

# AA228 Portfolio & Professional Practices



AA228  
Portfolio &  
Professional Practices  
43806

Office: SSH116B  
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# Syllabus

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**Instructor:** Lewis Franklin

**Portfolio & Professional Practices**

4 credit course, 11 weeks

**Course Description:**

Emphasizes reevaluation of previously produced projects: organization and production of the business card, business stationery, resume, envelop, self-promotional and comprehensive portfolio. Covers current job opportunities; methods in merchandising job talents: action before, during and after the interview; and business practices and ethics. Students present their professional portfolios to the public at Portfolio Presentations and in a more personal setting at the reception that follows. Work site safety and ergonomics will be covered during this course.

We will be preparing and hanging a graphic Design show this term as part of this class.

**Primary Outcomes:**

Solve personal branding design problems creating aesthetic and communicative solutions.  
Apply the tools and techniques associated with selected media.  
Understand and use the creative process to conceptualize.  
Understand the historic significance of symbol making and the designers place in culture and society. Collaborate successfully and contribute to the group class process.  
Demonstrate technical competencies as related to projects presentations.  
Understand work site hazards in the design industry.

**Prerequisites:**

None

**Required Text:**

**Graphic Artists Guild Handbook Of Pricing & Ethical Guidelines (15th),**  
Graphic Artists Guild 9780262542395  
New: \$49.95 Used: \$36 Amazon \$31.49

**Becoming a Graphic and Digital Designer: A Guide to Careers in Design 5th,**  
Steven Heller, Veronique Vienne, Wiley 9781119044963  
New: \$24.25 Used: \$20.31 Kindle \$36

DDA is available \$34.99

**Required Supplies:**

External memory storage device  
Whatever will be needed to rework the projects going into your portfolio  
Supplies as needed

**Method of Evaluation:**

The method of evaluation will be based upon participation, grades for each of the weekly milestones, and your final Portfolio.

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# Syllabus Cont...

## **Cheating and Plagiarism:**

You are required to do 100% of your own work from start to finish. This means that you may not use any part of the work done by another student or give your work to another student. If you are involved in any kind of cheating or plagiarism then you will be subject to discipline, up to and including automatically failing the assignment, failing the course or disciplinary action by the Dean of Students. Please refer to the LBCC Student Code of Conduct.

## **Grading:**

**A:** 90-100%

**B:** 80-89%

**C:** 70-79%

**D:** 60-69%

**F:** 59% and below

## **LATE WORK WILL BE ACCEPTED BUT CAN NOT BE REWORKED.**

I will conduct a one-on-one with each student at the mid-term point. This will serve as a notebook review and allow some feed-back on the class and your success level to that point.

Your notebook will include all handouts in the order received. You will be responsible for producing a color cover by the mid-point review.

## **Policy:**

In the event that there is room, those on the wait list will be added in the order that they appear on the wait list

## **Accessibility:**

LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in the class, please talk to your instructor as soon as possible to discuss your needs. If you believe you may need accommodations but are not yet registered with CFAR, please visit the CFAR Website for steps on how to apply for services or call (541) 917-4789.

Since this is an online course the course content actually serves as lecture notes, so there is no need to post additional separate lecture notes.

## **Needs:**

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Roadrunner Resource Center for support ([resources@linnbenton.edu](mailto:resources@linnbenton.edu) , or visit us on the web [www.linnbenton.edu/RRC](http://www.linnbenton.edu/RRC) under Student Support for Current Students). Our office can help students get connected to resources to help.

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