

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 : 3</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.