

MASTER SYLLABUS

Course Discipline Code & No: PHO 231 Title: Portfolio Seminar Effective Term Fall 2007  
 Division Code: BCT Department Code: VAT Org #: 14500  
 Don't publish:  College Catalog  Time Schedule  Web Page

Reason for Submission. Check all that apply.  
 New course approval  Reactivation of inactive course  
 Three-year syllabus review/Assessment report  Inactivation (Submit this page only.)  
 Course change

Change information: Note all changes that are being made. Form applies only to changes noted.

Consultation with all departments affected by this course is required.  Total Contact Hours (total contact hours were: \_\_\_\_\_)  
 Course discipline code & number (was \_\_\_\_\_)\*  Distribution of contact hours (contact hours were: \_\_\_\_\_  
 \*Must submit inactivation form for previous course. lecture: \_\_\_\_\_ lab \_\_\_\_\_ clinical \_\_\_\_\_  
 Course title (was \_\_\_\_\_) other \_\_\_\_\_  
 Pre-requisite, co-requisite, or enrollment restrictions  
 Change in Grading Method  
 Outcomes/Assessment  
 Objectives/Evaluation  
 Other \_\_\_\_\_

Course description  
 Course objectives (minor changes)  
 Credit hours (credits were: \_\_\_\_\_)

Rationale for course or course change. Attach course assessment report for existing courses that are being changed.  
 Three year review and update.

Approvals Department and divisional signatures indicate that all departments affected by the course have been consulted.

Department Review by Chairperson  New resources needed  All relevant departments consulted

Print: Jennifer Baker Signature [Signature] Date: 11/22/06  
 Faculty/Preparer

Print: Jennifer Baker Signature [Signature] Date: 11/22/06  
 Department Chair

Division Review by Dean  
 Request for conditional approval

Recommendation  Yes  No [Signature] Date: 12/1/06  
 Dean's/Administrator's Signature

Curriculum Committee Review  
 Recommendation  Tabled  Yes  No [Signature] Date: 2/19/07  
 Curriculum Committee Chair's Signature

Vice President for Instruction Approval  
[Signature] Date: 2/26/07  
 Vice President's Signature

Approval  Yes  No  Conditional

Do not write in shaded area.  
 Log File 1/16/07 Ecopy  Banner 3/7 C&A Database 3/7 C&A Log File 3/7 Basic skills  Contact fee   
200701 5/15/07  
 Please return completed form to the Office of Curriculum & Assessment and email an electronic copy to [sjohn@wccnet.edu](mailto:sjohn@wccnet.edu) for posting on the website.



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**Please send syllabus for transfer evaluation to:**  
 Conditionally approved courses are not sent for evaluation.  
 Insert course number and title you wish the course to transfer as.

E.M.U. as \_\_\_\_\_  \_\_\_\_\_ as \_\_\_\_\_

U of M as \_\_\_\_\_  \_\_\_\_\_  
 as \_\_\_\_\_

\_\_\_\_\_ as \_\_\_\_\_  \_\_\_\_\_  
 as \_\_\_\_\_

<b>Course</b> PHO 231	<b>Course title</b> Portfolio Seminar	
<b>Course description</b> State the purpose and content of the course. Please limit to <u>500</u> characters.	This course is a capstone experience for students completing the photography program. Students will produce a professional portfolio, self-promotional materials and publish their portfolios on the web. Professional critiques will be conducted on individual portfolios. Students will make contacts with potential employers, clients, or transfer schools. PHO 230 (Portfolio Projects) may be taken concurrently by students seeking additional emphasis on the production of their final portfolios.	
<b>Course outcomes</b> List skills and knowledge students will have after taking the course.  <b>Assessment method</b> Indicate how student achievement in each outcome will be assessed to determine student achievement for purposes of course improvement.	<b>Outcomes</b> (applicable in all sections)	<b>Assessment</b> Methods for determining course effectiveness
	Produce a comprehensive portfolio of photographic work showcasing photographic skills commensurate with the student's stated goals for advancement in the field.  Produce self-promotional materials appropriate to the student's stated goals in the field.	Portfolio ssesment using standardized rubric.  Assessment of self-promotional pieces using a standardized rubric.
<b>Course Objectives</b> Indicate the objectives that support the course outcomes given above.  <b>Course Evaluations</b> Indicate how instructors will determine the degree to which each objective is met for each student.	<b>Objectives</b> (applicable in all sections)	<b>Evaluation</b> Methods for determining level of student performance of objectives
	<b>Preparing a Professional Portfolio</b> Establish a professional or personal direction for his / her portfolio. Produce 15 to 20 images that illustrate his / her chosen direction. Prepare a professional display of finished work (such as matting or book presentation).	Evaluation of professional direction outline.  Portfolio evaluation.  Portfolio evaluation.

	<p>Sequence portfolio pieces to create an effective visual flow.</p> <p><b>Preparing a Professional Resume</b> Inventory skills, experience and education and organize the information into appropriate groupings. Identify common resume formats and choose one that will best showcase accomplishments. Identify ways to improve the resume. Complete a professional resume in keeping with stated goals and professional direction.</p> <p><b>Preparing Promotional Materials</b> Create a business card representative of student's chosen direction in photography. Create a self-promotional piece representative of and appropriate to the student's chosen direction. Write a statement of intent clearly identifying the student's anticipated advancement in the field.</p> <p><b>Professional Contacts</b> Research potential clients, employers or schools using personal contacts, local resources and the web. Create a minimum of 3 appropriate queries to prospective clients, employers or schools. Arrange a minimum of 2 face to face interviews with professional contacts. Produce a written report on professional contact results.</p> <p><b>Portfolio Web Site Production</b> Critique 3-5 portfolio based websites. Identify the intended audience for a portfolio site. Produce a portfolio website outline. Create a portfolio web site using html generating software. Test web site for accuracy of display using different browsers and platforms.</p>	<p>Portfolio evaluation.</p> <p>Evaluation of resume inventory assignment.</p> <p>Classroom observation.</p> <p>Classroom observation.</p> <p>Evaluation of drafts and final resume.</p> <p>Promotional materials evaluation.</p> <p>Promotional materials evaluation.</p> <p>Promotional materials evaluation.</p> <p>Evaluation of professional contacts outline.</p> <p>Evaluation of professional contacts report.</p> <p>Evaluation of professional contacts report.</p> <p>Evaluation of professional contacts report.</p> <p>Class discussion activities.</p> <p>Class discussion activities.</p> <p>Evaluation of outline.</p> <p>Web site evaluation.</p> <p>Classroom observation.</p>
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List all new resources needed for course, including library materials.

<b>Student Materials:</b>		
<b>List examples of types</b>	Photographic and presentation materials appropriate to student's chosen direction.	<b>Estimated costs</b>
Texts Supplemental reading Supplies Uniforms Equipment Tools Software		\$ Dependent on project.

**Equipment/Facilities:** Check all that apply. (All classrooms have overhead projectors and permanent screens.)

Check level only if the specified equipment is needed for all sections of a course.

<input type="checkbox"/> Level I classroom Permanent screen & overhead projector  <input type="checkbox"/> Level II classroom Level I equipment plus TV/VCR  <input type="checkbox"/> Level III classroom Level II equipment plus data projector, computer, faculty workstation	<input type="checkbox"/> Off-Campus Sites <input type="checkbox"/> Testing Center <input checked="" type="checkbox"/> Computer workstations/lab <input type="checkbox"/> ITV <input type="checkbox"/> TV/VCR <input checked="" type="checkbox"/> Data projector/computer <input type="checkbox"/> Other _____
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**Assessment plan:**

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Describe population to be assessed	Number of students to be assessed
Produce a comprehensive portfolio of photographic work showcasing photographic skills commensurate with the student's stated goals for advancement in the field.	Portfolio produced.	As the program capstone course, every section will be assessed every semester.	All PHO 231 students.	Up to 20 per semester.
Produce self-promotional materials appropriate to the student's stated goals in the field.	Collection of self-promotional pieces.	As the program capstone course, every section will be assessed every semester.	All PHO 231 students.	Up to 20 per semester.

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**Scoring and analysis of assessment:**

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric/scoring guide.  
Both course outcomes will be assessed using the attached rubric.
  
2. Indicate the standard of success to be used for this assessment.  
80% of all students attaining a level of Proficient or above on all components contained in the scoring rubric.
  
3. Indicate who will score and analyze the data (data must be blind-scored).  
Full time professional photographers representing a variety of photographic areas will be brought in for scoring.  
Full time faculty will analyze the data.
  
4. Explain the process for using assessment data to improve the course.  
Full time photography faculty will discuss and analyze aggregate data every 2 years beginning Winter 2007.  
Improvement plans will be developed and implemented based on results of the analysis.