



UPDATE | SYLLABUS COMM 444 SPRING 2023 RON ROMAIN

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## Portfolio – Visual Communications

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### COURSE DESCRIPTION

Provides practical opportunity to build, refine and present a visual portfolio that demonstrates professional skills in a field of communication. Work Individually and collaboratively (optional) to create and present multiple projects, résumé and portfolio.

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### COURSE LEARNING OUTCOMES

- 1 Build a professional skills visual portfolio to showcase abilities in a field of communication.
- 2 Create résumé and self-promotional materials to present professional skills in impactful manner.
- 3 Develop and refine presentation skills and ability to self-promote for purpose of achieving employment in chosen field of communications.

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### DEPARTMENT OF COMMUNICATIONS LEARNING OUTCOMES

Each of the five subject concentrations offers students a different type of preparation for a communications career. All concentrations are similar in that their ultimate goal is to allow the development of graduates who are articulate, intelligent citizens who can think critically and communicate effectively. Learning Outcomes have been established to verify that our graduates are prepared for the realities they will face as communicators in the 21st Century. To view those Learning Outcomes, click [HERE](#)

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### WHO IS RON ROMAIN – AND HOW CAN I FIND HIM?

I have been teaching visual communication and digital media for more than 35 years – for the past 21 right here in CSUF Comm. Outside of academia, I've been a graphic designer for 40+ years – which is pretty amazing for a guy only in his mid-thirties. I'm a big believer in good, professional communication. Here's how you can reach me:

e-mail [ronromain@fullerton.edu](mailto:ronromain@fullerton.edu)

cell 714.673.9365

Office Hours | CP460-22

Monday 1 – 2 pm

Tuesday 2 – 3:30 pm

Thursday 2 – 3:30 pm

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## PREREQUISITE

Comm 317 Digital Foundations

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## ATTENDANCE & PARTICIPATION EXPECTATIONS

**CLASS MEETINGS** In this class you will be divided into two groups. You will meet with me and your group during class time – for much of the semester this will be on alternating weeks. Meeting days and times will be determined in the first couple of weeks.

**ATTENDANCE** Missing meetings with me is unacceptable. For *each* unexcused absence on a day when you are scheduled to meet with me you will lose 10% from your final class grade.

**GROUP PARTICIPATION** Participating in a group project is an option in this class (two individual projects is the other option). If you choose to be in a group then it is incumbent upon you to equally participate and contribute to the project. However, please note that I will be giving a semester-end survey which will ask each group member to evaluate each group member's participation. These group member responses can affect your grade on the group project.

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## LATE ASSIGNMENTS

Late work is not accepted without prior permission. You must receive permission prior to the class in which the assignment is due. Much as you would need to explain to the client why you would be missing a meeting or a deadline prior to that meeting or deadline. Your client would expect a good, verifiable reason. As will I.

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## GRADING

Project values are as follows (subject to change):

RESUME **10%**

PRIMARY PROJECT **25%**

GROUP PROJECT or 2 INDIVIDUAL PROJECTS **25%**

PORTFOLIO **30%**

HIRING PANEL **10%**

I do not utilize plus/minus grading. Grades to be determined as follows:

**A** 90%+ **B** 80-89% **C** 70-79% **D** 60-69% **F** 59% or less

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## IMPORTANT UNIVERSITY INFORMATION AND STUDENT POLICIES

[Click here to read about the following policies:](#)

Students with Special Needs, Academic Dishonesty Policy, Emergency Preparedness, Library Support, Final Exams Schedule, University Learning Goals (Undergraduate, Graduate, and General Education), Degree Program Learning Outcomes

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## Course Outline (subject to revision)

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**WEEK 1**    **JANUARY 24**

**LECTURE**    Review syllabus, class structure, projects and expectations  
Your *Goals for Class* Survey

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**WEEK 2**    **JANUARY 31**

One-on-one meetings with all students to discuss semester plan  
Open class time for discussion and planning

**DUE**        All | Primary project ideas – PDF turned in to Canvas by class start

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**WEEK 3**    **FEBRUARY 7**

Class A | Presentation of all of your project ideas, both individual and group

**DUE**        All | Group Project **or** Two Individual Project ideas – PDF turned in to Canvas by class start

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**WEEK 4**    **FEBRUARY 14**

Class B | Presentation of all your project ideas, both individual and group

**DUE**        Class A Project schedules – PDF turned in to Canvas by class start

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**WEEK 5**    **FEBRUARY 21**

Class A | Progress Meetings

**DUE**        Class B Project schedules – PDF turned in to Canvas by class start

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**WEEK 6**    **FEBRUARY 28**

Class B | Progress Meetings

**DUE**        All | Resumé - First Draft – PDF turned in to Canvas by class start

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**WEEK 7**    **MARCH 7**

Class A | Progress Meetings + Review Resumé drafts

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**WEEK 8** MARCH 14

Class B | Progress Meetings + Review Resumé drafts

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**WEEK 9** MARCH 21 | Group or individual project presentations | All students required to attend

**DUE** Class A Presentations

Liam, Kaitlyn E, Joaquin, V, Gianna, Valerie, Devyn, Yohanna, Lauren, Jaelynn

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**WEEK 10** APRIL 4 | Group or individual project presentations | All students required to attend

**DUE** Class B Presentations

Sam, Brooke, Nicole, Group: Priyanka + Bella + Emily, Vanessa, Katelyn M, Kayla, Theo

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**WEEK 11** APRIL 11

Class A | Progress Meetings

**DUE**

Resumé - Final Draft – All Students – PDF turned in to Canvas by start of class

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**WEEK 12** APRIL 18

Class B | Progress Meetings

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**WEEK 13** APRIL 25

Open Class

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**WEEK 14** MAY 2 | Portfolio presentations | Hiring Panels | All students required to attend

**DUE** Presenters | **Gianna, Lauren, Jaelynn, Nicole, Kayla, Theo, Emily**

Hiring Panels | Joaquin, V, Devyn, Yohanna, Bella, Vanessa, Liam, Kaitlyn E, Valerie

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**WEEK 15** MAY 9 | Portfolio presentations | Hiring Panels | All students required to attend

**DUE** Presenters | **Joaquin, V, Devyn, Yohanna, Bella, Vanessa, Katelyn M**

Hiring Panels | Liam, Kaitlyn E, Valerie, Sam, Brooke, Priyanka, Emily, Lauren, Jaelynn

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**WEEK 16** MAY 16 | 5 pm | Portfolio presentations | Hiring Panels | All students required to attend

**DUE** Presenters | **Liam, Kaitlyn E, Valerie, Sam, Brooke, Priyanka**

Hiring Panels | Emily, Lauren, Katelyn M, Nicole, Kayla, Theo, Gianna

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