

FILM A271: PORTFOLIO DEVELOPMENT

Item	Value
Curriculum Committee Approval Date	10/02/2024
Top Code	061220 - Film Production
Units	2 Total Units
Hours	72 Total Hours (Lecture Hours 18; Lab Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

Prepares students to enter the professional workforce. Aids in developing promotional material such as business card, letterhead, resume, website, show reel and other promotional material. Develop proper job search and interview methodology. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Develop a promotional reel of current work.
2. Negotiate subtleties within the film industry to improve job application and recruitment.
3. Articulate the thought process behind work, including how the portfolio reflects their strengths, creative vision, and problem-solving abilities.

Course Objectives

- 1. Identify web flowchart and logical layout for self-promotion.
- 2. Develop a website for self-promotion.
- 3. Create a logo for self-promotion.
- 4. Develop a showreel and other film promotional materials.
- 5. Explain proper methodology in a job search.
- 6. Develop proper interview technique.
- 7. Develop a successful resume.
- 8. Organize portfolio materials properly.

Lecture Content

1. Introduction A. Jobs in the film industry and where to find them B. Skills assessment C. Self-promotion plan D. Student work contract/schedule
 2. Web development A. User tools B. Content C. Design a website flowchart
 3. Resume A. Resume formatting B. Resume styles C. Relevant resume content
 5. Reel generation A. Relevant content B. Edit selections C. Music and style D. Output for web and archive
 6. Preparing for an interview A. Emails B. Preparing for a meeting/interview C. Mock interview
 7. Building a portfolio A. Brand identity B. Networking C. Self-promotion

Lab Content

1. What type of jobs should you apply for and the application process
 2. Self-promotion plan calendar of completion
 3. Designing a website and adding content
 4. Resume build and critique
 5. Gathering reel material and approaching the edit
 6. Mock interviews
 7. Full portfolio build
 8. Tips and tricks for self-promotion

Method(s) of Instruction

- Lecture (02)
- Lab (04)

Instructional Techniques

Lecture/Critique Demonstration Print and video examples One-on-One Instruction Individual Assignments Portfolio Assessment

Reading Assignments

Reading: 9 hours (about .5 hr/wk) Students will read select articles and blog posts pertaining to the film industry and jobs related to the industry. Students will then participate in discussions both in class and on Canvas.

Writing Assignments

Writing Assignments 9 hours (about .5 hr/wk) Proficiency will be demonstrated by satisfactorily completing resume and website content which includes: Personal biography Resume Cover letter Work descriptions Additional site content

Out-of-class Assignments

18 hours (about 1 hr/wk) Final portfolio: Students will be expected to have a completed portfolio and work weekly on objectives gone over in class, these include: Resume Personal biography Cover letter Reel of work Professional website

Demonstration of Critical Thinking

Students will use critical thinking skills to construct portfolio material.

Required Writing, Problem Solving, Skills Demonstration

Writing will be in the form of constructing a proper cover letter and resume. Problem-solving will be in constructing a reel and logo. And skills demonstration will be in reel construction and portfolio presentation.

Eligible Disciplines

Broadcasting technology (film making/video, media production, radio/TV): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Other Resources

1. Various blog post and job websites will be assigned for research.