

Tandon School of Engineering of New York University
Technology, Culture and Society
Integrated Digital Media

Course: DM-UY 4173 Professional Practices for Creatives

Semester: Spring 2020

Instructor: Lillian Warner

Meeting time: Tuesday 5:30 – 9:10; 370 Jay Street Room 312

My contact info:

Email: Lillian.warner@nyu.edu

Office hours: By appointment (email me to schedule a meeting or talk to me after class)

Course Description

This course introduces students to the fundamental skills and professional practices vital to pursuing a career within a range of creative fields and industries. Students will explore strategies for effective documentation and presentation of their creative work, the art of self-promotion and exhibiting work publicly in various forms and environments, as well as networking and career preparation.

We will use a Design Thinking based methodology to not only shape your approach to your career, but how to put your career in context with your life goals.

It is important to remember that “Creative” and “Design” are inclusive of those working at the intersection of Experience, Technology and Business.

In this course, you’ll also do practical, tangible, career-building activities inside and outside of the classroom.

You’ll end this course with a stronger sense of:

1. How to identify, assess, and approach your own life goals, which include having and navigating a career
2. Action-based tasks that will help you with #1 (above)

Program Learning Objectives

Students will:

- Develop **self-reflection skills** in order to better understand how to identify, pursue, and prioritize their life goals while balancing and navigating their day-to-day practical realities

- Develop **critical thinking skills** that will allow them to analyze and position their work within cultural, historic, aesthetic, economic, and technological contexts.
- Develop a healthy attitude towards balancing the practical realities of having a job and career while also continuing to pursue separate or adjacent creative, artistic, political or other endeavors
- Gain knowledge of **professional practices and organizations** by developing their verbal, visual, and written communication for documentation and presentation, exhibition and promotion, networking, and career preparation.
- **Increase their confidence** by developing, practicing and refining their approach to applying for jobs/fellowships/grants, attending conferences and industry events, presenting their work, meeting new professional contacts, and other academic and career-related activities
- **Improve their understanding of their current skills** and strengths and how they can build off what they have in order to achieve goals in the future
- Develop **conceptual thinking skills** to generate ideas and content in order to solve problems or create opportunities.
- Develop **technical skills** to realize their ideas.
- Develop **collaboration skills** to actively and effectively work in a team or group.

Course Objectives

The main goal of this course is to gain a clearer understanding of yourself: where you've been, what you've done, and where you want to go in the future (both immediate and farther down the line)--with a particular emphasis on how your career fits into this journey. With this understanding you'll become better at communicating your journey to others, which will in turn help you articulate what strengths you'll bring to every part of your career--starting with your first job out of college.

Self-identity

- Explore and identify true personal passions and skillsets, as well have a definition of success
- Contemplate and set career vision and desired achievements over the course of their journey
- Pinpoint perspectives and tools to help navigate a career in an open-minded and healthy approach

- Define personal brand for effective positioning as well as know and express your story
- Learn how to reconcile and balance practical realities of having a job and career with other creative, artistic, or other life goals
- Develop an approach to integrating creative or other life passions that may not be directly career-related into aspects of your career

Self-promotion and communication:

- Develop personal creative and critical thinking on aspects of communication, presentation, and connection
- Develop skills of self-promotion to prepare for entering the professional worlds of creative, design, technology, or business
- Acquire essential skills in communication to connect with others in a meaningful way, such as in first impressions, basic communication, body language, interviews, networking events, email correspondences
- Create a strategy to use in social media for professional networking, promotion, creative development and/or career advancement (using content-appropriate platforms including LinkedIn, GitHub, Dribbble and others)
- Develop all aspects of communication through writing, organization public speaking, and visual & verbal presentation
- Learn how to give constructive feedback in a positive manner to further stimulate creativity
- Gain practice and confidence communicating professional and academic journey (where you've been, what you've done, what you want to do in the future as it relates to a specific opportunity) by applying to new opportunities (jobs, grants, fellowships, conferences, etc.), attending industry events (conferences, networking events, public demonstrations, readings, lectures), and developing new professional or academic relationships
- Create, practice, continue developing and iterating on an internet presence on social media platforms that are relevant to your own career and life goals. Improve all aspects of communication through writing, organization public speaking, and visual & verbal presentation

Research

- Explore a variety of methods to research for industry knowledge, job search, and professional growth
- Understand a range of creative industries and career paths available to artists, designers, developers, creative technologists, and entrepreneurs

Presentation materials:

- Develop skills for conducting effective presentations such as public speaking, key promotional materials, presentation of creative work, and adapting your presentation to meet the needs of your audience
- Improve social and communication skills for making meaningful professional and academic connections with mid to senior level people working in relevant industries
- Establish consistent story and public presentation of their “career journey” across mediums (portfolio, business cards, LinkedIn, etc.) so that their story is legible to recruiters and industry professionals

Career knowledge

- Learn from various guest speakers on different professional career journeys
- Understand methods for how to act in the workplace that are conducive to harmonious, open, and creative team dynamics, and also beneficial to your overall career goals
- Become more knowledgeable of the world of tech, design, creative, and business as well as what the future holds

LEARNING OUTCOMES

By the end of the course, students will:

- Recognize their passions more clearly and envision their career path in accordance
- Know how to tell an authentic, clear, concise story of their journey (where they’ve been, what they’ve done, and what they want to do in the future--and why they want to do it) in a career or academic-related context
- Know how to research, identify and pursue interesting, new, and relevant career-related activities
- Create a resume, cover letter, bio, business card
- Build an effective and memorable digital portfolio
- Develop consistent presentation material and social media presence
- Acquire best communication and human connection principles
- Learn how to network professionally and learn effective interview techniques
- Research and tap into resources to pursue their career opportunities

Course Structure

Each week there will be a lecture and classwork. Some classes will feature guest speakers during the second half of class.

Readings

Designing Your Life, Bill Burnett & Dave Evans, Knopf

<http://designingyour.life/the-book/>

[*The Artist's Way, Julia Cameron*](#)

Recommended texts:

[*The Originals, Adam Grant*](#)

[*Creative Confidence, David Kelley; Tom Kelley*](#)

ATTENDANCE POLICY

Attendance is mandatory and will be taken at the beginning of every class. Please note the following details:

- Per NYU policy, any excused absences need to be validated by Eric Maiello (eric.maiello@nyu.edu and/or Student Affairs), and have the professor notified
- If an excused absence is required for a religious observance, students need to contact Student Affairs at the beginning of the semester for a request, and have the professor notified
- Unexcused absences affect the student's grade. One unexcused absence is allowed; after that, the final overall numerical grade will drop by 5% (1/3 a grade point (e.g. A- to a B+) for each additional absence
- Be on Time. Tardiness will affect the student's grade. Two 5-min late arrivals are allowed. After that, for every class you arrive 5 minutes late, your final overall numerical grade will drop by 0.5%
- If a class is missed (for any reason), it is still the student's responsibility to provide the homework assigned for the missed class. A "buddy" system is recommended to help in this matter
- Contact the professor IN ADVANCE (in person or by email is preferred) if you will not be in class and/or have issues with providing the homework on time

MOSES STATEMENT

If you are student with a disability who is requesting accommodations, please contact New York University's

Moses Center for Students with Disabilities at 212-998-4980 or mosescsd@nyu.edu .

You must be registered with CSD to receive accommodations. Information about the Moses Center can be

found at www.nyu.edu/csd . The Moses Center is located at 726 Broadway on the 2nd floor.

What you'll be graded on:

40% Participation

- Presence in class
- Presenting your work
- Contributing to class dialogue

- Attend one networking/career-related event (excluding Huge portfolio review)

20% Midterm content and materials

- Portfolio
- Resume iteration 1
- LinkedIn profile
- Write-ups (weekly assignments)

40% Final content and materials

- Portfolio iteration 2
- Resume iteration 2
- Cover letter
- Write-ups (weekly assignments)

Submitting assignments:

You're required to submit all assignments as blog posts. If the assignment is a short reflection, the reflection should be posted to your blog. If the assignment is a deliverable like a resume or portfolio, you must include it as an attachment, link, or otherwise accessible format in your blog post for that week.

You can use any platform for your homework blog.

All homework is due on its due date, by the start of class. You're required to email me a link to your blog each week as your formal "submission" of homework.

Grading Overview

A. Excellent

Performance, participation, attendance of the student has been of the highest level, showing sustained excellence in meeting course responsibilities. Work clearly differentiates itself from other work, has memorable impact, pursues concepts and techniques above and beyond what is discussed in class.

B. Very Good / Good

Performance, participation, and attendance of students has been, good, though not of the highest level. Work demonstrates a better than average sensitivity to professional practices.

C. Satisfactory

Performance, participation, and attendance of the students has been adequate, satisfactorily meeting the course requirements. Work is average and competent, showing a basic understanding of professional practices.

D. Poor / Below Average

Performance, participation, and attendance of the student has been less than adequate. Work is lacking in many areas that show any understanding of professional practices. Problems may include lack of interest, procrastination, and/or poor time management.

E. Unacceptable

Performance, participation, and attendance of the student has been such that course requirements have not been met. Work shows no overall understanding of the course material on many levels or either a severe lack of interest.

ACADEMIC ACCOMMODATIONS

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Weekly Schedule (To Be Amended after 1st class)

Jan. 28: Welcome! And Introductions.

- Go over syllabus
- Introductions
- Workshop: Designing your career and the rest the Spring 2020 semester
- **Homework due next week:**
 - Read Chapter 1 in *Designing Your Life*
 - Complete written assignments at end of Chapter 1
 - 2-minute pitch
 - Setup a blog for your weekly written assignments and send me the link (Lillian.warner@nyu.edu)

Feb. 4: Identifying jobs, preparing your resume, and creating a cover letter template

- Discuss Chapter 1 in *Designing Your Life*
- Workshop: Resumes
 - Resource: McKinsey resume guide (to be shared in-class)
 - Resource: [Ross School of Business resume guide](#)
- Workshop: Portfolios
 - Portfolio Iteration 1 due Mar 10
- **Homework due next week:**
 - Read Chapter 2 in *Designing Your Life*
 - Complete written assignments at end of Chapter 2

- Find 3 job descriptions that resonate with you. Why do they resonate? How attainable do you think these jobs are? What do these job descriptions tell you about the larger industry? Submit a reflection to your blog.
- Resume draft
- LinkedIn profile
- Pitch (next iteration) (Submit via your blog)

Feb. 11: Portfolios

- Discuss Chapter 2 in *Designing Your Life*
- Workshop: Portfolios
- Workshop: Current strengths and skills assessment
- Guest speaker
- Homework due next week:
 - Read Chapter 3 in *Designing Your Life*
 - Complete written assignments at end of Chapter 3
 - Pitch (next iteration)

Feb. 18: Interviewing (overview)

- Discuss Chapter 3 in *Designing Your Life*
- Workshop: Presenting your work
- Workshop: Investigating the careers of other people
- Guest speaker
- **Homework due next week:**
 - Read Chapter 4 in *Designing Your Life*
 - Complete written assignments at end of Chapter 4

Feb 25: Presenting your work 1

- Discuss Chapter 4 in *Designing Your Life*
- Workshop: Current strengths and skills assessment (round 2)
- Guest speaker
- **Homework due next week:**
 - Read Chapter 5 in *Designing Your Life*
 - Complete written assignments at end of Chapter 5

March 3: Presenting your work 2

- Discuss Chapter 5 in *Designing Your Life*
- Workshop: Learning how to network
- Workshop: Walking someone else through your portfolio (explaining your work in a concise and compelling way)
- **Homework due next week:**
 - Read Chapter 6 in *Designing Your Life*
 - Complete written assignments at end of Chapter 6
 - Portfolio iteration 1
 - Pitch (next iteration)

Mar. 10:

- Discuss Chapter 6
- Guest speaker
- Workshop: Finding online communities related to a specific industry
- **Homework due next week:**
 - Read Chapter 7 in *Designing Your Life*
 - Complete written assignments at end of Chapter 7

Mar. 17: Spring break; no class

Mar. 24:

- Discuss Chapter 7 in *Designing Your Life*
- Homework due:
 - Complete written assignments at end of Chapter 7
- **Homework due next week:**
 - Read Chapter 8 in *Designing Your Life*
 - Complete written assignments at end of Chapter 8

Mar. 26: Optional (but you're strongly encouraged to attend):

Student Portfolio Review @ Huge

6pm-8pm

45 Main St., 3rd floor

Mar. 31:

- Discuss Chapter 8 in *Designing Your Life*
- **Homework due next week:**
 - Read Chapter 9 in *Designing Your Life*
 - Complete written assignments at end of Chapter 9

Apr. 7:

- Discuss Chapter 9 in *Designing Your Life*
- **Homework due next week:**
 - Read Chapter 10 in *Designing Your Life*
 - Complete written assignments at end of Chapter 10
 - Pitch (next iteration)

Apr. 14:

- Discuss Chapter 10 in *Designing Your Life*
- Guest Speaker
- **Homework due next week:**
 - Read Chapter 11 in *Designing Your Life*
 - Complete written assignments at end of Chapter 11

Apr. 21:

- Discuss Chapter 11 in *Designing Your Life*
- Guest speaker
- **Homework due next week:**
 - Read Chapter 12 in *Designing Your Life*
 - Complete written assignments at end of Chapter 12
 - Portfolio (Iteration 2)

Apr. 28:

- Discuss Chapter 12 in *Designing Your Life*
- Portfolio review

May 5: Last day of class

- Portfolio review