

STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK



## MASTER SYLLABUS

### GMMD 404 – Advanced Design Practice and Portfolio

For available course numbers, contact the Registrar's Office at [registrar@canton.edu](mailto:registrar@canton.edu)

#### **CIP Code: 50.0409**

For assistance determining CIP Code, please refer to this webpage

<https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=55>

or reach out to Sarah Todd at [todds@canton.edu](mailto:todds@canton.edu)

**Created by: Christopher Sweeney**

**Updated by: Christopher Sweeney**

**School: Canino School of Engineering Technology  
Department: Decision & Graphic Media Systems  
Implementation Semester/Year: Fall 2026**

A. TITLE: Advanced Design Practice and Portfolio Development

B. COURSE NUMBER: GMMD 404

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

|                          |   |
|--------------------------|---|
| # Credit Hours per Week  | 4 |
| # Lecture Hours per Week | 4 |
| # Lab Hours per Week     |   |
| Other per Week           |   |

D. WRITING INTENSIVE COURSE:

|     |   |
|-----|---|
| Yes |   |
| No  | x |

E. GER CATEGORY:

Does course satisfy a GER category(ies)? If so, please select all that apply.

|   |  |
|---|--|
| [1-2] Communication                               |  |
| [3] Diversity: Equity, Inclusion & Social Justice |  |
| [4] Mathematics & Quantitative Reasoning          |  |
| [5] Natural Science & Scientific Reasoning        |  |
| [6] Humanities                                    |  |
| [7] Social Sciences                               |  |
| [8] Arts  |  |
| [9] US History & Civic Engagement                 |  |
| [10] World History & Global Awareness             |  |
| [11] World Languages                              |  |

F. SEMESTER(S) OFFERED:

|                 |   |
|-----------------|---|
| Fall            | x |
| Spring          |   |
| Fall and Spring |   |

G. COURSE DESCRIPTION:

This pre-professionalization course focuses on research methods in design as a guiding principle for personal branding and portfolio development. Emphasis is placed on self-assessment of skills, techniques, and strategies for future growth. Ethics of digital media production and issues related to copyright, compensation and the design economy are also addressed.

- H. PRE-REQUISITES: ENGL 301 Professional Writing  
CO-REQUISITES: GMMD 401 Multimedia Product Design

I. STUDENT LEARNING OUTCOMES:

| Course Student Learning Outcome [SLO]  | Program Student Learning Outcome [PSLO] | GER | ISLO & Subsets |
|--|---|-----|----------------|
| a. Assess current portfolio and make plans to develop exit portfolio.                              | Portfolio                               |     | 5              |
| b. Analyze and critique portfolio sites and professional presentation of working designers.        | Design Critique                         |     | 5              |
| c. Develop a personal branding strategy.   | Interpretation                          |     | 5              |
| d. Identify appropriate mentorship opportunities commensurate with the student's area of interest. | Interpretation                          |     | 5              |
| e. Specify goals and performance measures for large scale senior project.                          | Interpretation                          |     | 5              |

| KEY    | <u>Institutional Student Learning Outcomes</u><br><u>[ISLO 1 – 5]</u>   |
|--------|---|
| ISLO # | ISLO & Subsets  |
| 1      | <b>Communication Skills</b><br>Oral [O], Written [W]  |
| 2      | <b>Critical Thinking</b><br><i>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</i>                    |
| 3      | <b>Foundational Skills</b><br><i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>                             |
| 4      | <b>Social Responsibility</b><br><i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i> |
| 5      | <b>Industry, Professional, Discipline Specific Knowledge and Skills</b>   |

J. APPLIED LEARNING COMPONENT:

|     |                                     |
|-----|-------------------------------------|
| Yes | <input checked="" type="checkbox"/> |
| No  | <input type="checkbox"/>            |

If yes, select [X] one or more of the following categories:

|                 |                          |                   |                          |
|-----------------|--------------------------|-------------------|--------------------------|
| Classroom / Lab | <input type="checkbox"/> | Community Service | <input type="checkbox"/> |
|-----------------|--------------------------|-------------------|--------------------------|

|                    |  |  |   |
|--------------------|--|--|---|
| Internship         |  | Civic Engagement                           |   |
| Clinical Practicum |  | Creative Works/Senior Project              | x |
| Practicum          |  | Research                                   |   |
| Service Learning   |  | Entrepreneurship [program, class, project] |   |

K. TEXTS: N/A

L. REFERENCES: N/A

M. EQUIPMENT: Technology enhanced classroom

N. GRADING METHOD: A-F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

Research paper

Project proposal

Reflective journal

Research logs

Portfolio

Documentation of faculty mentorship

P. DETAILED COURSE OUTLINE:

I. Understanding Presence

II. Controlling Presence

III. Research Methods in Design

IV. Intellectual Property Concerns

V. The Design Economy

Q. LABORATORY OUTLINE: N/A