

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

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

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