

# CGVC 254 – PORTFOLIO E41

INFORMATION

DAYS AND TIMES: THURSDAY 6:00 P.M. – 10:00 P.M.

EMAIL: DZOBEL@CCBCMD.EDU

ROOM AND CAMPUS: J229 ESSEX CAMPUS

PHONE: 443.840.1026

INSTRUCTOR: DAVID ZOBEL

WEB SITE: HTTP://STUDENT.CCBCMD.EDU/~DZOBEL

OFFICE HOURS: MONDAY: 1-3 (CATONSVILLE Q 303A) THURSDAY: 1-4 (ESSEX J215)

FACE BOOK: DAVE ZOBEL

**01 Course description:** Explores the dynamics involved in the preparation of a professional portfolio for employment or for transfer to another course of study; emphasizes revision, discussion, and analysis of student work under consideration for inclusion into the portfolio. Preparation for the interview process includes the production of an appropriate resume, a review of methods used for contacting potential employers, and a rehearsal for the interview/presentation process. Freelancing, business materials, and client relationships are also topics of discussion and exploration.

- 3 credits;
- 2 lecture hours per week; 2 laboratory hours per week.
- Prerequisites: CGVC 202 or consent of the program coordinator; this course may not be offered in all semesters, see registration schedule.

**02 Overall Objectives:**

01. Define a direction to their employment and educational path
02. Select and revise examples of their current work
03. Identify and build upon a personal style
04. Prepare work for professional presentation
05. Create a professional resume
06. Identify methods for contacting potential employers
07. Research and identify potential transfer patterns to further their education
08. Understand the presentation and interview process
09. Identify businesses within the graphic design field
10. Exhibit a basic understanding of the business side of design
11. Explore the freelance design market
12. Understand the various formats for contemporary portfolios
13. Know the roles and hierarchy of the design firm hiring and management structure

**03 Points Possible:**

Portfolio ready designs (12@50 points)	600 points
In class Interviews (2@50 points)	100 points
Final Resume	200 points
Final Portfolio	150 points
Final Interview	150 points
<b>TOTAL POINTS POSSIBLE</b>	<b>1,200 points</b>

Each project will be evaluated if it is suitable to be in your portfolio. You can work on a project until it is suitable, at which time you will receive full points. There are NO penalty points for not getting into the portfolio on the first submission. **You will only receive full points if it goes into your portfolio, no partial credit. It is either 0 or 50.**

An extra 20pts for any projects over the graded 12 that are put into portfolio

**04 Grading:** The evaluation of student course work will be based on a rubric, specific for each project, which will be provided to students when the project/exercise is assigned. Projects may be submitted beyond the due date, but will receive a one-letter grade reduction as a penalty. Projects may be resubmitted for re-evaluation at any time during the semester. Projects due within the last week of the class may not be resubmitted.

The scale of grades for official record is:

- A Excellent work (greatly exceeds minimum requirements) 90-100%
- B Good work (exceeds minimum requirements) 80-89%
- C Satisfactory work (meets minimum requirements) 70-79%
- D Poor work (doesn't meet minimum requirements) 60-69%
- F Unsatisfactory work (little to no effort shown) 0-59%

**05 Attendance Policy:** If the student knows they will miss a class session, he or she should make a reasonable effort to contact the instructor in advance. If a student should miss (3) sessions of class without a legitimate excuse, his or her final grade will be lowered by one letter and he or she must schedule a conference with the instructor to review his or her performance in the course. (4) unexcused absences will result in the student being dropped from the course.

**06 Lateness Policy:** Students should be on time for every class session. The class will begin promptly at the posted time in the CCBC schedule book.

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**General class policies:** Policies will follow those outlined by The Community College of Baltimore County. The following additional policies are unique to this class:

- 01 If you leave class early you forfeit the right to ask for help until the next session.
- 02 If you're absent, it's your responsibility to catch up.
- 03 I reserve the right to show what is on your screen at any time during class.
- 04 Respect your fellow students and the instructor; lack of proper respect will result in dismissal.
- 05 You can email me work for review, but make sure that it's not larger than 1MB in size.
- 06 Don't copy any other person's work; if you do, you fail.
- 07 Back up your work; it's your responsibility.
- 08 Use of the Internet is a privilege, not a right; it can be taken away at any time.
- 09 I reserve the right to show your work to others for academic purposes.

**Text and Supplies:** Required Text:

Building Design Portfolios: Inn0vative Concepts for Presenting Your Work  
Author(s) : Sara Eisenman  
ISBN : 1592532233

Required Supplies:

Removable media of your choice

- Extra Projects**
1. Observation - Go somewhere that you have never been before and observe your surrounding. Look at the environment and how color, texture, typography, movement, tension, and people, all contribute to it and the role it plays. Create a design based on these observations.
  2. Movement - Observe the motion or movement of one or more items (i.e. a butterfly, traffic, people on the street, etc) Based on these observations create a design around them.
  3. Typography in nature - Look at your surrounding or outside your surrounding for typography within nature (on the street, in the city, in your house, etc.) Example: a headlight on a car could be the letter "O".
  4. 10 steps: go or do something that you have never done before and respond to the experience in 10 steps.
  5. Redesign or design a music cd for an existing or fictional band or group and its packaging.
  6. Design a poster for an exhibit on elevators called "Up/Down." (Extra credit: flyers)
  7. Design a series of posters for a graphic design symposium called "visual destruction: a look at how to destroy visual perception"
  8. Redesign packaging for a particular product.
  9. Create a book cover for a book entitled "Upside Down: looking at design from different perspectives"
  10. Create a book cover and a spread for a how to book. (Extra credit: 2 more spreads, Bound)
  11. Design a movie poster for any movie past or present (extra credit: website home page for the movie)
  12. Poster for a design event called "Design This!" featuring a graphic designer of your choice.
  13. Redesign a product or packaging (i.e. a perfume label, cereal, etc)
  14. Develop a brochure for Sony
  15. Create a 16 page brochure for solo cup
  16. Create a folding mailing brochure for Veer (stock photography company www.veer.com)
  17. Concept: How do we measure design
  19. Book cover called the other side of design
  20. Redesign an existing magazine cover and spreads.

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**Extra Projects** Photo portfolio

1. Shoot guitars for an acoustic musician
2. Photos of typography in nature
3. 30 min walk through Baltimore or any other city
4. Concept: How do we measure design
5. Book cover called the other side of design (shoot products from different angles and sides)
6. Calendar with the emphasis on your photographs
7. Photography website
8. Stock photo book

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**Calendar:** Specifics such as projects, reading assignments, etc. will be given during each class session.

- Go over syllabus, Class rules, Projects, How to critique, Explanation of what a portfolio is and what it can achieve
- Week 01 (9/03): Different kinds of portfolios
- Week 02 (9/10): Portfolio review
- Week 03 (9/17): What to put in your portfolio, Explaining your work, What makes a good portfolio, Sequence
- Week 04 (9/24): Tailoring your portfolio, Outside Projects, Knowing your portfolio
- Week 05 (10/01): Different types of jobs, Internships (and their importance), Freelance
- Week 06 (10/08): Interviewing, Interview Questions, Showing your portfolio, Know your portfolio, Selling yourself
- Week 07 (10/15): Web portfolio, How to get an interview, Identifying the quality of a job, Bad interviews, Good interviews, Personality
- Week 08 (10/22): Creating an identity, Speaking, Presenting
- Week 09 (10/29): Designer's resume, Marketing yourself
- Week 10 (11/05): Applying for jobs, Emails, Resume
- Week 11 (11/12): Jobs and Clients, Freelance vs. Working for a company, Corporate vs. Edgy design, Locations
- Week 12 (11/19): Mock Interviews, Showing portfolio, Work on Resume
- Week 13 (11/26): Mock Interviews, Work on Resume
- Week 14 (12/3): Portfolios are due, Critique Resumes, Sign up for an interview for next week
- Week 15 (12/10): **\*\*LAST DAY TO HAND IN PROJECTS FOR PORTFOLIO SUBMISSION - NO EXCEPTIONS (ALL 10 ARE DUE)\*\***
- Week 16 (12/17): Final Interview and portfolio review

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**Additional note:** The Community College of Baltimore County and the Instructor reserve the right to make adjustments to this syllabus and calendar, with proper notice to students, as dictated by facility need or class progress.

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# Job interviewing can be an unnerving experience, but if you know how to handle some of the stickiest situations encountered in interviewing, you can be that much more confident. Here are 10 of the stickiest.

## 1. THE BAD INTERVIEWER.

Not every professional who conducts job interviews with candidates knows how to conduct an interview effectively. In fact some are downright lousy at it. A bad interviewer might be unfocused, disinterested, unprepared. He or she might dominate the interview by doing all the talking or might ask inappropriate and illegal questions.

The unfocused, unprepared interviewer probably hasn't read your resume and maybe can't even find a copy. This hapless soul doesn't even know what to ask you. Be sure to offer this disorganized interviewer a copy of your resume while asking, "May I take you through some highlights of my career?"

While the big mouth interviewer is holding forth, make as many mental notes as you can (or jot them down if you've brought a small note pad). Don't show your exasperation; instead be an attentive listener and hang on the interviewer's every word. Try to get a word in edgewise by leaning forward and opening your mouth slightly, advises Anne Kadet on Smartmoney.com. If that doesn't work, even a nonstop talker will likely eventually ask if you have any questions. At that point, you can ask questions or describe your fit with the company and the position based on the mental notes you've been making.

For inappropriate and illegal questions, see No. 6 below and try your hardest to keep the interview focused on your qualifications for the job.

## 2. THE "TELL ME ABOUT YOURSELF" QUESTION.

Of course, this question is not a question at all but a request for a command performance. It's the most commonly asked interview question, yet it frequently still rattles interviewees. The trick is to make your response a succinct summary of information that is specifically targeted to the job you're interviewing for. For example:

"My background to date has been centered around preparing myself to become the very best financial consultant I can become. Let me tell you specifically how I've prepared myself. I am an undergraduate student in finance and accounting at \_\_\_\_\_ University. My past experience has been in retail and higher education. Both aspects have prepared me well for this career."

The interviewer is not looking for your autobiography and probably is not interested in your personal life unless aspects of it are relevant to the job you're interviewing for.

## 3. THE "WEAKNESS" QUESTION.

The conventional wisdom about responding to "What are your weaknesses?" used to be that the candidate should spin a weakness into a strength. For example: "I'm a perfectionist and don't believe anyone can do the job as well as I can, so I sometimes have a hard time delegating." That type of response has, however, worn out its welcome with interviewers. Other approaches include offering a weakness that is inconsequential to the job (such as being a poor speller and relying on spell check) or denying that you have any weaknesses that would stand in the way of your performing the job effectively. The former approach may work but be seen as shallow, while the latter sometimes lacks credibility. After all, everyone has a weakness.

An approach that seems to work well is to talk about an area that was once a weakness but that you have worked to improve. Here's how you could frame the perfectionist example above in terms of professional growth: "I tend to be a perfectionist who has had trouble delegating tasks to others, but I've come to see that teamwork and capitalizing on everyone's strengths is a much more effective way to get the job done than trying to do it all myself."

the question was: “if you were a superhero, what would be your super powers, and why?”

#### 4. THE “WHY SHOULD I HIRE YOU?” QUESTION.

The unspoken part of this question is: “Why should I hire you [above all the other candidates]?” This is your chance to shine, to really make a sales pitch for yourself. Use your Unique Selling Proposition to describe what sets you apart from other candidates. The employer will make a significant investment in hiring and training you, so tell the interviewer that this investment will be justified. For example, you could say: “I sincerely believe that I’m the best person for the job. Like other candidates, I have the ability to do this job. But beyond that ability, I offer an additional quality that makes me the very best person for the job — my drive for excellence. Not just giving lip service to excellence, but putting every part of myself into achieving it. Throughout my career, I have consistently strived to become the very best I can become. The success I’ve attained in my management positions is the result of possessing the qualities you’re looking for in an employee.”

#### 5. “OFF-THE-WALL” QUESTIONS, ALSO KNOWN AS “WILD CARD” OR “NO-RIGHT-ANSWER” QUESTIONS.

Occasionally you’ll be asked an interview question that’s just downright weird and certainly doesn’t seem to have anything to do with the job — for example, a question like this: “If you were an ice-cream cone, what flavor would you be?” Interviewers often ask these oddball questions to see how quickly you can think on your feet and whether you can avoid becoming flustered. Others, unfortunately, ask them because they enjoy seeing interviewees squirm. Still others are amused by the range of creative — and not-so-creative — responses they receive.

Don’t let an off-the-wall question rattle you. Take a moment to gather your thoughts and respond the best way you can. There is rarely a wrong answer to this type of question, but quick-thinking candidates can turn the response into an opportunity to impress the employer. A response given by one of my former students has always stuck in my head as being a standout answer.

#### 6. ILLEGAL QUESTIONS:

It’s illegal to ask about age, marital status, children, childcare arrangements, and the like, but employers still do — or come up with subtle ways to ask, such as by inquiring about when you graduated from high school/college. It’s best to address the concern behind the question rather than the question itself by saying something like: “There is nothing about my personal status that would get in the way of my doing a great job for your company.” While it may also be tempting to point out the illegality of the question, doing so likely won’t endear you to the interviewer

#### 7. SALARY QUESTIONS:

As a screening device, interviewers often ask early in the interview what salary you are looking for. If you ask for more than the employer is willing to pay (or occasionally, on the flip side, undervalue yourself), the interviewer can eliminate you before spending a lot of time with you. That’s why the best tactic for salary questions is to delay responding to them as long as possible — ideally until after the employer makes an offer. Try to deflect salary questions with a response like this: “I applied for this position because I am very interested in the job and your company, and I know I can make an immediate impact once on the job, but I’d like to table salary discussions until we are both sure I’m right for the job.”

#### 8. QUESTIONS ABOUT BEING TERMINATED FROM A PREVIOUS JOB.

It’s always uncomfortable to be asked your reasons for leaving a job from which you were terminated. Don’t lie about it, but don’t dwell on it either. You could explain that you and the company were not a good fit, hence your performance suffered. Or that you and your supervisor had differing viewpoints. Emphasize what you learned from the experience that will prevent you from repeating it and ensure that you will perform well in the future.

Job-seekers need to think of each interview question as an opportunity to showcase an accomplishment or strength. Every response should build momentum toward convincing the interviewer that you deserve to advance to the next level, whether that level is another round of interviews or a job offer.

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9. QUESTIONS ABOUT REASONS FOR LEAVING A CURRENT JOB.

This question is similar to the previous question, even if you haven't been fired. Responses about fit with the company and differing views from your supervisor can also work here, but remember never to trash a current employer. Always speak positively about past and present employers even if your experience has not been positive with them. Another good response in this situation is to say that you determined you had grown as much as you could in that job and you are ready for new challenges.

10. QUESTIONS ABOUT THE FUTURE.

Interviewees are often asked, "Where do you see yourself in five (or 10) years?" Strike a delicate balance when responding to this kind of question, with just the right mix of honesty, ambition, and your desire to be working at this company long-term.

Avoid responses such as starting your own business, running for Congress, which suggest that you don't plan to stay with the company.

It's not totally inappropriate to mention the personal (marriage, family), but focus mainly on professional goals. Mention your career and company goals first, and tack on any mention of marriage and family at the end.

Your response could be: "I'm here to let you know that I am the best person for the job. If in the future you feel I would be a candidate for a higher level position, I know I wouldn't be passed up."

OR: "I hope to stay at the company and expect that in five years, I'll make a significant advance in the organization."

OR: "I would like to become the very best \_\_\_\_\_ your company has."

And then there's my personal favorite, which a student told me a friend had used. Asked by the interviewer, "Where do you see yourself in five years?" The response: "Celebrating the five-year anniversary of your asking me this question!" While the response probably made the interviewer laugh, it's probably not the best answer.

# DIFFERENT TYPES *of questions*

## **Teams/Environment:**

1. What have you done to build strong teams?
2. How have you handled a difficult working relationship?
3. What type of work environment do you prefer?
4. What type of team allows you to thrive?
5. Describe your problem solving approach?
6. Tell me about a personal accomplishment which you feel a sense of pride?
7. Name a really demanding goal that you achieved?
8. Provide an example of a time when you offered a solution to a difficult problem?
9. If you could choose one thing to do over again what would you choose and why?

## **Why are you here:**

1. Why are you changing career paths now?
2. Why did you choose your major?
3. What attracted you to this position?
4. Where do you see your self in five years?
5. Tell me about yourself?
6. What personal traits make you stand out for this role?
7. Why would you go to CCBC?  
(add in it is not a real art school)
8. What sets you apart from the rest of the people I am interviewing?
9. How did you find out about us?
10. Where did you go to school? and why?
11. Why do you want to work here?

## **What makes you different:**

1. What do you like best about design?
2. What is your best quality?
3. What is your worst quality?
4. Are you qualified for this position, why?
5. What is your favorite part of design?
6. Why should we hire you for this position?
7. What is your greatest strength?
8. What is your greatest weakness?
9. How would you describe your ideal job?

## **What kind of person are you:**

1. How would your friends describe you?
2. Why did you leave your last position?
3. What are some of your interests?
4. Why are you changing career paths now?
5. Whom do you admire and why?

## **What can you do for us:**

1. Provide an example of a time when you offered a solution to a difficult problem?
2. Describe a time when you went above and beyond the call of duty?
3. Why do you want this job?
4. Does overtime scare you?

## **Off the wall questions:**

1. If you had to change the color of the sun what color would you change it and why?
2. If you had to be a car what car would you be and why?
3. What T.V. Shows are you watching right now?
4. If you had one super power what would it be?

# DIFFERENT TYPES *of personalities*

1. **Nurturing** : Asks leading questions in a nice manor. Does not try to trick you with the questions.

Sample questions: Where did you go to school? What are some of your interests? What is your favorite part of design? Where do you see your self in 5 years? How did you find out about us?

2. **HR**: Will ask broad questions about your goals and about the company, will not get into specifics about design or art.

Samples questions: Where did you go to school? What is your best quality? What is your worst quality? Do you work well with others? Give and example when you overcame adversity? Do you know what the job entails? Are you qualified for this job?

3. **Diliberto**: Short and to the point. Sometimes can be offensive. Will not ask any leading questions or warm up and get to now you questions.

Sample questions: All said short and to the point. Why do you want to work here? Why CCBC? What makes you think you can work here? Why are you better than the other candidates?

4. **Unorganized**: Not organized, a lot of times the interview was a surprise to them. Will not have a copy of your resume and may need you to start the interview.

Sample questions: Well it says that you want to what school? What bring you in here? What position are you interviewing for? Tell me about yourself? Where did you go to school, why? What are your interests?

5. **Bored**: This interviewer will be impatient and bored with whatever answer you give, many times was thrown into interviewing and does not care. May ask to see your portfolio quicker in than others

Sample questions: all said in a tone that they don't care. Where did you go to school? what is your biggest strength? weakness? goals? Best design quality?

6. **Interested**: Wants to know about your background, why you like design and will ask you a lot of questions when showing your portfolio.

Sample questions: tries to relate to you. What brings you here? Tell me something about your self? what are some of your interests? What school did you go to, why? Where do you see yourself in 10 years?

7. **Off the wall**: Will ask you strange questions in a strange delivery.

Sample questions: If you could change the color of the sun what color would you make it? If you could be any kind of car what kind would you be?

8. **Confrontational**: Trying to make you uncomfortable, to see if you can answer that question

Sample questions: Why would you go to CCBC & not an art school? Did you work and go to school, why? What sets you apart from the rest of the people I am interviewing? (Challenge everything that they say) Why do you want this job?

9. **Humorless**: Asks the questions in a very dry manor and is not going to laugh or smile at anything. Did they get that I was joking?

Sample questions: Ask same questions as most of them, but no emotion. Tell me a little about your self? How did you find out about us? What is your best design quality? Where did you go to school? why? Where do you see yourself in 10 years?

10. **Negative**: All questions are negative.

Sample questions: How would you deal with a employee that you don't agree with? If there is a conflict how would you deal with it? If a client does not like your designs, what do you do? This is a graphic design position, but you did not go to a "real" design school. What makes you think you can cut it?

# Siquis Limited

## DESCRIPTION:

A paid internship position is now available for a self-motivated design student interested in learning hands-on within a diverse and fast-paced studio. Candidate must be highly organized, proactive and a quick learner. Excellent comping and production skills are required; meticulous attention to detail is a must. An understanding of working conceptually is also preferred. We're looking for a big thinker with a passion for design... If you bring your talents, we'll provide an excellent mentoring and learning facility focused on the business of design.

If you are interested, please submit a pdf of samples or a link to your online portfolio. Should you be considered, will contact you to schedule an interview. No phone calls please. Also requires the following:

- Must show demonstrated ability to design and complete work to industry standards
- Experience working in design studio environment and directly with print vendors a must
- Must be able to perform well under tight deadlines
- Extensive knowledge of the print production
- Independent and good problem-solving skills
- Strong organizational, project and time management skills required
- Mac OS X platform with proficiency in CS Suite [preferred], including InDesign, Illustrator and Photoshop

[WWW.SIQUIS.COM](http://WWW.SIQUIS.COM)