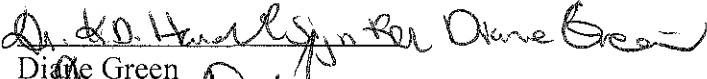
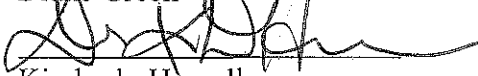


City College of San Francisco
Course Outline of Record

I. GENERAL DESCRIPTION

A. Approval Date	September 2014
B. Department	Fashion
C. Course Number	FASH 33
D. Course Title	Portfolio for Fashion Design and Merchandising
E. Course Outline Preparer(s)	Kamille Hitz
F. Department Chairperson	 Diane Green
G. Dean	 Kimberly Harvell

II. COURSE SPECIFICS

A. Hours	Lecture: 52.5 total
B. Units	3
C. Prerequisites	Design: FASH35A, FASH36A Merchandising FASH49 or FASH54A
Corequisites	None
Advisories	Design FASH35B, FASH36B, FASH112 Merchandising FASH54B
D. Course Justification	This is the final course students will take to create a portfolio of their work to present to perspective employers. Through hands-on practice, lectures, demonstrations, and critiques, the student gains the requisite skills for portfolio development.
E. Field Trips	Optional
F. Method of Grading	Letter, Pass/No Pass
G. Repeatability	0

III. CATALOG DESCRIPTION

Prepares Design and Merchandising students in the presentation of their work in a professional portfolio for the purpose of employment. Presentations of the student's body of work and overall professional presentation standards will be covered.

IV. MAJOR LEARNING OUTCOMES

Upon completion of this course a student will be able to:

- A. Create an illustrated and/or photographic representation of their work, stressing a cohesive professional identity, in an appropriate portfolio format.
- B. Organize and present their design ideas in a manner that meets fashion industry standards, using professional terms and concepts.
- C. Produce professional documents necessary for job interviews.

V. CONTENTS

- A. Representation of personal work
 1. Inspiration, fabric, and color stories
 2. Illustration media
 3. Photographic media

4. Digital illustration
 5. Creative layout and background
 6. Merchandising boards
 7. Appropriate and understandable ways to present ideas
 8. Resumes, cover letters, business cards, logos
 9. Editing work to appeal to a potential client/employer
- B. Group and individual critique
1. Giving and receiving constructive criticism
 2. Correct industry terminology
 3. Assessment of current work
 4. Determination of future direction of work
- C. Presentation skills
1. Correct industry terminology
 2. Public speaking
 3. Communicating with individuals or groups
 4. Preparation strategies
 5. Clarity

VI. INSTRUCTIONAL METHODOLOGY

- A. Assignments
1. In class
 - a. Weekly presentations of work to class
 - b. Participation in group critiques of presented work
 - c. Field trips such as visits to stores, museums or design studios.
 - d. Final presentation of corrected and completed portfolio to class
 2. Out of class
 - a. Maintain a sketchbook of ideas
 - b. Research as needed to develop and present work
 - c. Create presentations such as sketches, color boards, fabric boards, photographs, etc. as needed to present work within the portfolio format
 - d. Create materials needed for employment such as resumes, cover letters, thank you cards, and business cards
- B. Evaluation
1. Weekly work presentations
 2. Participation in class discussions and group critiques
 3. Resume, cover letter, business card
 4. Final portfolio and portfolio presentation
- C. Textbooks and other instructional materials
1. Linda Tain, *Portfolio Presentation for Fashion Designers*, Fairchild, 2010
 2. Phyllis Borcharding and Janace Bubonia, *Developing and Branding the Fashion Merchandising Portfolio*, Fairchild, 2007
 3. Instructor generated handouts on topics such as industry terminology, presentation skills, and interviewing skills

VII. TITLE 5 CLASSIFICATION

CREDIT/DEGREE APPLICABLE (meets all standards of Title 5. Section 55002(a)).