

III. Statement of Course Need

- A. This course is a required course in the Associate of Science in Digital Media/Film Studies. This course helps students successfully transfer to four-year institutions, dependent on the transfer institution.
- B. The lab component for this course is allocated to portfolio, resume, and cover letter creation, interview simulations, and portfolio presentation approaches.
- C. Course Transferability: Digital Portfolio Development transfers selectively as a portfolio development course in Digital Media studies or as a program elective in Communication Studies, dependent on the transfer institution.

IV. Place of Course in College Curriculum

- A. Free Elective
- B. This course meets a program requirement for A.S. Digital Media/Film Studies.
- C. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

- A. Preparation of finished professional resume outlining student experiences, education, and work history
- B. Preparation of finished professional cover letter tailored to each intended recipient
- C. Portfolio “reel” preparation: Editing video, sound, importation of graphics in development of final “reel” for portfolio. Students also develop a web/online presence.
- D. Portfolio design: Development of design elements, color schemes, fonts, and/or logos that visually reinforce student “look and feel” (branding) for use with physical portfolio, web presence, business cards, etc.
- E. Exploration of career paths, including:
 - a. Co-op opportunities to extend student experience in the field
 - b. Identification of and contact with potential four-year institutions
 - c. Preparation of applications, FAFSA, and exploration of scholarship opportunities
 - d. Overview of long-term (1-2 year) internship opportunities (i.e., Director’s Guild of America, Disney, NBC)
- F. Interviewing: Preparation for and simulation of Co-op, job, and/or college admissions interviews.
- G. Presentation: Live presentation of portfolio to the class, including fielding of questions and answers.

VI. A. Course Learning Outcomes:

At the completion of the course, students will be able to:

1. Use current digital media technology to organize videos and/or other assets into an acceptable format for a transfer and career-focused portfolio (GE 4).
2. Critically evaluate own and other students' portfolios for information gaps, relevancy, authority, point of view, and ethical use of materials (GE-IL).
3. Produce a creative and personalized portfolio of their creative assets (GE-1).
4. Produce and present an effective oral presentation promoting artistic and creative strengths to complement the portfolio package (GE-1).

B. Assessment Instruments

1. Written resume (required)
2. Written cover letter
3. Design elements, color treatment, fonts, and/or logos that reflect the student's style
4. Reel of work samples (required)
5. Group review of reel and portfolio design
6. Website and/or social media for work presentation
7. Identification of transfer options and procedures
8. Submission of projects to film competitions
9. Interview simulations (required)
10. Oral presentation to supplement portfolio submission

VII. Grade Determinants

- A. Completion of written assignments (required)
- B. Completion of branding design (color, design elements, fonts, logo)
- C. Final reel (required)
- D. Participation in class
- E. Completion of web and/or social media presentation
- F. Interviewing effectiveness (required)
- G. Final presentation of portfolio

Primary formats, modes, and methods for teaching and learning that may be used in the course:

- A. Lecture/discussion
- B. Small-group work
- C. Editing and critiquing of video clips
- D. Videos (media and online)
- E. Guest speakers
- F. Laboratory
- G. Studio time (hands-on)
- H. Simulation/role playing
- I. Student collaboration
- J. Independent study

K. Oral presentation

VIII. Texts and Materials

- A. Film and video
- B. Web sources
- C. Other computer-based sources

Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.

IX. Resources

- A. Computers with current video and sound editing software
- B. Server with adequate server space
- C. DVD/Web video projection
- D. Guest speakers

X. Check One: Honors Course N/A