

COURSE SYLLABUS

DSN294: Portfolio

Course Description

This “capstone” course is the culmination of students’ associate-level design coursework at Coleman University. Core concepts include presenting a finished body of work in a professional context. Topics covered include designing a résumé, assembling digital and print portfolios, “leave behinds” and how to best represent their skills, abilities and knowledge to gain employment in the profession.

General Course Information

Number of Units/Weeks	4 / 10
#Hours Lecture/#Hours HW*	40/00/80
Prerequisite(s)	DSN 184, COM 204, COM 214, DSN 234, COM 244, DSN 254, DSN 264
Co-requisites (s)	None
Course Developer(s)	Tracy Dezenzo, BA
Date Approved / Last Review	TBA / TBA

* Homework

Learning Outcomes

Upon successful completion of this course, the student will be able to:

- 1) Include 5-10 pieces of work in a print and digital portfolio that demonstrates proficiency with industry standard software, basic and complex design principles, professional practices, and overall design skills.
- 2) Communicate work history and experience to potential employers and businesses by designing a well-written résumé that is grammatically correct and stylistically appealing.
- 3) Present a portfolio and résumé during a mock interview, and verbally communicate the rationale for design decisions as well as processes involved in the development of individual pieces.
- 4) Describe in writing, processes and decisions based on basic and complex design principles, as well as techniques used for each item in their portfolio.

Instructional Methods Employed in this Course

Lecture, demos, presentations and reading assignments

Student presentations

Practical application of theory and skills in authentic projects

Build on prior knowledge and experience of students to enhance richness of class activities

Information Resources for this Course



Textbook

What they didn’t teach you in design school: What you actually need to know to make a success in the industry by Phil Cleaver. HOW Books (2014)

Other Materials

Flaunt: Designing effective, compelling and memorable portfolios of creative work (pdf or hardcopy can be purchased at <http://www.underconsideration.com/flaunt/>)

Web Site Readings

Designing a print portfolio - My Daily Design Journal.pdf

TheCreativeGroup_portfolioOnline.pdf

TheCreativeGroup_porfoltioPrint.pdf

Building the Perfect Instagram Portfolio

http://www.fastcompany.com/3028824/agendas/building-the-perfect-instagram-portfolio?utm_source=facebook

Table/Topics & Assignments

Types of Assignments:

Lecture: Considered Lecture Hours

Classroom Discussion: Considered Lecture Hours

In Class Critique: Considered Lecture Hours

Delivering Oral Presentations: Considered Lecture Hours

In Class (IC) Exercise: Considered Lecture Hours

Reading: Considered Homework (HW), work done outside of class.

WebClass lesson (non-online courses): Considered HW, work done outside of class

Lab Work: Considered Lab Hours

Quiz, Midterm or Final: Considered Lecture Hours

Week 1						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 1A	Class description and expectations.	2.25				Résumé due Week 3
	Industry styles. Tailoring your portfolio to the industry in which you want to work.					Print Portfolio due Week 9
	Making your portfolio stand out. What kind of print portfolios are out there and do you want to do something different?					Digital Portfolio due Week 9
	Reaching out to prospective employers.					Leave Behind due Week 9
	Cover letters, Résumés, and To whom it may concern.					Work statements due Week 5

IC EX 1A	Begin review of prospective work for portfolio and decide which pieces to include in student portfolio. Print out all work to be considered for portfolio and be prepared to show to teacher week 2.	1				
LEC 1B	Assign Projects: Résumé, Portfolios, Leave Behinds, Work statements	0.75				
HW 1A	Read Chapter 1: Getting through the door (22 Pages) Evaluated by LEC 2A discussion			2.2		Week 2
HW 1B	Begin work on résumé			1	140	Week 3
HW 1C	Continuing locating and gathering work that student wishes to consider for portfolio.			5		Week 2
Total Week 1		4	0	8.2	140	

Week 2

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 2A	Discussion Chapter 1: Getting through the door	0.25			5	
LEC 2B	Getting to know your potential employer. Interview tips. Let's look at leave behinds. What are they and what are they for? Present requirements for Leave Behind assignment. In class / teacher review of résumé progress	1.75				
LEC 2C	Review all prospective work for portfolio and decide which pieces to include in student portfolio. Determine revisions for any prospective work.	1				
IC EX 2A	Begin working on revisions for portfolio pieces.	1				
HW 2A	Read Chapter 2: Interviews (23 Pages) Evaluated by LEC 3A discussion			2.3		Week 3
HW 2B	Decide on print portfolio case. You will be required to either purchase and/or build your portfolio before week 8. (points listed for final Print Portfolio)			0.5	105	Week 8

HW 2C	Come up with at least 2 different ideas, sketches etc for leave behinds. Consider substrate, style, containers, etc. (points listed for final Leave Behind piece)			2.5	105	Week 3
HW 2D	Continue revising portfolio work			2.5		
Total Week 2		4	0	7.8	215	
Week 3						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 3A	Discussion Chapter 2: Interviews	0.25			5	
LEC 3B	Present résumé for class critique So many résumé sites, so little time. Pluses and minuses of some of the industry standard portfolio sites. Or build your own.	2.75				
IC EX 3A	Continue working on revisions for portfolio pieces.	1				
HW 3A	Read Chapter 3: Rules of the game (25 Pages) Evaluated by LEC 4A discussion			2.5		
HW 3B	Decide on résumé website and set up an account (points listed for final Online Portfolio piece)			1	105	Week 4
HW 3C	Continuing revising portfolio pieces and producing leave behind			8		
Total Week 3		4	0	11.5	110	
Week 4						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 4A	Discussion Chapter 3: Rules of the Game	0.25			5	
IC EX 4A	Continue working on revisions for portfolio	2.75				
LEC 4B	Whole class critique on portfolio pieces to date	1				
HW 4A	Read Chapter 4: Good design practice (16 Pages) Evaluated by LEC 5A discussion			1.6		Week 5
HW 4B	Continuing revising portfolio pieces and producing leave behind			8		
Total Week 4		4	0	9.6	5	
Week 5						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 5A	Discussion Chapter 4: Good design practice	0.25			5	
IC EX 5A	Continue working on revisions for portfolio pieces.	1				

EXAM 5A	LASA 1: Portfolio Item Description Document	2.75			250	In Class
HW 5A	Read Chapter 5: Designer relations (18 Pages) Evaluated by LEC 6A discussion			1.8		Week 6
HW 5B	Continuing revising portfolio pieces and producing leave behind			8		
Total Week 5		4	0	9.8	255	
Week 6						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 6A	Discussion Chapter 5: Designer relations	0.25			5	
LEC 6B	Continue working on revisions for portfolio pieces. Whole class critique on portfolio pieces to date	3.75				
HW 6A	Read Chapter 6: Software skills (20 Pages) Evaluated by LEC 7A discussion			2		Week 7
HW 6B	Continuing revising portfolio pieces and producing leave behind			8		
Total Week 6		4	0	10	5	
Week 7						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 7A	Discussion Chapter 6: Software skills	0.25			5	
LEC 7B	Continue working on revisions for portfolio pieces with Instructor guidance.	3.75				
HW 7A	Read Chapter 7: Print Production (12 Pages) Evaluated by LEC 8A discussion			1.2		Week 8
HW 7B	Continuing revising portfolio pieces and producing leave behind			8		
Total Week 7		4	0	9.2	5	
Week 8						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 8A	Discussion Chapter 7: Print production. Print portfolio container is due this week so students can begin adding pieces.	0.25			5	
IC EX 8A	Continue working on revisions for portfolio pieces.	2.25				
LEC	Whole class critique on portfolio pieces to date	1.5				

HW 8A	Read Chapter 8: Web skills (28 Pages) Evaluated by LEC 9A discussion			2.8		Week 9
HW 8B	Continuing revising portfolio pieces and producing leave behind			8		
Total Week 8		4	0	10.8	5	
Week 9						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 9A	Discussion Chapter 8: Web skills	0.25			5	
LEC 9B	Final online and print résumé due and presented to class. Final leave behinds due. Final résumé due.	1				
IC EX 9A	Continue putting portfolio together and uploading work into the digital portfolio.	2.75				
HW 9A	Read Chapter 9 & 10: Working with external suppliers and business skills (36 Pages) Evaluated by LEC 10A discussion			3.6		Week 10
HW 9B	Complete revising portfolio pieces and producing leave behind			8		
Total Week 9		4	0	11.6	5	
Week 10						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 10A	Discussion Chapters 9 & 10: Working with external suppliers and business skills	0.25			5	
EXAM 10A	LASA 2: Mock Interviews and program presentation	3.75			250	In Class
Total Week 10		4	0	0	255	

Course Hours Summary

Week	Topic	LEC Hours	LAB Hours	HW Hours
1	Industry styles, portfolios, prospective employers, cover letters, résumés, and to whom it may concern.	4	0	8.2
2	Potential employers, interview tips, portfolio piece selection process, and leave behinds.	4	0	7.8
3	Résumé sites, portfolio sites, and building your own, job	4	0	11.5

4	Rules of the Game, portfolio piece critique	4	0	9.6
5	Good design practice	4	0	9.8
6	Designer relations, portfolio piece critique	4	0	10
7	Software skills	4	0	9.2
8	Print production, portfolio piece critique	4	0	10.8
9	Web skills	4	0	11.6
10	Wrap-Up / Presentations	4	0	0
Total		40	0	88.5

Table/Point Breakdown

Assignment Type	Possible Points	Percentage of Grade
Résumé	140	14%
Online Portfolio	105	11%
Print Portfolio	105	11%
Leave Behind	105	11%
LASA1: Work Statements	250	25%
LASA2: Mock Interview	250	25%
Reading Discussions	45	5%
Total	1000	100%

Your Grades for this Course

Your final grade for this course will be based on an assessment by the Instructor of your performance on a number of course activities, which may include objective tests, classroom exercises, laboratory demonstrations, project papers, or other types of activities. The chart below indicates in what activities you will engage, how many possible points can be earned for each activity, and the percentage of your final grade that will be accounted for by each activity.

Students in this course should be graded following Coleman University assessment practices and policies. A point system is used in the University to indicate student performance on various required activities or projects. For this course, it is recommended that points be distributed as follows:

Coleman University Grade Assignment Policy:

The Coleman University guidelines for the assignment of grades to total points earned is as follows:

Percent	Letter Grade	Grade Points
94-100%	A	4
90-93%	A-	3.67

87-89%	B+	3.33
84-86%	B	3
80-83%	B-	2.67
77-79%	C+	2.33
74-76%	C	2
70-73%	C-	1.67
67-69%	D+	1.33
64-66%	D	1
60-63%	D-	0.67
0-59%	NC	0
N/A	I	0
N/A	W	0
N/A	AU	0
N/A	TR	0
N/A	WV	0
CR =Credit, NC = No Credit, I = Incomplete, W = Course Withdrawal, AU = Audit, TR = Transfer Credit, WV = Waiver		

Requirements

Assignments: All assignments (including projects, lab work, quizzes and exams) must be completed as scheduled. The following will apply to late assignments:

1-24 hours after due date = 20% off point value

25-48 hours after due date = 60% off point value

49+ hours after due date = No points given

If an assignment equals less than 5 points, no points will be given for late work. If there are extenuating circumstances, the student must submit a written explanation to the department Senior Instructor. Upon evaluation, points will be given according to the Senior Instructor's discretion.

Coleman University Policy on Academic Dishonesty:

Academic dishonesty is cause for dismissal from Coleman University. Presenting another person's ideas, methods, course work, or test answers with the intention that they be taken as one's own is theft of a special kind. It defrauds the originator of the work, the institution, its graduates, its students, and its future students.

The student has full responsibility for the authenticity of all academic work and examinations submitted. A student who appears to have violated this policy must submit to a hearing with the reporting instructor and the associate dean. If it is determined that a violation occurred, the matter will be referred to an Officer of the University with recommendations for an appropriate penalty. The student may be dismissed, suspended, or given another penalty.

Coleman University employs the plagiarism software known as Turnitin. Students are expected to use this tool in an appropriate manner with the sole purpose to support their own academic endeavors at Coleman University. Turnitin account information can not be shared with anyone. Contact your instructor if you have any questions about plagiarism related issues.

Academic Accommodation / Adjustment Policy:

In accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA), Coleman University offers accommodations to students with documented physical, psychological, and/or cognitive disabilities. Coleman University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to offer equal educational opportunities to qualified disabled individuals.

To qualify for an academic accommodation under ADA, the student must provide adequate documentation of a disability. Students seeking academic accommodations should contact the campus ADA Coordinator at 858-966-3953 or via email at ada@coleman.edu. The ADA Coordinator will review the documentation provided and verify ADA coverage. Students covered under ADA must meet with the ADA Coordinator at the beginning of every term to determine the appropriate academic accommodations. Failing to meet with the ADA

After the academic accommodations have been determined, the students' instructors will be notified by the ADA Coordinator. If any problems or concerns regarding the provision of accommodations occur, the student must inform the ADA Coordinator. If the student feels accommodation is not being made appropriately, the student may follow the published Student Grievance Procedures.