

IL 4995 Illustration Graduation Portfolio II

In their final Illustration course, senior students finalize their marketing materials, website, and graduation portfolio. Projects and timetables are self-directed in consultation with the instructor and continue the portfolio work created in Illustration Graduation Portfolio I. Students will gain information on how to set up a small business focusing on self-promotion, pricing, contracts, and taxes. Upon successful completion of this course, students will create a professional-level display of new work for their graduation portfolio, including self-promotional materials.

Prerequisites: IL 4900 - Illustration Graduation Portfolio I and must be a senior in their last term

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not Meeting	Corresponding Program Learning Outcomes	New Institutional Outcomes
Recognize the importance of individual style in the illustration marketplace.	Recognizes the importance of individual style in the illustration marketplace, implements style choices in illustrations and critiques and encourages others to do the same.	Recognizes the importance of individual style in the illustration marketplace.	Incomplete understanding of individual style in the illustration marketplace.	Fails to recognize the importance of individual style in the illustration marketplace	Professional Practice, Personal Style	Cultural Competence, Critical Thinking
Create new work within their target market	Creates new work within their target market which is original, and compellingly designed/executed.	Creates new work within their target market	Creates work within their target market which is inconsistent/conventional.	Fails to create new work within their target market	All program outcomes	Design Competence, Critical Thinking
Evaluate illustration business methodologies	Evaluates and implements illustration business methodologies with compelling designs.	Evaluates illustration business methodologies.	Demonstrates inconsistent evaluation and implementation of illustration business methodologies.	Fails to research or evaluate illustration business methodologies.	Professional Practice	Cultural Competence, Critical Thinking
Exercise time management and critical decision-making skills for multiple client based projects.	Exercises time management and critical decision-making skills for multiple client based projects with compelling designs/illustrations.	Exercises time management and critical decision-making skills for multiple client based projects.	Inconsistent in exercising time management and critical decision-making skills for multiple client based projects.	Fails to exercise time management and critical decision-making skills for multiple client based projects.	Professional Practice, Critical Thinking	Critical Thinking