



CROCUS PLAINS REGIONAL SECONDARY SCHOOL COURSE OUTLINE AND ASSESSMENT GUIDE

Course Name: *GDD40S Graphic Design Portfolio*

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Course Description: In this course, students apply the knowledge and skills learned in previous courses to produce physical and online graphic design portfolios to obtain entry-level employment or self-employment opportunities, or gain admittance to a post-secondary program.

Text/Other Resources: handouts and online resources

Units of Study

Unit Title	Learning Outcomes	Assessment Plan	Proposed Time
Personal Identity Package	Demonstrate skill in conceptualizing and producing a personal brand identity and apply it to multiple media. <ul style="list-style-type: none">• Logo• Stationery• Resume	<u>Formative Assessment</u> Assessment may include: Observation Small projects/exercises Group discussions/ presentations <u>Summative Assessment</u>	
Websites for Self-Promotion	<ol style="list-style-type: none">1. Research2. Planning3. Exploration4. Design5. Development	<u>Formative Assessment</u> Assessment may include: Observation Small projects/exercises Group discussions/ presentations <u>Summative Assessment</u> Self-Promotional Website	10 Days

Portfolio Book Publishing	1. Introduction to Self-Publishing	<u>Formative Assessment</u> Assessment may include: Observation Small projects/exercises Group discussions/ presentations <u>Summative Assessment</u>	1 Week
Social Media Marketing	1. Introduction to Social Media for Self-Promotion 2. Blogging 3. Facebook 4. Behance 5. Other options: a. Deviantart b. Tumblr c. Instagram	<u>Formative Assessment</u> Assessment may include: Observation Small projects/exercises Group discussions/ presentations <u>Summative Assessment</u>	1 Week
Resume	Prepare a resume for employment / entry into collage	<u>Formative Assessment</u> Assessment may include: Observation Small projects/exercises Group discussions/ presentations <u>Summative Assessment</u>	

Assessment Guidelines

There are various purposes for assessment:

- Assessment *for* learning (**formative assessment**): where assessment helps teachers gain insight into what students understand in order to plan and guide instruction, and provide helpful feedback to students.
- Assessment *of* learning (**summative assessment**): where assessment informs students, teachers and parents, as well as the broader educational community, of achievement at a certain point in time in order to celebrate success, plan interventions and support continued progress.

Course Evaluation Structure:

Your final mark will be based 100% on the summative assessment of your term work.

Employability Skills:5%

Projects:65%

Final Project/ Portfolio:30%

All assignments must be complete at the end of the semester to obtain all the objectives and earn the credit.

Learning Behaviours

Assessment and reporting of learning behaviors will be according to the Brandon School Division Learning Behaviors Rubric.