

## GD 4900 - Graphic Design BFA Capstone I

Credits: 3

The designer's portfolio is the employer's primary tool for assessing the skills and talents of a prospective employee. With that in mind, it is essentially the most important asset in successfully gaining employment upon graduation. This portfolio class begins a two-part sequence of courses that explores what constitutes a professional-looking portfolio, who should see it, and how to cater it to intended employers. Instructors assist the students in selecting artwork for refinement and inclusion in the portfolio and in assembling the portfolio for maximum effect. Additionally, students will develop a plan for a thesis project to be completed before their final Graphic Design Senior Portfolio Review.

new course approved by  
CC 10/7/20 WW

Prerequisites: Must be a senior in their last semester.

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Create a professional portfolio book and website layout.	Student has produced an exceptionally professional portfolio book and website layout on par with professional standards.	Student has created professional portfolio book and website layout. Both must be present.	Student has a developing portfolio book and website layout with opportunity for improvement. Both must be present.	Student has not created portfolio book and website layout.	GD1, GD2, GD3, GD5, GD6, GD7	Cultural Competence Design Competence Communication Competence Critical Thinking
Create a personal brand and identity system.	Student has produced a highly refined and consistent personal brand and solid identity system on par with professional standards.	Student has created a consistent personal brand and identity system.	Student has developed a personal brand and identity system with noticeable concerns and inconsistencies across the brand and identity system.	Student has not created a personal brand and identity system.	GD1, GD2, GD3, GD5, GD6, GD7, GD9	Cultural Competence Design Competence Communication Competence Critical Thinking
Develop a thesis project plan for graduation.	The student has produced and presented evidence of a concise thesis project plan proposal with an ambitious but realistic plan for graduation.	The student has developed and presented a thesis project plan for graduation.	The student has a developing thesis project plan for graduation but may have fallen short in terms of planning and realistic execution for graduation.	The student has not presented a thesis project plan for graduation.	GD1, GD2, GD3, GD4, GD5, GD6, GD7, GD8, GD9	Cultural Competence Design Competence Communication Competence Critical Thinking