

SAN DIEGO COMMUNITY COLLEGE DISTRICT  
CONTINUING EDUCATION  
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

COMM 663

COURSE TITLE

PORTFOLIO DESIGN

ALTERNATE TITLE(S)

PORTFOLIO FOR PRINT AND WEB

TYPE COURSE

NON-FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This course provides students the skills to prepare a portfolio for employment in the field of digital media using software appropriate for print, Epub and web. The course provides a hands-on approach to print, Epub and web portfolio development, including material preparation using appropriate software, understanding of key terminology and portfolio presentation skills. This course builds upon knowledge and skills related to visual, vector and page layout design and prepares students to advance to the Digital Media 2 certificate program. (FT)

LECTURE/LABORATORY HOURS

100

ADVISORIES

Successful completion of:

- COMM 660 Visual Design; and
- COMM 661 Vector Design; and
- COMM 662 Page Layout Design

## RECOMMENDED SKILL LEVEL

- Possess a 10th grade reading level
- Effectively communicate in the English language
- Possess basic computer skills
- Possess visual, vector-based and page layout design skills
- Understanding of either MacOS or Windows operating system

## INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility  
SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.
2. Effective Communication  
SDCE students demonstrate effective communication skills.
3. Critical Thinking  
SDCE students critically process information, make decisions, and solve problems independently or cooperatively.
4. Personal and Professional Development  
SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self advocacy skills to cope with changing situations in their lives.

## COURSE GOALS

1. Gain skills in preparing print, Epub and web materials for a portfolio.
2. Develop an understanding of key terminology related to portfolio design requirements for print, Epub and web.
3. Gain experience using interactive editing software for print, Epub and web portfolio design.
4. Prepare materials for print, Epub and web.
5. Gain an understanding of file formats used for print, Epub and web portfolio.
6. Enhance portfolio presentation skills through group or team projects.

## COURSE OBJECTIVES

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

1. Evaluate appropriateness of software tools for creating a print, Epub and web portfolio.
2. Demonstrate knowledge of project management tasks and responsibilities related to the production of a portfolio.
3. Demonstrate knowledge of marketing and portfolio presentation skills using print, Epub and web software.
4. Demonstrate knowledge of design principles and best practices for portfolio presentations using print, Epub and web software.

## COURSE OBJECTIVES (CONTINUED)

5. Organize and customize application workspace for a print, Epub and web portfolio.
6. Define the functions of commonly used tools in an interactive portfolio editor.
7. Develop interactive publications using an interactive editor for print, Epub and web.
8. Understand and apply text, materials and design techniques to enhance print, Epub and web projects.
9. Demonstrate skills necessary to publish, export, and archive page layouts for portfolio presentation.

## **SECTION II**

### COURSE CONTENT AND SCOPE

1. Setting Project Requirements for Print, Epub and Web Portfolios
  - 1.1. Image preparation
    - 1.1.1. Purpose
    - 1.1.2. Audience
    - 1.1.3. Audience needs
  - 1.2. Content
    - 1.2.1. Copyright
    - 1.2.2. Permissions
    - 1.2.3. Licensing
  - 1.3. Application appropriateness
    - 1.3.1. Print
    - 1.3.2. Epub
    - 1.3.3. Web
  - 1.4. Project management
    - 1.4.1. Tasks
    - 1.4.2. Responsibilities
  - 1.5. Marketing and Portfolio Presentations
  - 1.6. Peers
  - 1.7. Clients
  - 1.8. Design Plans
2. Understanding Interactive Print, Epub and Web Publications
  - 2.1. Key terminology
  - 2.2. Basic design principles
  - 2.3. Typography
  - 2.4. Color
  - 2.5. Presentation practices
3. Understanding an Interactive Portfolio Editor

## COURSE CONTENT AND SCOPE (CONTINUED)

- 3.1. Interface functions
- 3.2. Tools
  - 3.2.1. Page
  - 3.2.2. Rectangle frame
  - 3.2.3. Rectangle
  - 3.2.4. Type
  - 3.2.5. Transform
  - 3.2.6. Content collector
  - 3.2.7. Gradient
- 3.3. Workspace
  - 3.3.1. Animation
  - 3.3.2. Timing
  - 3.3.3. Media
  - 3.3.4. Object states
  - 3.3.5. Buttons and forms
  - 3.3.6. Hyperlinks
- 3.4. Layers
- 3.5. Basic interactive editing
  - 3.5.1. Buttons and forms
  - 3.5.2. Hyperlinks
  - 3.5.3. External
  - 3.5.4. Page to page
  - 3.5.5. Locations in same document
  - 3.5.6. Actions
- 3.6. Animation
  - 3.6.1. Effects
  - 3.6.2. Motion Graphics
  - 3.6.3. Timing
- 3.7. Video and audio
- 3.8. Master pages
- 4. Creating Interactive Publications
  - 4.1. Page Size and Attributes
    - 4.1.1. Web
    - 4.1.2. Video
  - 4.2. Type in an Interactive Editor
  - 4.3. Content for interactive publications
    - 4.3.1. Graphic
    - 4.3.2. Video

## COURSE CONTENT AND SCOPE (CONTINUED)

### 4.4. Page Elements using Page Editor Tools

4.4.1. Table of contents

4.4.2. Index

4.4.3. Library files

4.4.4. Placed content

### 4.5. Interactive elements

4.5.1. Hyperlinks

4.5.2. Media objects

4.5.3. Action triggers

## 5. Publish, Export, and Archive Page Layouts

5.1. PDF

5.2. Web

5.3. Epub

## APPROPRIATE READINGS

Reading assignments related to development of a portfolio may include, but are not limited to:

- Textbooks
- Supplemental reading assignments
- Industry-related periodicals or magazines
- Manuals, online help pages
- Articles posted on the Internet and information from web sites
- Online libraries and databases

## WRITING ASSIGNMENTS

Writing assignments related to development of a portfolio may include, but are not limited, to:

- Writing essays and critiques
- Preparing text for an assigned projects
- Maintaining a journal on laboratory and project work
- Maintaining a notebook based on lecture material and handouts

## OUTSIDE ASSIGNMENTS

Outside assignments for the development of a portfolio may include, but are not limited, to:

- Reading texts, reference resources or handouts
- Researching Internet sites
- Viewing online videos and tutorials
- Researching as needed to complete projects
- Organizing and preparing written answers to assigned questions

## APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking for the development of a portfolio may include, but are not limited, to:

- Examining and selecting projects to be included in a portfolio
- Analyzing different strategies for marketing and presentation skills
- Analyzing and assessing the required materials and software applications
- Analyzing and comparing digital media for print, Epub and web

## EVALUATION

A student's grade will be based on multiple measures of performance and may include evaluation of student's ability to:

- Present a digital portfolio
- Perform a variety of activities, discussions and assignments related to course objectives
- Apply theory to assignments
- Successfully complete all lessons and examinations
- Maintain attendance and punctuality per current policy
- Demonstrate ability to work independently and as a team member
- Demonstrate troubleshooting skills
- Deliver an oral presentation

Upon successful completion of this course a Certificate of Course Completion will be issued. Upon successful completion of all courses included in the program, a Certificate of Program Completion will be issued.

## METHOD OF INSTRUCTION

Methods of instruction may include, but are not limited to, hands-on lecture, computer based instruction, self-paced lab, demonstrations, individualized study, use of audio-visual aids, group/team work, tutorials, outside assignments, guest lectures, field trips and guided student job assignments.

METHOD OF INSTRUCTION (CONTINUED)

This course, or sections of this course, may be offered through distance education.

TEXTS AND SUPPLIES

Stand Out: Design a personal brand. Build a killer portfolio. Find a great design job, Denise Anderson, Peachpit Press, current edition

Designing a Digital Portfolio, Cynthia L. Baron, New Riders, current edition

Learn Adobe Photoshop CC for Visual Design: Adobe Certified Associate Exam Preparation, Rob Schwartz, Peachpit Press, current edition

Learn Adobe Illustrator CC for Graphic Design and Illustration: Adobe Certified Associate Exam Preparation, Chad Chelius and Rob Schwartz, Peachpit Press, current edition

Learn Adobe InDesign CC for Print and Digital Media Publication: Adobe Certified Associate Exam Preparation, Jonathan Gordon and Rob Schwartz, Conrad Chavez, Peachpit Press, current edition

PREPARED BY: Jane Newcomb, Toni Renier

DATE: March 6, 2019

REVISED BY: \_\_\_\_\_

DATE: \_\_\_\_\_

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100  
California Community Colleges, Title 5, Section 55002  
Continuing Education Catalog