

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



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:

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

- | | |
|---|---|
| <input type="checkbox"/> Classroom/Lab | <input type="checkbox"/> Civic Engagement |
| <input type="checkbox"/> Internship | <input checked="" type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement | <input type="checkbox"/> Research |
| <input type="checkbox"/> Practicum | <input type="checkbox"/> Entrepreneurship |
| <input type="checkbox"/> Service Learning | (program, class, project) |
| <input type="checkbox"/> Community Service | |

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