

**PORTERVILLE COLLEGE  
CURRICULUM PROGRAM REVIEW UPDATE**

Name of Division: Fine and Applied Arts      Contact Person: Jackie Buttice

Please submit this form to the Curriculum Committee **before** adding the course to eLumen when proposing a new Course or a new Program. Once the form is received, the course and/or program will be added as a discussion items at the next available Curriculum Committee meeting.

Please include this form as an attachment when submitting the course for final evaluation in eLumen.

All new Courses/Programs must be directly tied to the Institutional Goals, Strategic Plan, Educational Master Plan, General Education Outcomes, and Institutional Outcomes as appropriate through the Division Program Review.

Is this new Course/Program addressed in your current Program Review: YES  NO

If YES, please attach the appropriate sections.

Goal A1: To create a UX Certificate that closely aligns with the PUSD

Pathway to Commercial Art Degree

Timeline: Fall 2025

Needed Resources: Current staffing levels are adequate but need to hire more adjuncts

Person Responsible: Art Faculty

Comments: The goal is to align our Commercial Art program more closely with Digital Design and Multimedia Technology PUSD "Pathways" by continuing to offer Intro to Digital Art and Digital Graphic Design.

The new graphic design is in software and app design and these 3 new classes will allow students to get a certificate and create a portfolio for the current job market locally and remote.

Division Name: Fine & Applied Arts

Contact Person: James Thompson

Submission Date: 4-12-2022

<b>Goal A2:</b> Clarify & improve marketing of Art programs (ongoing)	<p><b>Comments:</b> This goal is to Clarify and publicize the pathways to completion of Studio Art and Commercial Art Degrees. Offer a Studio Art Certificate of Achievement as a stepping-stone to the AA-T. Included in this goal is the addition of a Commercial Art Video Production Certificate (a steppingstone to the Commercial Art AA—or a standalone record of the skills required for jobs in the field).</p> <p>The number of degree completers for our two Art degrees has lagged the growth in majors for these two degree programs. We are working on ways to clarify and publicize the pathways to the completion of the two degrees in our program in order to increase the number of degree completers. We are working on offering a Studio Art Certificate of Achievement (18 units) as a stepping-stone toward the completion of a Studio Art AA-T (24 units). Commercial Art/Video Production Certificate is ready to be offered in the Fall of 2022. So, this goal will be partially complete by the Fall Semester of 2022.</p>
<b>Timeline:</b> Since Fall 2019 & Ongoing	
<b>Needed Resources:</b>	
<b>Person(s) Responsible:</b> Art Faculty	
<b>Obstacles (if any):</b>	

(For office use only)  
CONTENT REVIEW VOTE

PORTERVILLE COLLEGE

(For office use only)  
PROPOSAL VOTE

Date \_\_\_\_\_  
Yes \_\_\_\_\_  
No \_\_\_\_\_  
Abstaining \_\_\_\_\_

CURRICULUM COMMITTEE

Date \_\_\_\_\_  
Yes \_\_\_\_\_  
No \_\_\_\_\_  
Abstaining \_\_\_\_\_

# COURSE ADDITION

The items enumerated below are to assist you in filling out the Course Addition Form. Short descriptions and examples have been given to guide you in completing this form

## ATTACH COURSE OUTLINE

1. INITIATED BY  Instructor  Division  Department

2. Subject  Number  Title

Units  Lecture Hours  Lab Hours

Computer Assisted Instruction  Distance Learning

### 3. CONTENT REVIEW

If a prerequisite, corequisite or recommended preparation is listed below, content review forms (entrance, exit and/or corequisite) must be included with this proposal. Forms are available on the web under the Curriculum Committee tab. **ALL INFORMATION BELOW MUST BE IDENTICAL ON THE ATTACHED COURSE OUTLINE.**

Prerequisite:

Corequisite:

Recommended Preparation:

### 4. CATALOG DESCRIPTION

Provide a draft of the course description as you wish it to appear in the catalog. **This must match the attached course outline.**

This course is designed for students committed to developing a web based portfolio for work, transfer, and other purposes. Students are given the opportunity to identify professional goals, analyze different types of portfolios, and develop a professional skills based resume. Instructor evaluates portfolio presentations throughout the semester. Students will have a web based portfolio of their work.

### 5. REASON FOR ADDITION

Provide a concise statement as to why the course is being added. Be clear regarding the evidence of need for the addition of this course (e.g., articulation with other colleges/universities, student demand, recommendation from advisory committee or external accreditation review, campus program review).

The Certificate in UX Design prepares students for entry-level positions in the field and/or transfer to a bachelor's degree program in a similar discipline. In completing the program, students will have design projects that can help them transition to doing internship, freelance or contract positions.

6. **DESCRIBE ANY FISCAL IMPACT THIS ADDITION WILL HAVE ON THE DEPARTMENT, COLLEGE AND/OR DISTRICT:** Address significant changes in staffing, facilities, equipment, supplies, learning resources or state reimbursement (e.g. loss of eligibility for basic skills, matriculation, and/or other categorical funding). Example: Adding a component of computer assisted instruction to a class could mean a change in identification of facilities, the need to purchase computers and software and the need for additional staff. - additional staffing will be needed to teach my current courseload

7. **CHECK ANY OF THE FOLLOWING CATEGORIES FOR WHICH THIS COURSE WILL BE USED.**

a.	<input type="checkbox"/>	None	
b.	<input type="checkbox"/>	AA/AS Degree	
c.	<input checked="" type="checkbox"/>	Associate Degree for Transfer (ADT)	Commercial Art
d.	<input type="checkbox"/>	Area of Emphasis	
e.	<input checked="" type="checkbox"/>	Certificate of Achievement	User Experience Design
f.	<input type="checkbox"/>	Certificate of Proficiency	

8. **GENERAL EDUCATION:** Forms for the appropriate Associate Degree area are available from Instructional Operations. CSU and IGETC requests approved by the Curriculum Committee are submitted each December for review by the specific four-year system office.

a.	<input type="checkbox"/>	Not applicable				
b.	<input type="checkbox"/>	General Education – Associate Degree	Area	<input type="text" value="3"/>	Section	<input type="text"/>
c.	<input type="checkbox"/>	General Education – CSU Certification	Area	<input type="text"/>	Section	<input type="text"/>
d.	<input checked="" type="checkbox"/>	General Education – IGETC	Area	<input type="text" value="CALGETC 3"/>	Section	<input type="text"/>

9. **THIS COURSE MEETS OR EXCEEDS STATE TITLE 5 STANDARDS AND CRITERIA FOR COURSES AND CLASSES (Check one)**

Credit course applicable as units to the associate degree (within degree/certificate requirements or elective toward graduation) – Title 5: Section 55002

Credit course not applicable as units toward an associate degree – Title 5: Section 55002

Basic skills (when designated as non-degree credit; courses in reading, writing, computation, and ESL) – Title 5: 55002/55000(j)

Noncredit course (offered for zero units) – Title 5: Section 55002

10. **Porterville College CROSS-LISTING COLLABORATION AND LETTER OF INTENT**

Cross-listed  Yes  No

If yes, please list cross-listed course(s)

Similarity in course content in another department  Yes  No

If yes, please list similar course

The original Letter of Intent, with sign off by the affected department at Porterville, must be included with this proposal. **The Curriculum Committee will not review any proposal that affects any division or department at Porterville unless a completed Letter of Intent is on file.** Please meet and collaborate with the appropriate chair or coordinator when this course modification affects another program or certificate or if this course is to be cross-listed at Porterville.

Date sent  Date returned

**11.VOTE OF DEPARTMENT**

Indicate the date that the department met to consider the curriculum proposal, the number of full-time faculty members in the department, the number voting and the number absent at the time the vote was taken.

Date of meeting  Number of full time members in department

Yes  No  Abstaining  Absent

**12. SIGNATURES**

I have reviewed this form for accuracy and completeness and recommend this course addition.

  
\_\_\_\_\_  
Department Chairperson/Coordinator

10/20/24  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Dean

10/20/24  
\_\_\_\_\_  
Date

**13.FOR CURRICULUM CHAIR and VP OFFICE USE**

**ONLY: STAND-ALONE COURSE APPROVAL**

Yes  No

This course addition meets the state Chancellor's Office regulations and guidelines requiring state approval as a stand-alone course outside of a program.

\_\_\_\_\_  
Curriculum Chair/VP \_\_\_\_\_  
Date

## **Digital Portfolio**

This course is designed for students committed to developing a web based portfolio for work, transfer, and other purposes. Students are given the opportunity to identify professional goals, analyze different types of portfolios, and develop a professional skills based resume. Instructor evaluates portfolio presentations throughout the semester. Students will have a web based portfolio of their work.

## **Digital Portfolio – ART P152**

### **Lecture Outline**

A. Analyze the purpose of a professional portfolio.

- Examine some different kinds of portfolios used for obtaining internships, obtaining entry-level positions, or submitting to gain entry into a four-year program or graduate school.

B. Present strategies for engaging your audience and developing a visual identity:

- Address what makes each portfolio unique.
- Address what makes each individual designer unique.
- Address strategies for telling a story about your self and your design journey so to engage your audience.
- Examine strategies for translating a personal story into a visual identity.

C. Process of developing a professional portfolio.

- Identify why you need a portfolio.
- Identify what the goal is for your portfolio.
- Identify timeline, budget, tools needed and any constraints that you may need to overcome in order to realize the portfolio project.

D. Integrate portfolio material across multiple platforms.

- Examine portfolio portals that students commonly use to network and build community.

- Examine social media platforms that work to promote your professional self.
- Examine print promotional materials as a way to network and build a potential client list.

E. Overview of preparing work for portfolio inclusion.

- Analyze portfolio making steps.
- Analyze design process in relation to portfolio making.
- Examine steps to creating one project as a means to focus on the larger effort required.

F. Analyze a portfolio piece and troubleshoot production problems.

- Address technical problems of presenting different kinds of graphic work.
- Address file formats, resolution, compression that impact various kinds of art work.

G. Examine publishing portfolio pieces in a variety of environments.

- Pros and cons of the web environment.
- Pros and cons of responsive design.
- How print pieces can work in tandem with a web portfolio.
- When to use a dvd of your portfolio.

H. Examine pertinent legal issues for graphic and web designers.

- Copyright and fair usage.
- Public archives and stock photography/art work.
- Protecting and or releasing original design work.

I. Web Services for Portfolio Site

- Examine coming up with and registering a domain name.
- Examine web hosting services and packages.

## J. Portfolio Production

- Examine steps to making logo/monogram
- Examine steps to laying out one portfolio project, and then implementing into the chosen web format.
- Examine some common problems that arise in portfolio making.

## Lab Outline

1. Using Craigslist and one other job site do the following:

- Identify three different fields within the web design field
- Identify three different fields within the graphic design field.
- Find three job postings that you find interesting.
- For each job posting summarize the skills required, what duties the position entails, salary range, and the necessary level of education.

2. Contracting agencies for web and graphic design professionals.

- From the class reading identify what is required to work with a contracting agency.
- From the class readings and lecture identify what are some pros and cons of doing contract work.

3. Implementing a logo across multiple platforms and environments.

- Using software create a simple monogram for your portfolio.
- Develop a style guide (best use practices) to guide the visual presentation of the logo.
- Brainstorm ways to present logo on different platforms.
- Generate logo prototypes for one social media platform, one design portal, and a web portfolio.

4. Prepare documentation of portfolio projects.

- Write a summary for each project addressing specifically what problem you solved, and a brief summary about the project.
- List the software tools you used to complete the project.
- Obtain screen shots of the work.
- Obtain a testimonial if the project was for a client.

5. Create a digital template for a portfolio piece using the documentation generated for the project.

- Create thumbnail concepts of possible layouts.
- Integrate style guide into the layout.
- Create a final layout that can be used and/or modified to accommodate all portfolio projects.

6. Create a portfolio site map.

- Brainstorm sections of portfolio.
- Create an inventory of work to be included in the portfolio.
- Draw a site map that includes sections and work to be featured.

7. Create a digital mock up of your portfolio website.

- Using the style guide, inventory of work, project documentation, site map, and digital template create a mock up of the portfolio web site.
- Create a naming system for site development.
- Create a site folder that will house web files and visual assets.

8. Research professional design organizations in the Bay Area.

- Find two possible meet ups, or professional organizations in the Bay Area that are inline with your interests.
- Create a flyer with the information about one meet up or a guest speaker. Bring to class and share with classmates.



9. Identify one social media platforms that is best suited for promoting your professional self.

- Write a brief paragraph explaining the merit of the platform in relation to promoting your professional profile/skills.
- Provide mock ups of at least three initial postings for one social media platform.
- Generate a list of idea postings that you can implement on a weekly basis for three months.

10. Research local printers and online print companies where you can get your business card printed.

- Download a template file from a printer for your final business card layout.
- Set up the template file with your final monogram/logo design.
- Proof the final design in black and white and color.