

El Paso Community College

Syllabus

Part II

Official Course Description

SUBJECT AREA	<u>Advertising Graphics and Design</u>
COURSE RUBRIC AND NUMBER	<u>ARTC 2335</u>
COURSE TITLE	<u>Portfolio Development for Graphic Design</u>
COURSE CREDIT HOURS	<u>3 2 :</u> Credits Lec Lab

I. Catalog Description

Prepares a portfolio comprised of completed graphic design projects. Evaluates and demonstrates the portfolio presentation methods based on the student's specific area of study. Students need to have a fourth semester standing in Advertising Graphics and Design or Instructor's approval. Prior to registering for this course, a student needs to contact the program coordinator at 831-2527. **(2:3). Lab fee.**

II. Course Objectives

Upon satisfactory completion of this course, the student will be able to:

- A. Arrange and refine projects of various delivery systems, identify industry requirements for employment, and create a capstone presentation portfolio.
- B. Submit professionally finished work.
- C. Meet all critique deadlines on time.

III. THECB Learning Outcomes (WECM)

- 1. Arrange and refine projects for inclusion in a graphic design portfolio.
- 2. Identify industry requirements for employment.
- 3. Identify current events, skills, attitudes and behaviors pertinent to the industry and relevant to the professional development of the student.
- 4. Create a presentation portfolio.

IV. Evaluation

The student will be graded on each assignment, and also on the professionally printed business card, on uniqueness, conceptualization, and professionally finished work.

Grading Scale: Two grades will be given for each project, including the final exam. Example: (A/A): the first A represents concept, the second A represents professionally finished work. Grades are then averaged as follows:

- A = 4 points Grades will be added together and averaged.
- B = 3 points Example: A/B = 4 + 3 = 7 divided by 2 = 3.5 (B+)
- C = 2 points
- *D = 1 point
- *F = 0 points

Perfect Attendance (attending each class session) will raise a student's final grade to the next highest level; therefore, the B+ becomes an A.

*If these grades are earned, the student is encouraged to confer with the instructor for remediation.

V. Disability Statement (American with/Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.