Nashville State Community College
Business & Applied Arts Division
Visual Communications

Master Course Syllabus

Course Title: Com 2170 Portfolio/Design
Class Hours: 3
Course description from catalog including prerequisites and co-requisites:
Provides instruction in the development of a Visual Communications portfolio and résumé.
Includes practice in job interview skills, speakers from the industry, portfolio reviews by
industry professionals, and tours of creative businesses. Prerequisite(s): COM 1170, COM 1220,
COM 1230, COM 2130, and COM 2210

Semester Availability: Spring
Not part of a Tennessee Transfer Pathway

Instructor Information:
Name:
Email:
Office Phone:
Office Location: Office Hours:

Textbook and Other Materials:
Textbook: None required
Reference Materials:
Communications Arts (CA), Print, Before and After Magazine, and the student Lynda.com
subscription.

Supplies:

- USB flash drive
- It is highly recommended that the students purchase current software
- PORTFOLIO — Style to be determined after lecture
- Scissors
- X-acto knife and new blades (#11)
- Cork or sponge backed ruler
- Spray adhesive
- Scotch brand removable glue stick
- Pencils/pens, etc.
- Any Supplies used in previous semesters necessary to assemble portfolio
• Bring any books (Adobe Photoshop, Adobe Illustrator) that might assist you on the computer
• Paper stock for résumé system
• Mailing envelopes (9X12) for résumé (coordinate color with paper stock used for resume)
• Gloss paper for color printing —size to be determined by student according to the projects to be printed—weight no heavier than 32 lb. and no larger than 11X17
• Notebook to keep handouts organized
• Pad to keep notes on projects

DO NOT COME TO CLASS WITHOUT THE BASIC SUPPLIES EACH AND EVERY CLASS PERIOD.

Course Outcomes:
Upon successful completion of this course, students should be able to:
• Can explain the process and procedures involved in the development of their projects.
• Has prepared at least 10 to 12 acceptable projects for their portfolio.
• Has professionally prepared and presented their work in a portfolio review or acceptable substitute.
• Has developed a professional résumé and business card.
• Has developed a professional reference sheet.
• Has written a cover letter creating a format for future letters to be sent with résumé.
• Has developed competent telephone skills that help prepare students for setting up interviews.
• Has developed good interview skills which will be exhibited in the Portfolio Review.
• Has a clear understanding of how to dress professionally for job interviews and exhibit this understanding in the Portfolio Review.
• Can answer with confidence the 10 most asked questions during an interview.
• Be able to explain the concept and strategy behind their design projects.
• Be able to identify the type fonts used in their projects
• Purchase a portfolio or a professional presentation system in order to showcase work.
• Work should reflect high quality printing.
• Work should reflect strong concepts and use of design principles.
• Should have an understand the basic steps necessary for beginning the job search.
• Should understand expectations for on the job work ethics.
• Should have good basic people skills in coping with job related stress and problematic situations.
• Portfolio should be well organized and reflect professional execution of projects.
• Has an understanding of the graphics industry and possible job opportunities available.
• Has an understanding of the design process from thumbnails to the printed piece.
• Has a clear understanding of graphics terminology.
• Has a good working knowledge of the basic software programs requested for most job applications—Adobe Photoshop, Illustrator, and InDesign.
• Has developed good proofing skills.
Course Competencies:

- Apply skills and knowledge of design and computer skills to enhance, adjust, strengthen and create projects for portfolios.
- Access work history, skills, education, and objectives and develop a resume, cover letter and self-promotional packet for job search.
- Demonstrate good interview skills by preparing and developing competence in answering the most asked interview questions, setting up job interviews, and successfully conducting a mock interview for a job with an industry professional who evaluates the student through a Q. & A. form.
- Apply knowledge and understanding of the design process by generating portfolio projects to include conceptual idea along with the finished projects using the software applications appropriate for that project.
- Compile finished projects in a portfolio that is representative of the student's abilities and creative approach to design and production.

The following are general education competencies intended to support the course outcomes:

- Write clear, well-organized documents — i.e: resume, cover letter, thank-you notes and other correspondence relating to the job search.
- Locate, evaluate, and use multiple sources of information in research for purchasing a portfolio, locating possible job opportunities, and business to set up mock interviews.
- Prepare and deliver well-organized oral presentations in preparation for mock interviews — respond and articulate answers to the most asked interview questions.
- Participate as team members and team leaders in group activities involving the evaluation and critique of projects.
- Apply mathematical concepts to problems and situations when accessing overall production and reproduction of projects.
- Use critical thinking skills to develop good strategies and concepts in preparing for and answering questions relevant to job interviews.
- Use and adapt current technologies in preparing finished projects for portfolio and self-promotional material required in the job search.
- Appreciate cultural diversity and the influence of history and culture by being able to explain the design origin, strategy and background of projects during the interview process.

Topics to Be Covered:
Topics include the principles and elements of design, basic drawing and media techniques, and the design/creative processes for visual communications. (Subjects discussed will relate to the creative application for print, web, and multi media).

Course Assessments:
The following performance assessments will be used to demonstrate students' understanding, knowledge and skills:
Students will prepare a digital portfolio and a hard copy portfolio of 10 to 12 projects, design and write a résumé, business card, cover letter, and reference sheet. In addition, students will develop interview skills, by going on a mock interview with an industry professional which is evaluated using a form submitted by the interviewer. Students will organize and participate in a Portfolio Review — venue to be determined by instructor. Through this experience, students will gain poise and self-confidence in the visual presentation of their work as well as develop oral communication skills. In addition, the students will be evaluated using a project/portfolio rubric as well as peer evaluations.

Notice of Right to Retain Student Work:
The Visual Communications program reserves the right to retain certain selected examples of student work for teaching purposes, promotional purposes, and as part of the permanent collection.

Grading Policy
A grade of “C” or above must be earned in all COM and PHO courses to meet prerequisite and graduation requirements.

Grading Scale:
Letter grades will be calculated according to the following scale.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>100 – 93</td>
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<tr>
<td>B</td>
<td>92 – 85</td>
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<tr>
<td>C</td>
<td>84 – 77</td>
</tr>
<tr>
<td>D</td>
<td>66 – 70</td>
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<tr>
<td>F</td>
<td>Below 70</td>
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</tbody>
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FA or FN: Non-attendance (see Attendance Policy)

Semester Grade Breakdown:
Homework and Participation | 10%
Portfolio | 35%
Portfolio Review & Reception (mandatory) | 20%
Mock Interview | 10%
Digital Portfolio | 10%
Résumé, cover letter, business card | 15%
Reference sheet, label, and envelope | 15%

Make-up procedures for missed assignments and work:
Students are responsible for all material covered and projects assigned according to the established deadline dates. A zero will be recorded for any missing assignments. There are no make-up exams or projects accepted past the due dates unless a doctor’s excuse can be provided. If you stop participating in the class for any reason, you should officially withdraw from the course. Lack of participation on a weekly basis could affect your final grade. Standard NSCC policies are also adhered to — provided in the content below.
**Attendance Policy:**
A student is expected to attend all scheduled classes and laboratories. Each instructor will formulate an attendance policy and provide it on the course syllabus. Absences are counted from the first scheduled meeting of the class, and it is the responsibility of each student to know the attendance policy of each instructor in whose class he/she is enrolled. If a student is absent from a class, he/she should give an advanced explanation to the instructor. Absences in a course may affect a student’s final grade. The student is responsible for all assigned work in the course regardless of excused or unexcused absences. Tardiness may also affect a student’s final grade.

Failure to attend class will result in a final course grade of “FA” or “FN” (see explanation below) depending on the individual instructor’s course policy.

FA= failure, attendance-related (unofficial withdrawal) Last recorded date of attendance required. FN= failure, never attended class (unofficial withdrawal)

**Student Communication Channels**
It is the student’s responsibility to check D2L and MyNSCC email on a regular basis. These are the official communication channels between the college and students. Students are responsible for the information communicated through those channels. D2L contains specific course information and MyNSCC contains information important for other purposes.

**ADA Compliance Statement**
Nashville State complies with the Americans with Disabilities Act. If you wish to request any special accommodations for any courses in which you are enrolled, contact the Student Disabilities Office at 615.353.3721.

**Classroom Misconduct**
Nashville State Community College has a zero tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary sanctions. Please consult your Student Handbook for more specific details.

The instructor has primary responsibility for control over classroom behavior and maintenance of academic integrity. He/she can order temporary removal or exclusion from the classroom of any student engaged in disruptive conduct or in conduct which violates the general rules and regulations of the College.

Disruptive behavior in the classroom may be defined as, but is not limited to, behavior that obstructs or disrupts the learning environment (e.g., offensive language, harassment of students and professors, repeated outbursts from a student which disrupt the flow of instruction or prevent concentration on the subject taught, failure to cooperate in maintaining classroom decorum, etc.), the continued use of any electronic or other noise or light emitting device which disturbs others (e.g., disturbing noises from beepers, cell phones, palm pilots, lap-top computers, games, etc.).

Please be aware that children are not allowed in class or unattended on campus.
Academic Dishonesty (Honor Code)
Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. "Plagiarism may result from: (1) failing to cite quotations and borrowed ideas, (2) failing to enclose borrowed language in quotation marks, and (3) failing to put summaries and paraphrases in your own words (A Writer's Reference 331). Academic dishonesty may be defined as, but is not limited to, intentionally trying to deceive by claiming credit for the work of another person, using information from a web page or source without citing the reference, fraudulently using someone else's work on an exam, paper, or assignment, recycling your own work from another course, purchasing papers or materials from another source and presenting them as your own, attempting to obtain exams/materials/assignments in advance of the date of administration by the instructor, impersonating someone else in a testing situation, providing confidential test information to someone else, submitting the same assignment in two different classes without requesting both instructor’s permission, allowing someone else to copy or use your work, using someone else's work to complete your own, altering documents, transcripts or grades, and forging a faculty/staff member’s signature.

In addition to other possible disciplinary sanctions that may be imposed through regular college procedures as a result of academic dishonesty the instructor has the authority to assign an “F” or a “Zero” for the exercise, paper, or examination or to assign an “F” for the course. Students may appeal through the appropriate college grade appeal procedures.

Inclement Weather Policy
In the event of an inclement weather event, check the Nashville State web site home page at www.nscc.edu for announcements on campus closures. Campus closures will also be announced on local television stations (channels 2, 4, 5, and 17).

When classes are cancelled, an online assignment will be posted in NS Online. Check your NS Online email for a message from your instructor regarding your online assignment requirements. Even though classes may be cancelled, some areas, i.e. Testing Center, may be open. However, you should check before commuting to campus.

The Vice President for Academic Affairs and the Director of Security are responsible for cancellation decisions during an inclement weather event for the Nashville State main campus and the Southeast campus. Cookeville, Waverly, and Dickson Campus Directors will make class cancellation decisions based on conditions in their respective areas. Decisions about class cancellations are based on actual conditions, not forecasts. The perspective used for making decisions is that of the college as an employer, not as a K-12 institution. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.