

**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