



DMAD 284 Digital Media & Design Portfolio Development

3 CREDITS

SYLLABUS

CATALOG DESCRIPTION

This course is to be taken during the final semester of the DMAD program. Students will use past work created during the course of the DMAD Program as part of developing a professional portfolio and resume to use in entering the digital media and design profession. Discussions will cover aspects of creating and marketing a brand identity to potential employers. Portfolios will be created in areas of specified career paths including video, web and print media.

Prerequisites: Prerequisites: DMAD 200, or DMAD 210, or DMAD 220, or DMAD 230

Semester Offered: Spring

Common Student Learning Outcomes

Upon successful completion of San Juan College programs and degrees, the student will demonstrate competency in...

BROAD AND SPECIALIZED LEARNING

Students will actively and independently acquire, apply, and adapt skills and knowledge with an awareness of global contexts.

CRITICAL THINKING

Students will think analytically and creatively to explore ideas, make connections, draw conclusions and solve problems.

CULTURAL AND CIVIC ENGAGEMENT

Students will act purposefully, reflectively, and ethically in diverse and complex environments.

EFFECTIVE COMMUNICATION

Students will exchange ideas and information with clarity in multiple contexts.

INFORMATION LITERACY

Students will be able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively.

INTEGRATING TECHNOLOGIES

Students will demonstrate fluency in the application and use of technologies in multiple contexts.

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or institutional learning outcomes. For more information, please refer to the Dean of the appropriate School.

Course Learning Outcomes

- I) Develop a student portfolio that showcases skills developed through the degree program.
- II) Identifying specified career paths and create materials for seeking future employment.
- III) Examining techniques to create a marketable identity to present potential employers through packaging and presentation of creative works.

Upon successful completion of the course, the student will be able to...

- 1) Develop a student portfolio of work that showcases skills developed through the

degree program.

- a. Examine methods and techniques for presenting works to potential employers. (L, T, I), (II)
- b. Create portfolio presentations for distribution in multimedia formats. (L, T, C), (I)

2) Identifying specified career paths and creating materials to be used for seeking future employment.

- a. Evaluate and select past creative works in relationship to desired career path. (L, T, I), (II, III)

3) Examining techniques to create a marketable identity to present potential employers through packaging and presentation of creative works.

- a. Refine and enrich existing creative works to improve final presentation of material. (L, T, I, A), (III)