RARITAN VALLEY COMMUNITY COLLEGE
ACADEMIC COURSE OUTLINE

COMM-252: Digital Portfolio Development

I. Basic Course Information

A. Course Number and Title: COMM-252 Digital Portfolio Development

B. New or Modified Course: Modified

C. Date of Proposal: Semester: Fall   Year: 2018

D. Effective Term: Fall 2019

E. Sponsoring Department: Communication & Languages

F. Semester Credit Hours: 2

G. Weekly Contact Hours: 1   Lecture: 1
                                             Laboratory: 2
                                             Out of class student work per week: 3

H. Corequisites: FILM-261 Light, Optics & Lighting and FILM-268 Advanced Video Production: Narrative & Documentary

I. Laboratory Fees: Yes

J. Name and Telephone Number or E-Mail Address of Department Chair and Divisional Dean at time of approval: **Sara Banfield, ext. 8967, Sara.Banfield@raritanval.edu; Dean Patrice Marks, ext. 8002, Patrice.Marks@raritanval.edu**

II. Catalog Description

Corequisites: FILM-261: Light, Optics & Lighting and FILM-268: Advanced Video Production: Narrative & Documentary

This course is designed to help prepare students majoring in Digital Media/Film Studies to successfully transfer to a B.A. or B.S. program in Television Production or Communication. The course will cover topics such as critical thinking in digital media and film, career options, resume and portfolio preparation, and identification of appropriate transfer colleges. Students will also learn about and potentially pursue Co-op opportunities, submit films to area screenings and competitions, and explore long-term internship opportunities (e.g., Director's Guild of America). Students will engage in interview simulations and presentation of portfolios.

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. Besides having an acceptable GPA, portfolio preparation of digital media is an important aspect of transferring for their major.

   B. The lab component for this course is allocated to portfolio, resume, and cover letter creation, interviewing 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.

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 including menuing in development of final "reel" or portfolio on DVD. Students also develop a web presence.
   D. Portfolio design: Development of design elements, color schemes, fonts, and/or logos that visually reinforce student "look and feel" 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 filed
      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 simulations of Co-op, job, and/or college admission interviews.
   G. Presentation: Live presentation of portfolio to the class, including fielding of questions and answers.

VI. General Education and Course Learning Outcomes

A. **General Education 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 video, design elements, self-promotional content (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 portfolio package (GE-1)

B. **Course Learning Outcomes:**

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

1. Identify career paths and opportunities in the video production and communication world.
2. Express personal creative and career goals.
3. Locate appropriate transfer opportunities and/or Co-op or long-term internships.
4. Critically analyze portfolio assets in a professional manner.
5. Prepare a suitable portfolio for transfer to a 4-year Digital Media/Film or Communication program, Co-op, long-tern internship, and/or career.
6. Successfully engage in a Co-op, job, or college admissions interview.
7. Effectively present portfolio materials in a live stand-up presentation.

C. **Assessment Instruments**

1. Written resume
2. Written cover letter
3. Design elements, color treatment, fonts, and/or logos that reflect the student's style
4. Reel (DVD with menus, label, cover, and several short "clips")
5. Group review of resumes, cover letters, portfolio design, and reel
6. Portfolio package (designed folder, disc, cover letter, resume, business card)
7. Identification of four-year colleges
8. Submission of projects to local film competitions
9. Interview simulations
10. Oral presentation to supplement portfolio submission.

VII. Grade Determinants

    A. Completion of written assignments
    B. Completion of portfolio design (color, design elements, fonts, logo)
    C. Quality of clips (including editing)
    D. Final reel
    E. Participation in class
    F. Completion of acceptable portfolio package

G. Interviewing effectiveness
H. Final oral presentation of portfolio.

Given the goals and outcomes described above, the primary formats, modes, and methods for teaching and learning that may be used in the course include:

A. Lecture/discussion
B. Small-group work
C. Editing and critiquing of video clips
D. DVDs and Vimeo
E. Guest speakers
F. Individual portfolio
G. Studio time
H. Simulation/role playing
I. Student collaboration
J. Independent study
K. Oral presentation

VIII. Texts and Materials

A. Suggested textbook: Baron, C.L. (2009). *Designing a Digital Portfolio (2nd ed)*. New Riders.
B. Film and video
C. Web sources
D. 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. Honors Options [if relevant]
N/A