San José State University
Department of Design / Industrial Design Program
128A, Portfolio Project 4, Section 2, Fall 2017

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>John McClusky</th>
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<tr>
<td>Office Location:</td>
<td>Art 227</td>
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<tr>
<td>Office Hours:</td>
<td>R 12-2:00pm</td>
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<td>Class Days/Time:</td>
<td>T 12-2:00pm</td>
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<tr>
<td>Classroom:</td>
<td>Art 205</td>
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<tr>
<td>Prerequisites:</td>
<td>DSID125A; DSID 128 (3 units); DSGN 127</td>
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<tr>
<td>Corequisites:</td>
<td>DSID 128 (3 units)</td>
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Canvas Course Management Website

This course uses a hybrid method of teaching. A hybrid course means that there are components of the course that are done in the classroom and other components that require using the online course management system. Copies of the course materials such as the syllabus, assignment handouts, grading, etc. may be found on the DSID 128A 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 system in Canvas for course updates, assignments, etc. All class correspondence and grading will also be managed through the class Canvas site. If you do not check Canvas often, you should set up your email forwarding to forward all class correspondence to your preferred email address. You must have access to a computer and Internet to be able to access the Canvas site. You may also use a tablet or your phone. All assignments will be required to be turned in on Canvas. Therefore, you will need to have access to some basic software such as MS Office (MS Word) or some writing software, Adobe Acrobat (for making pdfs), and basic scanning software for scanning sketches to upload to the assignment portal. See University Policy F13-2 at [http://www.sjsu.edu/senate/docs/F13-2.pdf](http://www.sjsu.edu/senate/docs/F13-2.pdf) for more details.

Course Description

Portfolio Project 4 is the final course in the Portfolio Project Series. It will synthesize all the work that the student has done in their DSID studio courses into a website that communicates their abilities and point of view as a designer. As the “portfolio” is the
medium that a designer uses to communicate their talents and expertise to the world outside of academia, it is the artifact that caps their career at SJSU.

**Course Goals and Student Learning Objectives**

**Student Learning Objectives**

This course will harness all skills, abilities, and talents of the student and will culminate in a professional presentation of their work in design competition, along with the refinement of their analog and digital portfolio. Students will focus on effective communication design for print, digital and online formats. They will finish with a body of work that presents them and their 3D work in stunning 2D visual stories.

**Course Learning Outcomes (CLO)**

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

(LO1) Design a compelling, well-written, grammatically correct professional design package including: resume, cover letter, business card, online portfolio and, entry of one completed project into an international design competition.

(LO2) Edit and organize all work done at SJSU in a visually relevant and expertly constructed suite of products.

(LO3) Apply the criteria of page layout; grid, composition, balance, and unity to a portfolio of work in digital and exhibition medias.

(LO4) Construct a professional quality portfolio of work in an online/digital environment.

(LO5) Arrange and tell a story about their work on website with 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, and present publicly in an exhibition open to the professional community and in an international design competition.

(LO7) Compile, organize, edit, and produce an up-to-date resume, letterhead, business card, and an online portfolio of their existing design project work from all studio courses taken at SJSU in the ID program.

(LO8) Actively discuss, critique, and engage in professional reviews of their own and their peers’ work.

**Course Project Deliverables**

1. Website design and URL purchase. Represent your design capabilities and philosophy with 6 upper division studio course projects (123, 125, 128(2), 124, 130, 131, 132, 133, 134, 135, or 144) (minimum) on designed website that works visually/aesthetically with your other materials (portfolio, business package)
2. Printed & Digital Business package (BC, Resumé, Cover Letter)
3. Entry in a national or international design competition. One example would be the BraunPrize 2018 Competition (http://www.braunprize.org/en/). You must show proof of an entry submission by the end of the semester.

**Required Texts/Readings**

Reading assignments will be provided on Canvas as needed.

**Required Reading**

Baron, Cynthia L. *Designing a Digital Portfolio*. (2nd Ed), New Riders Press, 2009. ISBN 978-0321637512. Textbook must be acquired by second class meeting through Amazon, Barnes and Noble (Nook only), Abebooks or other source. Here are some example sources:


**Required Materials List**

*Required by second class meeting on (September 5, 2017)*

1) LinkedIn account
2) Find and Register a Domain name with Dyn, Squarespace, GoDaddy or other domain name registration site approx. $15/yr
3) **Squarespace** (or comparable) website $8-15/month

*Required by twelfth class meeting on (November 14, 2017)*

4) Design competition entry $0.00-175.00 (varies depending on competition)

**Other suggested materials**

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

**Library Liaison**
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 period 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 he/she may respond and inform the student in a timely manner. Do not pass a message through another student! Students are to be respectful of everyone 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 may be asked to leave the classroom. Additionally, talking in class during a lecture is considered disruptive to the class and 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.

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 4 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. They will be required to turn in their final business package and digital uploads to Canvas by the dates listed in the schedule. Grading will follow the standard SJSU NC-C system.
C: Credit (C- or above)
NC: No Credit (D or below)

Grading is weighted on participation and the successful completion of:

- Quizzes: 20%
- Design Competition Entry Draft #1 and #2: 10%
- Final Design Competition Entry: 10%
- Initial Website deliverables: 23%
- Website Presentation with 5 projects: 12%
- Final Exam (Final Website with all 6 Projects including second semester 128): 10%
- Final revised business package (resume, business card, cover letter): 5%
- Participation (Class Activities): 10%

Letter grades will be given 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 required to earn a credit (C) grade in the course. Below 70% will result in a no credit (NC) grade for the course. Achieving a passing grade in the course (CR) is only possible with a C or better in the coursework.

- 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 and Discussion / Activities / Group Critiques / One-on-one critiques

All assignments are due on time. **No late work is accepted without documented justification.** 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. Extra credit is not possible in this course as the workload is significant enough. The final deliverables will be graded on completeness and quality, therefore previously missed assignments/components should be included in the final deliverables. A passing grade for this course is a CR (Credit). The Participation grade in this course will be assessed through your engagement in presentations and critiques each week and a consistent exhibition of life-long learning skills during the semester.

University Policies
SJSU’s Office of Graduate and Undergraduate Programs maintains university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. You may find all syllabus related University Policies and resources information listed on GUP’s Syllabus Information Web Page at http://www.sjsu.edu/gup/syllabusinfo/.

**Student Technology Resources**

It is a requirement for ID students to have their own computer with the required software (Adobe CS, Solidworks, MS Office). 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. Printing needs can be accommodated by payment through the IDSA Student Chapter or going to Plotter Pros (http://www.plotterpros.net/index.shtml) in San Jose.

Adobe Creative Suite licenses have been available through the SJSU Adobe software program for faculty, staff, and students. Students can access Adobe Creative Suite 6 Design and Web Premium, and should be able to download it from http://its.sjsu.edu/services/adobe/. Adobe Creative Suite 6 Design and Web Premium includes: Photoshop CS6 Extended, Illustrator CS6, InDesign CS6, Dreamweaver CS6, Flash® Professional CS6, Fireworks® CS6, Acrobat® X Pro, Bridge CS6, Media Encoder CS6.
## 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>TOPICS, READINGS, DEMOS, ASSIGNMENTS, DEADLINES</th>
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| 1    | T 8/29 | *Class activity:* review of syllabus; URL procurement; LinkedIn registration; BraunPrize, IHA or other Competition  
*Assignment:* Read Baron, Chapter 1 and complete the quiz on Canvas  
Explore example websites. Write an “About” webpage description; digital photo for “About” page; Update your Resume (.pdf format). Bring in your DSID125A Portfolio materials and process books to next class for discussion. Also send the URL of designer’s website that appeals to you. |
| 2    | T 9/5  | *Class activity:* Baron Chapter 1 discussion; Review content and storytelling in 125A Portfolios. Discuss favorite websites.  
*Due at the start of next class:*  
(1) Updated Resume (.pdf),  
(2) “About” page description,  
(3) photo(s) for “About” page and,  
(4) proof of domain registration and LinkedIn Registration (screen capture or confirmation printed to .pdf).  
Upload to Canvas by noon on Tuesday, Sept. 12  
*Assignment:* Read Baron Chapter 3 pgs 51-69 and complete the quiz on Canvas.  
Explore the templates in Squarespace or other web hosting site you are using for this class. Come to class with laptop computers with all the files you turned in to Canvas on Sept. 5 and Sept. 12. |
| 3    | T 9/12 | *Due:* Turn these files into Canvas by noon on Sept 12.  
(1) Template templates you have decided to use for your website.  
(2) the images you want to use for one project on your website  
(3) Written narratives of the first project you are putting on your website (descriptions that go with the images in #1). Keep in mind that they should clearly and concisely explain your images without you there to explain them. (Word file that has been spell checked)  
*Class activity:* Squarespace (Gregory Hom)  
*Assignment:* Read Baron, Chapter 5, pgs 95-111 and complete the quiz on Canvas.  
Complete website you started in class. |
| 4    | T 9/19 | *Due:* Initial Website with one project, resume, and “About” page.  
Submit to Canvas by noon on Sept 19.  
*Class activity:* Critique of your website that includes: one project, updated resume and “About” page.  
*Assignment:* Read: Baron, Chapter 10, pgs 206-227 and complete the quiz on Canvas.  
Website architecture and flow map/master plan. |
<p>| 5    | T 9/26 | <em>Due:</em> A master plan document that explains your website layout, navigation flow and description of what feeling you intend your website to elicit from your intended audience. Upload to Canvas by noon on Sept. 26. Bring |</p>
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<tr>
<th>Date</th>
<th>Due</th>
<th>Activity</th>
<th>Assignment</th>
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<tr>
<td>T 10/3</td>
<td>Revised website with 2 projects, updated resume and revised “About” page</td>
<td>Discuss competitions and strategies for winning</td>
<td>Read: Baron, Chapter 8, pgs 163-181 and complete the quiz on Canvas</td>
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<td>7</td>
<td>Competition Entry Draft #1</td>
<td>Assess effectiveness of websites</td>
<td>Read: Baron; Chapter 9, pgs 185-205 and complete the quiz on Canvas</td>
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<tr>
<td>T 10/10</td>
<td>Revised website with 3 projects, resume download and “About” page</td>
<td>Guest Speaker TBA</td>
<td>Revised website with 3 projects, resume download and “About” page</td>
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<td>T 10/17</td>
<td>Revised website with 4 projects, updated resume and “About” page</td>
<td>One on one meetings – sign up on Canvas</td>
<td>Revised website with 4 projects, resume download and “About” page</td>
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<td>T 10/24</td>
<td>Revised website with 4 projects, updated resume and “About” page.</td>
<td>Presentation and critique of websites</td>
<td>Final Business Package (updated resume, business card and cover letter applying for your dream job)</td>
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<tr>
<td>T 10/31</td>
<td>Competition Entry Draft #2</td>
<td>One on one meetings – sign up on Canvas</td>
<td>Final Competition Entry</td>
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<tr>
<td>T 11/7</td>
<td>Revised website: homepage, 5 projects, updated resume and “About” page</td>
<td>Presentation and critique of websites</td>
<td>Implement revisions to your website</td>
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<tr>
<td>T 11/14</td>
<td>Final Business Package (updated resume, business card and cover letter applying for your dream job)</td>
<td>Final Draft of your Competition Entry</td>
<td>Implement revisions to your website</td>
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<tr>
<td>T 11/21</td>
<td>Final Competition Entry</td>
<td>One on One meetings</td>
<td>Implement revisions to your website</td>
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<td>T 11/28</td>
<td>Revised website presentations (assigned slots)</td>
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<td>Implement revisions to your website</td>
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<td>Date</td>
<td>Days</td>
<td>Class Activity</td>
<td>Assignment</td>
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<tr>
<td>12/5</td>
<td>T</td>
<td>Revised website presentations (assigned slots)</td>
<td>Implement revisions to your website</td>
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<td>F 12/15</td>
<td></td>
<td>Final websites with 6th project added (last DSID128 project). Send URL of</td>
<td>your live website no later than 9:30 am on Friday, December 15.</td>
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