San José State University  
Department of Design / Industrial Design Program  
125A, Portfolio Project 3, Section 02, Spring 2016

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>Gregory Hom</th>
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<tbody>
<tr>
<td>Office Location:</td>
<td>Art 231</td>
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<tr>
<td>Telephone:</td>
<td>(408) 497-3511 (mobile)</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:gregory.hom@sjsu.edu">gregory.hom@sjsu.edu</a></td>
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<tr>
<td>Office Hours:</td>
<td>Wednesday 11:15am-12:15pm</td>
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<tr>
<td>Class Days/Time:</td>
<td>Monday 6:30pm-10:20pm</td>
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<tr>
<td>Classroom:</td>
<td>Art 105</td>
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<tr>
<td>Prerequisites:</td>
<td>DSID 123A; DSGN 127; DSGN 100W (or equivalent); DSID 176B</td>
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<tr>
<td>Pre-Corequisites:</td>
<td>Completion or concurrent enrollment in DSID 125, DSID 136, DSID 143, DSID 137, and at least two (2) Topical Design Studios. Enrollment in DSGN 127 can be concurrent or must be obtained by Final Exam date and taken during interim semester following DSID 125A (Winter for Fall 125A and Summer for Spring 125A). Proof of enrollment in DSGN 127 in SU16 or previous term is required by start of Final Exam.</td>
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<td>Course Fees:</td>
<td>$45</td>
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Canvas Course Management Website

Copies of the course materials such as the syllabus, assignment handouts, reading, grading, etc. may be found on the course Canvas website. You may find your link to this website on MySJSU, along with your login/password info. You are responsible for regularly checking with the Messaging and Calendar system in Canvas for course updates, assignments, etc. All online communication for this course will take place through Canvas. Key topics to check on Canvas are the Calendar, Announcements, Assignments, and Grades. Any last minute updates will be posted to Announcements, the entire semester schedule is detailed in the Calendar and Syllabus, and your progress in the course can be tracked through Grades. Please view Canvas as a tool for Active Learning.

Course Description

Portfolio Project 3 is a course that will build on a students’ knowledge about the idea of “professionalism” and “individual portfolio representation” and what that means in the
world of industrial design. A Story and Brand are the key to knowing how to tell your point-of-view through your portfolio. In addition to sensitizing students as to what is expected of a professional designer, students will be expected to develop a cohesive and compelling story in visual form that uses the work they have created in prior and concurrent DSID courses to communicate their point of view on design. You will conceive and develop a graphic format for introducing yourself and your work to the professional world of design for both a portfolio and a design competition. Students will research design offices and internship listings, listen to presentations by designers, write and design their Business Package (resume, cover letter, and business cards), will be expected to develop a graphic and visual approach to showing their design projects and their sketches. Both a 2D printed Blurb hard copy, a printed Business Package, and a single design competition entry will be designed and produced.

NOTE: Due to impaction in the program, this course may only be attempted TWICE. After the second failure the student will be advised into another major at SJSU. Additionally, students having not completed or concurrently enrolled in DSGN 127 will be allowed to stay in the course but must secure an internship, be enrolled in DSGN 127 and have the paperwork documenting this by 9am on the Final Exam date.

Course Goals and Student Learning Objectives

Course Content Learning Outcomes

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

(LO1) Compose a compelling, well-written, grammatically correct Business Package including: resume, cover letter, business card, and printed and pdf portfolio.
(LO2) Know what an employer is looking for in entry-level design positions.
(LO3) Apply the criteria of page layout; grid, composition, balance, and unity to a portfolio of work in both printed and digital medias (pdf).
(LO4) Construct a basic portfolio of work in an online/digital environment.
(LO5) Arrange and tell a story about their work in their portfolio in an advanced level of craftsmanship in a way that represents a distinct and personal point-of-view.
(LO6) Combine the knowledge of how to best discuss their work in their portfolio, along with their design process and design philosophy.
(LO7) Compile, organize, edit, and produce a portfolio of their existing design project work from studio courses and enter one completed project in a design competition.
(LO8) Actively discuss, critique, and engage in professional reviews of their own and their peers’ work.

Required Texts/Readings

Textbooks (required by 2nd class meeting on February 8, 2016)

Canvas

Chapter 1, Chapter 3, Chapter 5, Chapter 6, Chapter 8, Chapter 12 from:
ISBN 978-0321637512

Chapter 1 (Making a Working Portfolio) and Chapter 4 (Job Hunting) from:

Pages 5-33 from:
Elam, K. *Grid Systems. Principles of Organizing Type*. Princeton Architectural Press,


**Required Materials List**

*All by second class meeting (February 8, 2016):*

1) 1 *each* ITOYA Art Profolios (for keeping printouts throughout semester and turning in at midterm)
   - 11” H x 14” W (landscape format) (get extra sleeves) $35.00-50.00
   - 8.5” W x 11” H (portrait format for sketch collection) $35.00-50.00
   **NOTE:** larger size *Portfolio orientation dimensions above should accommodate final Blurb book orientation exterior cover dimensions of 13W x 11H (check Blurb PlugIn for internal page dimensions).

2) Large Format Color Printer (11x17 or 13x19) $150.00-450.00
   - some very affordable and good examples here: [B&H Photo](https://www.bhphotovideo.com)

3) Photo quality paper for printing (not cheap copy paper) $45.00

4) Adobe CS6: see Student Technology Resources on page 6 for instructions

5) Digital Camera for photographing 2D and 3D work (not phone!!!!) $150-400

*By Midterm date:*

6) 1 (one) Blurb book test print $25.00-50.00

*By Final Exam date:*

7) 1 (one) Blurb Book, 13”W x 11”H cover dims. (large landscape) $55-85.00

**Other suggested materials, supplies, resources**

Professional Photography: between $500-$1000/day or arrange some deal with a SJSU Photography student from the Photography program.

**Library Liaison**

Teresa Slobuski, Reference and Instruction Librarian for Design Department
Email: [Teresa.Slobuski@sjsu.edu](mailto:Teresa.Slobuski@sjsu.edu)
Phone: 408.808-2318
Classroom Protocol

Active participation in class activities is a significant factor in a student’s success in the Industrial Design program. Active learning facilitates mental growth, skill enhancement, creates a life long learner and improves the goals of becoming a good designer. Students are expected to be on time to class and when a class critique is planned, work is to be taped/pinned up to the walls by 10 minutes after the official start of the class, as we will make all efforts to begin the critique at that point. Arriving late to class without prior arrangement and approval from the professor is considered disruptive. If the student cannot be in the classroom by the start of class, please do not interrupt the class in session by entering the classroom. If a student encounters any problems that inhibit their ability to participate in the class, please provide as much advance notice as possible to the instructor so that she may respond and inform the student in a timely manner. Students are to be respectful of anyone in the classroom and any disruptive activities in the classroom will result in the student being asked to leave the class. Students are expected to leave the classroom in a clean condition at the end of each class meeting so that the next class has an organized, clean room waiting for them.

Cell phones, Tablets, and even laptops can be disruptive and inconsiderate to your classmates and the instructor. Unless it is being used for a class activity, please turn off all electronic devices that can potentially disrupt class. **Phones are NOT permitted in this class** and you will be asked to turn off and store your phone at the start of each class. If you disrupt or withdraw from class activities due to your inability to silence and ignore any of these devices, it will count against the participation portion of your final grade and you will be asked to leave the classroom. Additionally, talking in class during a lecture is considered disruptive to the class, will adversely affect the participation grade, and you may be asked to leave the classroom. If emergency personal issues (documented family, medical, etc.) require you to leave your phone on, please make arrangements with the instructor prior to the start of class.

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s Catalog Policies. Add/drop deadlines can be found on the current academic calendar web page. The Late Drop Policy is also something to be familiar with. Students should be aware of the current deadlines and penalties for dropping classes. Information about the latest changes and news is available at the Advising Hub at http://www.sjsu.edu/advising/.

Assignments and Grading Policy

Students will be engaged in critiques and practice sessions during class meeting times and they will be assessed on engagement in those activities (LO6, LO8). Students will have homework assignments to do outside of class (up to 8 hours per week) that include reading, page layout design, and research (LO3, LO4). Students will be required to turn in a mid-term portfolio of work done to date (LO1, LO2, LO5). They will be required to turn in their final Portfolio of work on Final Review date of May 23-24, 2016 (LO7) along with related digital uploads to Canvas. Grading will follow the standard SJSU NC-C system.
NC: No Credit  
C: Credit

**Grading is weighted on participation and the successful completion of:**

*A Draft, Revision, and Final of each:

- Business Package: Cover Letter, Professional Resumé, Business Card **10%**
- Participation **10%**
- Mid-Term Portfolio, Canvas Assignments **20%**
  - Mid-Term: all PRIOR projects completed and printed in Itoya Portfolio
  - Mid-Term: PDF of all PRIOR projects uploaded to Canvas
  - Mid-Term: final Business Package (resume, cover letter, and business card printed)
  - Mid-Term: Internship interview confirmations/reports & Design Competition Entry
- Final Portfolio Review **60%**
  - Final: Printed and bound Blurb book in required format with ALL projects
  - Final: PDF of final portfolio uploaded to Canvas
  - Final: Proof of secured internship (with DSGN 127 forms and all support material)
  - Final: Design Competition Entry completed and submitted

Letter grades will be giving to students throughout the semester for the described work above. That grading will follow the standard SJSU A-F system as indicated below. A grade of “C” or better is passing for the Cover Letter, Professional Resume, Business Cards, Assignments, Portfolio development progress, Design Competition, and Participation. The final 60% of your grade will be assessed at the DSID 125A Portfolio Review. Achieving a passing grade in the course (CR) is only possible with a C or better in the coursework, Final Exam, and securing of an internship and enrolling in DSGN 127 (Summer 2016 at the latest and proof shown at Final Exam) if not completed prior to this semester.

**Internship:**

For those students this semester who have not completed their Internship or the DSGN 127 requirement, your Internship must have been either secured or completed by the DSID 125A Final Exam at 9am on May 23-24, 2016 and all paperwork must be completed and signed, showing that you have either enrolled in DSGN 127 during the Spring 2016 semester or Summer 2016 semester. Any enrolled student in this course, who has not completed this requirement, will not be able to pass this course.

A+, A, A- / 100+ - 91% / Excellent  
B+, B, B- / 90 – 81% / Above Average  
C+, C, C- / 80-71% / Average  
D / 70-61% / Below Average  
F / Below 61% / Failure

**The structure of each week will be as follows:**

Lecture/Critique/Discussion/One-on-one critiques take place each week.
All assignments are due on time. **No late work is accepted without documented justification (as soon as possible after the event).** This course is professionally conducted and as such, all matters in regards to homework are treated professionally. Due dates are strictly followed. If you miss a Canvas deadline for uploading a project deliverable or an in-class deliverable, you will receive a failing grade for that deliverable. Any assignment throughout the semester may be “redone” (must have been turned in on time the first time) for a better grade. The “redo” is due the week immediately following the due date on Canvas by the start of the class meeting or will not be accepted. Extra credit is not possible in this course as the workload is significant enough. The final coursework and deliverables will be graded on completeness, as well as quality, therefore previously missed assignments/components should be included in the final deliverables. A passing grade for this course is a C (Credit). The Participation grade in this course will be assessed through your engagement in presentations and critiques each week. Actively engaging and exhibiting life-long learning skills during class are the mode by which participation is assessed.

**University Policies**

**Academic integrity**

Your own commitment to learning, as evidenced by your enrollment at San José State University and the University’s Academic Integrity Policy ([Academic Senate Policy S07-2](#)), require you to be honest in all your academic course work. Faculty members are required to report all alleged violations of the Academic Integrity Policy to **Student Conduct and Ethical Development**. Instances of academic dishonesty will not be tolerated. Cheating or plagiarism (presenting the work of another as your own, or the use of another person’s ideas without giving proper credit) will result in a failure in the course and administrative sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that San José State's Academic Integrity Policy requires approval of instructors.

**Campus Policy in Compliance with the American Disabilities Act**

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the **Accessible Education Center** (AEC) to establish a record of their disability.

**Student Technology Resources**

It is a requirement for ID students to have their own computer with the required software (Adobe CS, Solidworks, MS Office), and it is required that by Junior Studio (DSID 125)
all ID students have a large format printer (11”x17” or 13”x19”). Computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall. Computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors. The ID Program will provide access to the large format printer for critiques and presentations. Students will be given a 10 linear foot allotment of paper for this course (enough for 1 draft and 1 final print). Any additional needs for printing can be accommodated by payment through the IDSA Student Chapter or Plotter Pros ([http://www.plotterpros.net/index.shtml](http://www.plotterpros.net/index.shtml)) in San Jose. Adobe Creative Cloud licenses have been available through the SJSU Adobe software program for faculty, staff, and students. Go to link for more information on accessing software for your computer: [http://its.sjsu.edu/services/software/adobe/index.html](http://its.sjsu.edu/services/software/adobe/index.html).

### Peer Connections: Tutoring

Peer Connections is located in multiple locations across campus. It is designed to assist students in the development of their full academic potential and to inspire them to become independent learners. The Center's tutors are trained and nationally certified by the College Reading and Learning Association (CRLA). They provide content-based tutoring in many lower division courses (some upper division) as well as writing and study skills assistance. Small group, individual, and drop-in tutoring are available. Please visit Peer Connections for more information.

### SJSU Writing Center

The SJSU Writing Center is located in Room 126 in Clark Hall. Staffed by professional instructors, upper-division, and graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. Find more information at the Writing Center website.

### Peer Connections: Mentoring

The Peer Mentoring is available at multiple locations throughout campus. It is staffed with Peer Mentors who excel in helping students manage university life, tackling problems that range from academic challenges to interpersonal struggles. On the road to graduation, Peer Mentors are navigators, offering “roadside assistance” to peers who feel a bit lost or simply need help mapping out the locations of campus resources. Peer Mentor services are free and available on a drop-in basis, no reservation required. The Peer Mentoring website is helpful for getting quick information.
# DSID 125A / Portfolio Project 3
## Spring 2016 / Course Schedule

*Schedule is subject to change with fair notice (one week) in class or via notice on Canvas.*

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<thead>
<tr>
<th>WEEK</th>
<th>DATE</th>
<th>IN CLASS ACTIVITIES &amp; ASSIGNMENTS</th>
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<tbody>
<tr>
<td>1</td>
<td>Mon 2/1</td>
<td><em>Read:</em> No Plastic Sleeves, Chp 1, pgs xvi-xix, 3-11 and Chp 8, pgs 206-223; Grid Systems, Chp 1, pgs 6-27&lt;br&gt;<em>Due:</em> Bring printed Portfolio &amp; Business Package from 123A Final Exam to class today. &lt;br&gt;<em>Due:</em> Upload 123A portfolio and business package to Canvas by 9am on 1st day of class. &lt;br&gt;<em>Class Activity:</em> Course Contract, Syllabus, course content, assignment structure, course expectations, materials requirements, Internship, Design Competition, Weekly Reading. &lt;br&gt;<em>Lecture:</em> Your Work / Your Story / Your Brand; Internship; Design Competitions &lt;br&gt;<em>Assignment:</em> Internship Research; Design Competition Research; Your Obit</td>
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<td>2</td>
<td>Mon 2/8</td>
<td><em>Read:</em> No Plastic Sleeves, Chp 2, pgs 13-35; UC Portfolio Guide Sections 7-12 &lt;br&gt;<em>Due:</em> Internship Research; Design Competition Research; Your Obit &lt;br&gt;<em>Class Activity/Lecture:</em> The Law of 3’s; The Portfolio; The Grid; Image Production &lt;br&gt;<em>Assignment:</em> Brand Statement, Brand Boards; Grid Template; Design Competition Outline</td>
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<td>3</td>
<td>Mon 2/15</td>
<td><em>Read:</em> No Plastic Sleeves, Chp 3A, pgs 37-73; UC Portfolio Guide Section 13-19 &lt;br&gt;<em>Due:</em> Brand Statement, Brand Boards, Grid Template; Design Competition Outline &lt;br&gt;<em>Class Activity:</em> Your Story/Your Brand: Distilled; Resumé/CV &lt;br&gt;<em>Assignment:</em> 3x3x3; Internship prospects (at least 3); Resumé/CV; Blurb draft</td>
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<td>4</td>
<td>Mon 2/22</td>
<td><em>Read:</em> No Plastic Sleeves, Chp 4, pgs 89-106 and Chp 7, pgs 185-196; Designing a Digital Portfolio Chp 3, pgs 52-69 and Chp 8, pgs 164-175 &lt;br&gt;<em>Due:</em> 3x3x3 (printed and uploaded); Internship prospects; Resumé. &lt;br&gt;<em>Class Activity:</em> Design Competition; Short Portfolio Template; Guest speaker (TBD) &lt;br&gt;<em>Assignment:</em> DSID 123 Three Ways; Short Portfolio Template; Design Competition Entry &lt;br&gt;<em>Wed/Thurs May 24 &amp; 25: Hallmark on campus.</em></td>
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<td>5</td>
<td>Mon 2/29</td>
<td><em>Read:</em> No Plastic Sleeves, Chp 4, pgs 107-117; Designing a Digital Portfolio Chp 5, pgs 96-111 and Chp 12, pgs 256-271 &lt;br&gt;<em>Due:</em> DSID 123 Three Ways; Short Portfolio Template; Design Competition Entry &lt;br&gt;<em>Class Activity:</em> Critique of grids and123 layout; Design Competition &lt;br&gt;<em>Assignment:</em> 1 Grid + 1 layout of 123+TDS+126 or 129; list of Interview targets (min. 10)</td>
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<td>6</td>
<td>Mon 3/7</td>
<td><em>Read:</em> No Plastic Sleeves, Chp 5, pgs 123-125 &lt;br&gt;<em>Due:</em> 1 Grid + 3 layout (printed and uploaded); 10 Internship targets (printed); &lt;br&gt;<em>Class Activity:</em> Critique of 1+1; Design Competition discussion; Internship Presentation &lt;br&gt;<em>Assignment:</em> Refine portfolio design based on class comments and add one more upper division studio course project (TDS or 125); Design Competition Final Entry; Business Package (revised Resumé/CV + cover letter + business card)</td>
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| 7    | Mon 3/14   | *Read:* UC Portfolio Guide Sections 35-27 <br>*Due:* DSID TDS or 125 layout; Business package (printed) (NOTE: In order to receive credit for this assignment there can be ZERO typographic or grammatical mistakes on the
<table>
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<tr>
<th>Date</th>
<th>Activity</th>
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<tr>
<td>8 Mon</td>
<td>MIDTERM: Critique of portfolio in class (Brand, Expression, Storytelling)</td>
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<tr>
<td>3/21</td>
<td><em>Due:</em> Portfolio printed out with the following projects included: see Canvas for list of projects. All completed projects redone in new portfolio format and projects being done this semester roughed out. Upload single PDF of new portfolio to Canvas and Print Out full-size hardcopy. Trim to Blurb size and bind with binder clips. Bring to class to review. <em>Due:</em> Draft from Blurb <em>Due:</em> Final Design Competition Entry &amp; payment receipt printed out and bring to class <em>Assignment:</em> Business Pkg. Final; Revised portfolio layout of all projects completed or enrolled in this semester; 3 documented Interviews before next class meeting.</td>
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<td>M 3/28</td>
<td>Spring Break: No class, campus closed</td>
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<td>9 Mon</td>
<td>Read: UC Portfolio Guide Sections 20-24</td>
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<td>4/4</td>
<td><em>Due:</em> Business Package Final (printed &amp; uploaded); Revised portfolio (uploaded); Interview documentation <em>Class Activity:</em> Review updates of Portfolio and Business Package; Guest Speaker (TBD) <em>Assignment:</em> Interview preparation</td>
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<td>10 Mon</td>
<td>Class Activity: Mock Interview Panel (w/students)</td>
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<td>4/11</td>
<td><em>Class Activity:</em> Design Competition Entry feedback; Process Book discussion <em>Assignment:</em> Final projects in portfolio</td>
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<td>11 Mon</td>
<td><em>Due:</em> More projects in portfolio</td>
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<td>4/18</td>
<td><em>Class Activity:</em> Portfolio Feedback (one-on-one); Guest Speaker (TBD) <em>Assignment:</em> Final projects in portfolio</td>
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<td>12 Mon</td>
<td><em>Class Activity:</em> Mock interviews (w/professionals) (speed interviewing event) <em>Assignment:</em> Final projects in portfolio</td>
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<tr>
<td>13 Mon</td>
<td><em>Due:</em> Final portfolio, with all projects included, pre-printed draft (bring to class) <em>Class Activity:</em> One-on-One review of final portfolio before submission <em>Assignment:</em> Final Exam</td>
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<tr>
<td>14 Mon</td>
<td><em>Due:</em> Send portfolio to Blurb for printing <em>Class Activity:</em> Final portfolio feedback opportunity in class; Interview results (for Internship) <em>Assignment:</em> Final Exam Checklist</td>
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<tr>
<td>15 Mon</td>
<td><em>Due:</em> Checklist for Final Exam <em>Class Activity:</em> Life After Design School <em>Assignment:</em> Final Exam Portfolio Review materials assembly</td>
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<td>16 May</td>
<td>125A Final Exam: Portfolio Review</td>
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<tr>
<td>23-24</td>
<td>Art 205, 105, or 103</td>
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<tr>
<td></td>
<td>9:00am Monday, May 23 to 6:00pm Tuesday, May 24</td>
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