



# STARK STATE COLLEGE

## GENERAL SYLLABUS

### Course Information

**Course Name:** Motion Graphics Portfolio  
**Course Number:** IMT265

### Required Materials

**Textbook(s):** *Marketing Yourself: How to Elevate your Personal Platform to the Next Level*  
 By Caelan Huntress ISBN:979-8-98-646170-0

**Required Readings:** None

**Additional Materials:** External storage device (Flash Drive or External Hard Drive) 128 GB minimum or higher for advanced video classes due to the large size of projects and 4K footage. (Make sure to get a USB 3.0 drive. Do not use a USB 2.0 drive because the data transfer rate is so slow.) If you are a video major, you are encouraged to invest in an external drive such as a 1TB, SSD if possible. Headphones, Microsoft Word.

**Recommended:** Access to Premiere Pro, Photoshop.

### Course Outline/Calendar

The date of coverage and order of coverage may be modified based on the faculty member and events beyond the control of faculty members that interfere with class times and teaching.

Week	Chapter/Topic/Lab
Week 1	Syllabus, Market Identity, Theme Study <b>READ:</b> <i>MARKETING YOURSELF</i> Chapter 1: Your Personal Statement Start Master Project Document Week 1 Quiz Week 1 Marketing assignment
Week 2	Logo and Business Card Creation <b>READ:</b> <i>MARKETING YOURSELF</i> Chapter 2: Mission-based Messaging Logo Design Week 2 Marketing assignment
Week 3	Resume, College Central, Career Coach, Interview Recording, Resume Review <b>READ:</b> <i>MARKETING YOURSELF</i> Chapter 3: Sharing Customer Stories Create a resume Week 3 Marketing assignment
Week 4	Watch interviews, Website site map <b>READ:</b> <i>MARKETING YOURSELF</i> Chapter 4: Personal Brand vs Business Brand Website Template Week 4 Marketing assignment
Week 5	Website development, Website presentations and critiques <b>READ:</b> <i>MARKETING YOURSELF</i> Chapter 5: The 4-Step Marketing Cycle Website update Week 5 Marketing assignment

<b>Week</b>	<b>Chapter/Topic/Lab</b>
Week 6	Demo Reel Plan <b>READ:</b> <i>MARKETING YOURSELF</i> Chapter 6: Pushing vs Pulling Demo Reel planning LinkedIn profile Week 6 Marketing assignment
Week 7	Create Demo Reel <b>READ:</b> <i>MARKETING YOURSELF</i> Chapter 7: Free Samples Whet the Appetite Demo Reel Update Week 7 Marketing assignment
Week 8	<b>READ:</b> <i>MARKETING YOURSELF</i> Chapter 8: Calling to Action  Demo Reel Update  Week 8 Marketing assignment
Week 9	<b>READ:</b> <i>MARKETING YOURSELF</i> Chapter 9: Research Competition for Shortcuts  Evaluate Video Tools 1  Week 9 Marketing assignment
Week 10	<b>READ:</b> <i>MARKETING YOURSELF</i> Chapter 10: Sell to Small Target Audiences  Evaluate Video Tools 2  Week 10 Marketing assignment
Week 11	Tax Info <b>READ:</b> <i>MARKETING YOURSELF</i> Chapter 11: Find the Buying Trigger Week 11 Quiz Week 11 Marketing assignment
Week 12	Demo Reel, Business Cards <b>READ:</b> <i>MARKETING YOURSELF</i> Chapter 12: Make your Marketing an Adventure Business Cards Demo Reel Upload Week 12 Marketing assignment
Week 13	Demo Reel, Business Cards <b>READ:</b> <i>MARKETING YOURSELF</i> Chapter 13: Plan a Publishing Calendar  Week 13 Marketing assignment
Week 14	Industry research <b>READ:</b> <i>MARKETING YOURSELF</i> Chapter 14: Show Off Your Showroom Upwork profile Week 14 Marketing assignment
Week 15	Final presentation of all materials <b>READ:</b> <i>MARKETING YOURSELF</i> Chapters 15-16 Industry Research Week 15 Marketing assignment
Week 16	Final Portfolio Due