



# El Camino College

## COURSE OUTLINE OF RECORD - Official

### I. GENERAL COURSE INFORMATION

**Subject and Number:** Art 195  
**Descriptive Title:** Portfolio and Career Planning for Artists and Designers

**Course Disciplines:** Art

**Division:** Fine Arts

**Catalog Description:** This course provides a survey of career and educational pathways in design and the visual arts. Instruction includes the professional protocols necessary to prepare and correctly submit a portfolio, application, resume, cover letter, and artist statement for transfer to four-year art programs, job applications, grants, and exhibitions. Interview strategies, freelance management skills, e-commerce, job search techniques, and effective self-promotion strategies will also be covered.

**Conditions of Enrollment:** Recommended Preparation  
English 84

**Course Length:** ☒ Full Term ☐ Other (Specify number of weeks):  
**Hours Lecture:** 3.00 hours per week ☐ TBA  
**Hours Laboratory:** 0 hours per week ☐ TBA  
**Course Units:** 3.00

**Grading Method:** Letter  
**Credit Status:** Associate Degree Credit

**Transfer CSU:** ☒ Effective Date: 1/22/2002  
**Transfer UC:** ☐ No

**General Education:**

**El Camino College:**

**CSU GE:**

**IGETC:**

### II. OUTCOMES AND OBJECTIVES

**A. COURSE STUDENT LEARNING OUTCOMES** (The course student learning outcomes are listed below, along with a representative assessment method for

**each. Student learning outcomes are not subject to review, revision or approval by the College Curriculum Committee)**

1. Upon successful completion of this course, students will be able to apply the professional protocols necessary to prepare and correctly submit a portfolio, application, resume, cover letter, and artist statement for transfer to four-year art programs, job applications, grants, and exhibitions. (essay and review of related materials)
2. Upon successful completion of this course, students will be able to assess specific careers in design and the visual arts with regard to their educational and professional requirements, job descriptions and responsibilities, salary ranges and working conditions, and growth potential. (Essay)
3. Upon successful completion of this course, students will be able to assess their professional aptitude, interests, and qualifications and apply the results in selecting an appropriate career path. (Essay)

The above SLOs were the most recent available SLOs at the time of course review. For the most current SLO statements, visit the El Camino College SLO webpage at <http://www.elcamino.edu/academics/slo/>.

**B. Course Student Learning Objectives (The major learning objective for students enrolled in this course are listed below, along with a representative assessment method for each)**

1. Analyze various career paths and compare them in terms of working conditions, advancement opportunities, qualifications, and responsibilities.

Essay exams

2. Compare and contrast careers that are in growth mode versus those in decline.

Essay exams

3. Demonstrate effective job search and self-promotion strategies.

Class Performance

4. Discuss the basic challenges confronting free-lance artists.

Essay exams

5. Summarize the major elements of a well-written free-lance artist contract.

Essay exams

6. Analyze "right of Use" and copyright issues as they pertain to the sale and licensing of artwork and associated intellectual property.

Other (specify)

short essay

7. Create a resume, artist statement, and cover letter for a specific, targeted application process.

Written homework

8. List the criteria for assessing and selecting artwork for a professional portfolio.

Objective Exams

9. Demonstrate the proper preparation of artwork for photographing.

Class Performance

10. Demonstrate the proper use of computer hardware and software for editing and formatting artwork for inclusion in a digital portfolio.

Class Performance

11. Summarize the procedural steps necessary to establish an online portfolio site.

Essay exams

12. Assess four-year art schools and programs.

Written homework

13. Discuss the significance of the portfolio review for students transferring to four-year art programs

Other (specify)

short essay

14. Outline the basic steps necessary to complete the transfer process to public and private colleges and universities.

Objective Exams

**III. OUTLINE OF SUBJECT MATTER (Topics are detailed enough to enable a qualified instructor to determine the major areas that should be covered as well as ensure consistency from instructor to instructor and semester to semester.)**

Lecture or Lab	Approximate Hours	Topic Number	Major Topic
Lecture	9	I	Overview of Careers in the Visual Arts A. educational and professional requirements B. job descriptions and responsibilities C. salary ranges and working conditions D. job search strategies E. freelance, self-employment, and ecommerce F. copyrighting and licensing art work G. careers in growth mode H. careers in decline
Lecture	4	II	Challenges for the Free-Lance Artist A. contracts 1. project details and timelines 2. cost and method of payment 3. cancellation fee 4. "right of use" of art work B. taxes 1. prepare to pay 2. professional guidance 3. record keeping A. self-promotion

			<ol style="list-style-type: none"> <li>1. online website and electronic business transactions</li> <li>2. artwork presentation strategies</li> <li>3. artist to client presentation and interview strategies</li> </ol>
Lecture	2	III	<b>Assessing Your Professional Aptitude, Interests, and Qualifications</b> <ol style="list-style-type: none"> <li>A. professional knowledge and skills</li> <li>B. personal/social skills</li> <li>C. professional Interests</li> </ol>
Lecture	15	IV	<b>The Application Process</b> <ol style="list-style-type: none"> <li>A. resume</li> <li>B. artist statement</li> <li>C. cover letter</li> <li>D. timelines and instructions</li> <li>E. interview and self-promotion strategies</li> </ol>
Lecture	15	V	<b>The Portfolio Preparation Process</b> <ol style="list-style-type: none"> <li>A. digital versus original art work</li> <li>B. type, scope, and purpose</li> <li>C. assessing and selecting art work</li> <li>D. preparing art work for imaging</li> <li>E. photographing art work</li> <li>F. proper use of hardware and software for imaging and formatting</li> <li>G. identification and labeling of digital images</li> <li>H. submitting a digital portfolio</li> <li>I. creating an online portfolio site</li> </ol>
Lecture	9	VI	<b>Transferring to Four Year Art Programs</b> <ol style="list-style-type: none"> <li>A. assessing art schools and programs</li> <li>B. understanding transfer requirements and deadlines</li> <li>C. role of professional academic counseling</li> <li>D. letters of recommendation</li> <li>E. institutional versus departmental requirements</li> <li>F. significance of the portfolio review in the application process</li> </ol>
<b>Total Lecture Hours</b>		54	
<b>Total Laboratory Hours</b>		0	
<b>Total Hours</b>		54	

#### IV. PRIMARY METHOD OF EVALUATION AND SAMPLE ASSIGNMENTS

**A. PRIMARY METHOD OF EVALUATION:**

Other -

Short essay assignments and class presentations

**B. TYPICAL ASSIGNMENT USING PRIMARY METHOD OF EVALUATION:**

Choose a job target in the art and design industry and prepare a one-page written portfolio plan for that position.

**C. COLLEGE-LEVEL CRITICAL THINKING ASSIGNMENTS:**

1.

Select a job target in the art and design industry. In a two-page essay, assess your skills, knowledge, and experience relative to those required for the specific job title and create a resume, cover letter, artist statement, and portfolio plan for obtaining that job.

2. Given a specific freelance project in design or the visual arts, identify the specific tasks required to complete the project, prepare a timeline, budget, and contract for presentation to the client.

**D. OTHER TYPICAL ASSESSMENT AND EVALUATION METHODS:**

Essay exams

Objective Exams

Written homework

Class Performance

Presentation

**V. INSTRUCTIONAL METHODS**

Demonstration

Discussion

Guest Speakers

Lecture

Multimedia presentations

Other (please specify)

Critiques

**Note: In compliance with Board Policies 1600 and 3410, Title 5 California Code of Regulations, the Rehabilitation Act of 1973, and Sections 504 and 508 of the Americans with Disabilities Act, instruction delivery shall provide access, full inclusion, and effective communication for students with disabilities.**

## VI. WORK OUTSIDE OF CLASS

Study

Required reading

Problem solving activities

Written work

Observation of or participation in an activity related to course content

**Estimated Independent Study Hours per Week: 6**

## VII. TEXTS AND MATERIALS

### A. UP-TO-DATE REPRESENTATIVE TEXTBOOKS

Wook Choi. Art College Admissions: An Insider's Guide to Art Portfolio Preparation, Selecting the Right College, and Gaining Admission with Scholarships. W&J , 2012.  
Lisa Congdon, Meg Mateo Ilasco . Art, Inc.: The Essential Guide for Building Your Career as an Artist. Chronicle Books , 2014.

### B. ALTERNATIVE TEXTBOOKS

Steven Heller and Teresa Fernandes. Becoming a Graphic Designer: A Guide to Careers in Design. 4th ed. John Wiley & Sons, 2010.  
Angie Wojak, Stacy Miller . Starting Your Career as an Artist: A Guide for Painters, Sculptors, Photographers, and Other Visual Artists. Allworth Press , 2011.

### C. REQUIRED SUPPLEMENTARY READINGS

### D. OTHER REQUIRED MATERIALS

## VIII. CONDITIONS OF ENROLLMENT

### A. Requisites (Course and Non-Course Prerequisites and Corequisites)

Requisites	Category and Justification
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### B. Requisite Skills

Requisite Skills
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### C. Recommended Preparations (Course and Non-Course)

Recommended Preparation	Category and Justification
Course Recommended Preparation English-84	

### D. Recommended Skills

Recommended Skills
Read college-level materials ENGL 84 - Select and employ reading strategies to interpret the content of a college-level textbook, with special focus on constructing a thesis statement and providing valid support.
Write essays that contain a thesis statement and support data. ENGL 84 - Identify an implied main idea (thesis), and support with major and minor details, from a longer text or novel.

### E. Enrollment Limitations

Enrollment Limitations and Category	Enrollment Limitations Impact
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**Course created by Joyce Dallal on 11/01/2001.**

**BOARD APPROVAL DATE: 01/22/2002**

**LAST BOARD APPROVAL DATE: 01/20/2016**

**Last Reviewed and/or Revised by Willie Brownlee on 10/03/2014**

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