

GRDSN 223 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