GRDSN 223

COURSE LEARNING OUTCOMES (CLOs)
1. Create a personal brand.
2. Evaluate and improve existing work.
3. Create an effective resume and cover letter.
4. Design a portfolio presentation.
5. Re-purpose the portfolio for presentation in different media.
6. Create a unique leave-behind piece.
7. Plan and create a multi media branded marketing campaign.
8. Follow directions and meet deadlines.

Course Outline

In this course, students are required to demonstrate the following competencies at an advanced level of proficiency:

I. Create a personal brand
   A. Analyze your design work and your individual qualities to determine your brand statement
   B. Develop a brand image which clearly communicates your brand statement
   C. Apply your brand image to all of your design assets
   D. Determine how to leverage your brand in all communication pieces and in all relevant media

II. Evaluate and improve existing work
   A. Evaluate the quality of your work using professional standards
   B. Use peer, self and instructor feedback
   C. Determine how appropriate your projects are for the type of position you seek
   D. Redesign your work to meet professional standards and expectations

III. Create an effective resume and cover letter
   A. Research type of resumes and cover letters
   B. Write a resume which:
      i. clearly communicates your employability
      ii. emphasizes your skills, work history, or education
      iii. contains appropriate examples of your work
   C. Write a cover letter to a potential employer which:
      i. demonstrates knowledge of the employers business, clients and portfolio
      ii. clearly states how you are qualified to work at this specific business
      iii. initiates a time to personally contact the employer to request an interview

IV. Design a portfolio presentation
   A. Define size, format, grid system and number of pages
   B. Determine any specific information to include along with design samples
   C. Determine how to visually unify all portfolio pages
   D. Determine how to brand the portfolio

V. Re-purpose the portfolio for presentation in different media
   A. Create a digital version for email
   B. Publish the portfolio on the web
C. Consider how to add rich media content to a digital version of the portfolio

VI. Create a unique leave-behind piece

VII. Plan and create a multi-media branded marketing campaign
   A. Clearly define a marketing objective, target audience, and brand message
   B. List possible ways to contact or interact with target audience
   C. List which various media might be effective to reach target audience
   D. Determine how to leverage your brand using social media
   E. Determine how rich media (audio, video, animation, e.g.) might enhance the campaign
   F. Create a list of marketing pieces
   G. Produce and implement the campaign

VIII. Follow directions and meet deadlines.
   A. Critique each other’s work to point out areas that need improvement
   B. Help each other with software issues