MASTER SYLLABUS

COURSE NUMBER – COURSE NAME
GMMD 408 – Portfolio Development and Media Strategies

Created by: Christopher Sweeney
Updated by: Christopher Sweeney

Canino School of Engineering Technology
Department: Decision and Graphic Media Systems
Semester/Year: Fall 2018
A. **TITLE:** Portfolio Development and Media Strategies

B. **COURSE NUMBER:** GMMD 408

C. **CREDIT HOURS:** (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

- # Credit Hours: 3
- # Lecture Hours: 3 per week
- # Lab Hours: per week
- Other: per week

**Course Length:** 15 Weeks

D. **WRITING INTENSIVE COURSE:** Yes ☒ No ☐

E. **GER CATEGORY:** None: ☐ Yes: GER

*If course satisfies more than one: GER

F. **SEMESTER(S) OFFERED:** Fall ☒ Spring ☐ Fall & Spring ☐

G. **COURSE DESCRIPTION:**

This course explores issues of marketing on social media platforms as well as personal branding and portfolio development. Emphasis is placed on research, production and design of professional portfolios and interpretive materials in multiple contexts, and the maintenance of appropriate online presence. The ethics of digital media production and issues related to copyright and compensation are also addressed.

H. **PRE-REQUISITES:** None ☐ Yes ☒ If yes, list below:

ENGL 301 Professional Writing

**CO-REQUISITES:** None ☐ Yes ☒ If yes, list below:

GMMD 401 Multimedia Product Design AND GMMD 440 Orientation to Culminating Experience GMMD
I. **STUDENT LEARNING OUTCOMES:** *(see key below)*

By the end of this course, the student will be able to:

<table>
<thead>
<tr>
<th><strong>Course Student Learning Outcome [SLO]</strong></th>
<th><strong>Program Student Learning Outcome [PSLO]</strong></th>
<th><strong>GER [If Applicable]</strong></th>
<th><strong>ISLO &amp; SUBSETS</strong></th>
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<tbody>
<tr>
<td>Develop an exit portfolio.</td>
<td>Portfolio</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO</td>
<td>Subsets Subsets Subsets Subsets</td>
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<td>Critique online portfolio sites and individual portfolios</td>
<td>Design Critique</td>
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<td>Define viral, crowdsourcing, and on-demand strategies</td>
<td>Content Knowledge</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO</td>
<td>Subsets Subsets Subsets Subsets</td>
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<td>Develop a personal branding strategy.</td>
<td>Interpretation</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO</td>
<td>Subsets Subsets Subsets Subsets</td>
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**Key:***
- **ISLO**: Individually Significant Outcomes
- **GER**: General Education Requirements
- **ISLO & SUBSETS**: Individually Significant Outcomes and Subsets
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<td>KEY</td>
<td>Institutional Student Learning Outcomes [ISLO 1 – 5]</td>
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<td>ISLO #</td>
<td>ISLO &amp; Subsets</td>
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</table>
| 1 | Communication Skills  
Oral [O], Written [W] |
| 2 | Critical Thinking  
Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS] |
| 3 | Foundational Skills  
Information Management [IM], Quantitative Lit./Reasoning [QTR] |
| 4 | Social Responsibility  
Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T] |
| 5 | Industry, Professional, Discipline Specific Knowledge and Skills |

*Include program objectives if applicable. Please consult with Program Coordinator*
J. **APPLIED LEARNING COMPONENT:** Yes ☒ No ☐

If YES, select one or more of the following categories:

- Classroom/Lab
- Internship
- Clinical Placement
- Practicum
- Service Learning
- Community Service
- Civic Engagement
- Creative Works/Senior Project
- Research
- Entrepreneurship

K. **TEXTS:**

None

L. **REFERENCES:**

None

M. **EQUIPMENT:** None ☐ Needed: Technology enhanced classroom

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

1. A short formal paper
2. In-class writing and speaking exercises
3. An evaluative journal
4. A self-published journalistic project in emerging new media forms

P. **DETAILED COURSE OUTLINE:**

I. Understanding Presence
   A. Social Sites
   B. Microblogging Sites
   C. Aggregators
   D. Portfolio Sites

II. Controlling Presence
   A. Best Practices for Brand Maintenance
   B. Trolling
   C. Harassment
   D. Hacking

III. Intellectual Property Concerns
   A. Copyright Protection
   B. Creative Commons
   C. Privacy
D. Crowd-and-cloud sourcing

Q. **LABORATORY OUTLINE**: None ☒ Yes ☐