Washtenaw Community College Comprehensive Report

GDT 290 Professional Practices
Effective Term: Fall 2019

Course Cover
Division: Business and Computer Technologies
Department: Digital Media Arts
Discipline: Graphic Design Technology
Course Number: 290
Org Number: 14520
Full Course Title: Professional Practices
Transcript Title: Professional Practices
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission:
Change Information:
Consultation with all departments affected by this course is required.
Rationale: Syllabus hasn't been updated in 10 years. I have removed "illustration" from the course description (the class prepares students for seeking employment in graphic design and illustration) because of the major emphasis we have on graphic design, not illustration
Proposed Start Semester: Winter 2020
Course Description: This class prepares students for employment in graphic design. Topics covered include graphic design career options/specialties, job-hunting skills/techniques, freelancing, resume preparation, portfolio and self-promotion material preparation. At the end of the course, graphic design professionals review student portfolios. This course should be taken during the final semester prior to graduation.

Course Credit Hours
Variable hours: No
Credits: 4
Lecture Hours: Instructor: 45 **Student:** 45
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0
Other: Instructor: 45 **Student:** 45

Total Contact Hours: Instructor: 90 **Student:** 90
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing
College-level Reading & Writing

College-Level Math

Requisites
Prerequisite
48 credits in Graphic Design program; consent required

General Education
General Education Area 7 - Computer and Information Literacy
Assoc in Arts - Comp Lit
Assoc in Applied Sci - Comp Lit
Assoc in Science - Comp Lit

Request Course Transfer
Proposed For:

Student Learning Outcomes

1. Produce a comprehensive portfolio of graphic design in line with career goals.
   Assessment 1
   Assessment Tool: Portfolio
   Assessment Date: Winter 2022
   Assessment Cycle: Every Three Years
   Course section(s)/other population: all
   Number students to be assessed: random selection of 50% of the enrolled students
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 75% of the students will score a 3 of 5 or higher in each area of the rubric and an overall rubric average of 3.75 of 5 or higher
   Who will score and analyze the data: Graphic Design faculty

2. Produce personal identity package and self-promotional material.
   Assessment 1
   Assessment Tool: Self-promotional pieces
   Assessment Date: Winter 2022
   Assessment Cycle: Every Three Years
   Course section(s)/other population: all
   Number students to be assessed: random selection of 50% of the enrolled students
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 75% of the students will score a 3 of 5 or higher in each area of the rubric and an overall rubric average of 3.75 of 5 or higher
   Who will score and analyze the data: Graphics Design faculty

Course Objectives
1. Refine existing work
2. Create new pieces appropriate for students career goals
3. Design and produce logo, letterhead, business card, envelope, resume, and self-promotional material
4. Design and produce promotional items for student exhibition
5. Prepare professional display of 10 to 15 inclusive pieces
6. Produce professional portfolio

New Resources for Course

Course Textbooks/Resources
Textbooks
Manuals
Periodicals
Software

Equipment/Facilities
Level I classroom

Reviewer	Action	Date
Faculty Preparer:		
Ingrid Ankerson	*Faculty Preparer*	*Apr 15, 2019*
Department Chair/Area Director:		
Ingrid Ankerson	*Recommend Approval*	*Apr 15, 2019*
Dean:		
Eva Samulski	*Recommend Approval*	*Apr 16, 2019*
Curriculum Committee Chair:		
Lisa Veasey	*Recommend Approval*	*May 17, 2019*
Assessment Committee Chair:		
Shawn Deron	*Recommend Approval*	*May 17, 2019*
Vice President for Instruction:		
Kimberly Hurns	*Approve*	*May 19, 2019*