolio design process  
Written and oral communication skills  
Interviewing techniques including resume and cover letter development  
Introduction to business practice, cost estimating, and contracts  
Development of client/professional relationship