EL CAMINO COLLEGE

COURSE OUTLINE OF RECORD

I. Course Information

Course Acronym:* ART	**Course Number:*** 195

Descriptive Title:* Portfolio and Career Planning for Artists and Designers

Division: Fine Arts

Department:* Art

Course Disciplines: Art

Catalog Description:* This course provides a survey of career and educational pathways in design and the visual arts. Instruction includes the professional protocols necessary to prepare and correctly submit a portfolio, application, resume, cover letter, and artist statement for transfer to four-year art programs, job applications, grants, and exhibitions. Interview strategies, freelance management skills, e-commerce, job search techniques, and effective self-promotion strategies will also be covered.

Conditions of Enrollment:

Prerequisite:

Co-requisite:

Recommended Preparation: English 1

Enrollment Limitation:

Course Length: Full Term

Hours Lecture (per week): 3	**Hours Laboratory (per week):** 0
Outside Study Hours:* 6	**Total Course Hours:*** 54

Course Units:* 3

Grading Method: Letter Grade only

Credit Status: Credit, degree applicable

Transfer CSU: Yes	**Effective Date:** 1/22/2002
Transfer UC: No	**Effective Date:**

General Education: ECC

Term:	**Other:**

CSU GE:

II. Outcomes and Objectives

A. Student Learning Outcomes (SLOs) (The course student learning outcomes are listed below.)
SLO revisions are completed via the SLO Change Form available on the College Curriculum Committee website.

Student Learning Outcomes:

SLO #1 Develop Strategies
Students will be able to analyze various sectors of the art and design industry and develop strategies for portfolio planning and resume preparation for specific career areas.

SLO #2 Personal Inventory
Students will be able to outline a personal inventory of interests, experience, expectations/goals and completed artwork to be used in the development of career and/or degree selection and organize it into a presentable format.

SLO #3 Construct Portfolio
Students will be able to construct a portfolio of presentation materials appropriate for a specific job posting or college application and conduct an informational interview with someone associated with the career field or learning institution.

B. Course Objectives (The major learning objective for in this course are listed below.)

Course Objectives:

1. Analyze various career paths and compare them in terms of working conditions, advancement opportunities, qualifications, and responsibilities.
2. Compare and contrast careers that are in growth mode versus those in decline.
3. Demonstrate effective job search and self-promotion strategies.
4. Discuss the basic challenges confronting free-lance artists.
5. Summarize the major elements of a well-written free-lance artist contract.
6. Analyze "right of Use" and copyright issues as they pertain to the sale and licensing of artwork and associated intellectual property.
7. Create a resume, artist statement, and cover letter for a specific, targeted application process.
8. List the criteria for assessing and selecting artwork for a professional portfolio.
9. Demonstrate the proper preparation of artwork for photographing.
10. Demonstrate the proper use of computer hardware and software for editing and formatting artwork for inclusion in a digital portfolio.
11. Summarize the procedural steps necessary to establish an online portfolio site.
12. Assess four-year art schools and programs.
13. Discuss the significance of the portfolio review for students transferring to four-year art programs
14. Outline the basic steps necessary to complete the transfer process to public and private colleges and universities.

III. Outline of Subject Matter

(Topics should be detailed enough to enable an instructor to determine the major areas that should be covered to ensure consistency from instructor to instructor and semester to semester.)
Example:

I. **Main Topic** (3 hours, lecture)
  A. **Sub topics**
  B. **Sub topics**
    1. **Super sub topic**
    2. **Super sub topic**

Major Topics:

I. Overview of Careers in the Visual Arts (9 hours, lecture)

    1. educational and professional requirements

    2. job descriptions and responsibilities

    3. salary ranges and working conditions

    4. job search strategies

    5. freelance, self-employment, and ecommerce

    6. copyrighting and licensing art work

    7. careers in growth mode

    8. careers in decline

II. Challenges for the Free-Lance Artist (4 hours, lecture)

    1. Contracts

    1. Project details and timelines

    2. Cost and method of payment

    3. Cancellation fee

    4. Right of use" of art work

    2. Taxes

    1. Prepare to pay

    2. Professional guidance

    3. Record keeping

    C Self-promotion

    1. Online website and electronic business transactions

    2. Artwork presentation strategies

    3. Artist to client presentation and interview strategies

III. Assessing Your Professional Aptitude, Interests, and Qualifications (2 hours, lecture)

    1. Professional knowledge and skills

    2. Personal/social skills

    3. Professional Interests

IV. The Application Process (15 hours, lecture)

    1. Resume

    2. Artist statement

    3. Cover letter

    4. Timelines and instructions

    5. Interview and self-promotion strategies

V. The Portfolio Preparation Process (15 hours, lecture)

    1. Digital versus original art work

    2. Type, scope, and purpose

    3. Assessing and selecting art work

    4. Preparing art work for imaging

    5. Photographing art work

    6. Proper use of hardware and software for imaging and formatting

    7. Identification and labeling of digital images

    8. Submitting a digital portfolio

    9. Creating an online portfolio site

VI. Transferring to Four Year Art Programs (9 hours, lecture)

    1. Assessing art schools and programs

    2. Understanding transfer requirements and deadlines

    3. Role of professional academic counseling

    4. Letters of recommendation

    5. Institutional versus departmental requirements

    6. Significance of the portfolio review in the ap

Total Lecture Hours: 54

Total Laboratory Hours: 0

IV. Primary Method of Evaluation and Sample Assignments

A. Primary Method of Evaluation (choose one):
1) Substantial writing assignments

2) Problem solving demonstrations (computational or non-computational)

3) Skills demonstrations

Primary Method of Evaluation: 1) Substantial writing assignments

B. Typical Assignment Using Primary Method of Evaluation

Typical Assignment Using Primary Method of Evaluation: Choose a job target in the art and design industry and prepare a one-page written portfolio plan for that position.

C. College-level Critical Thinking Assignments

Critical Thinking Assignment 1: Select a job target in the art and design industry. In a two-page essay, assess your skills, knowledge, and experience relative to those required for the specific job title and create a resume, cover letter, artist statement, and portfolio plan for obtaining that job.

Critical Thinking Assignment 2: Given a specific freelance project in design or the visual arts, identify the specific tasks required to complete the project, prepare a timeline, budget, and contract for presentation to the client.

D. Other Typical Assessment and Evaluation Methods

Examples: **Class Performance, Objective Exam, Clinical Evaluation, Oral Exams, Completion, Other Exams, Embedded Questions, Performance Exams, Essay Exams, Presentation, Fieldwork, Quizzes, Homework Problems, Reading Reports, Journal kept throughout course, Term or Other Papers, Laboratory Reports, True/False, Matching Items, Written Homework, Multiple Choice, Other (specify)**

Other Evaluation Methods: Class Performance, Essay Exams, Objective Exam, Presentation, Written Homework

V. Instructional Methods

Examples: Lecture, Group Activities, Lab, Role play/simulation, Discussion, Guest Speakers, Multimedia presentations, Field trips, Demonstration, Other (specify)

Instructional Methods: Demonstration, Discussion, Guest Speakers, Lecture, Multimedia presentations

If other: Critiques

Note: In compliance with Board Policies 1600 and 3410, Title 5 California Code of Regulations, the Rehabilitation Act of 1973, and Sections 504 and 508 of the Americans with Disabilities Act, instruction delivery shall provide access, full inclusion, and effective communication for students with disabilities.

VI. Work Outside of Class

Work Outside of Class:* Observation of or participation in an activity related to course content (such as theatre event, museum, concert, debate, meeting), Problem solving activity, Required reading, Study, Written work (such as essay/composition/report/analysis/research)

If Other:

VII. Texts and Materials

A. Up-to-date Representative Textbooks: Please use the following format(s):

Printed Text - Author, Title, Edition, Publisher, Year.
Digital Text (OER Text) - Author (last name first). Title. Edition or Version (if beyond 1st). Publisher, Publication year or Revision date. URL. License.
Sample: Dillon, Dave. Blueprint for Success in College and Career. Version 1.3. Rebus Community, 2018. press.rebus.community/blueprint2/. Licensed under CC BY 4.0.

If you wish to list a text that is more than 5 years old, please annotate it as a "discipline standard".

***Multiple textbooks may be listed.**

Up-To-Date Representative Textbooks: Wook Choi. Art College Admissions: An Insider's Guide to Art Portfolio Preparation, Selecting the Right College, and Gaining Admission with Scholarships . W&J , 2012.

Lisa Congdon, Meg Mateo Ilasco . Art, Inc.: The Essential Guide for Building Your Career as an Artist . Chronicle Books , 2014.

B. **Alternative Textbooks: Please use the following format(s): if applicable**

Printed Text - Author, Title, Edition, Publisher, Year.

Digital Text (OER Text) - Author (last name first). Title. Edition or Version (if beyond 1st). Publisher, Publication year or Revision date. URL. License.

Sample: Dillon, Dave. Blueprint for Success in College and Career. Version 1.3. Rebus Community, 2018. press.rebus.community/blueprint2/. Licensed under CC BY 4.0.

If you wish to list a text that is more than 5 years old, please annotate it as a "discipline standard".

Multiple textbooks may be listed.

Alternative Textbooks: Steven Heller and Teresa Fernandes. Becoming a Graphic Designer: A Guide to Careers in Design. 4th ed.   John Wiley & Sons, 2010.

Angie Wojak, Stacy Miller . Starting Your Career as an Artist: A Guide for Painters, Sculptors, Photographers, and Other Visual Artists. Allworth Press , 2011.

C. **Required Supplementary Readings**

Required Supplementary Readings:

D. **Other Required Materials**

Other Required Materials:

VIII. Conditions of Enrollment

A. **Requisites (Course Prerequisites and Corequisites) Skills needed without which a student would be highly unlikely to succeed.**

Requisite:

Category:

Requisite course(s): List both prerequisites and corequisites in this box.

Requisite and Matching skill(s):Bold the requisite skill. List the corresponding course objective under each skill(s).

B. **Requisite Skills: (Non-Course Prerequisite and Corequisites) Skills needed without which a student would be highly unlikely to succeed.**

Requisite Skill:

Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable

C. **Recommended Preparations (Course) (Skills with which a student's ability to succeed will be strongly enhanced.)**

Requisite course: English1

Requisite and Matching skill(s):Bold the requisite skill. List the corresponding course objective under each skill(s).

Students need well-developed reading skills in order to understand and interpret information in their textbooks and writing skills to develop essays and projects.
ENGL 1- Summarize, analyze, evaluate, and synthesize college-level texts.
ENGL 1 -Write a well-reasoned, well-supported expository essay that demonstrates application of the academic writing process.

D. **Recommended Preparation (Non-Course) (Skills with which a student's ability to succeed will be strongly enhanced.)**

Requisite Skill:

Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable

E. **Enrollment Limitations**

Enrollment Limitations and Category:

Enrollment Limitations Impact:

Last Board Approval Date:
04/18/2022

STEP 3: Click Save for any changes made.

STEP 4: Launch proposal by clicking ▶ in the top left corner of this page.

> **STEP 5:** Edit fields that will have changes made. (Save after each section you modify.)

STEP 6: Click on the ✓ at the top of the Proposal Toolbox to submit proposal for review.

STEP 7: When the "Your Decision" box appears, click Approve and "Make My Decision" to move the proposal forward in the process.

COURSE CODING

Effective Term:
Fall 2023