

San José State University
Department of Design / Industrial Design Program
125A, Portfolio Project 3, Section 01, Spring 2019

Instructor:	Mike Mathe
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Office Hours:	By appointment Wednesdays 11:25pm - 2:25pm
Class Days/Time:	Monday / Wednesday 4pm to 5:50pm
Classroom:	Art 205
Prerequisites:	DSID 123A; DSGN 127;
Pre-Corequisites:	Enrollment in DSGN 127 must be concluded, concurrent or obtained (for summer semester following DSID 125A) by Final Exam date. Proof of DSGN 127 enrollment status is required at start of Final Exam.

Course Format

Hybrid

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 125A 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 both in class on paper and 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](http://www.sjsu.edu/senate/docs/F13-2.pdf) at <http://www.sjsu.edu/senate/docs/F13-2.pdf> for more details.

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.

Course Goals and Student Learning Objectives

Student Learning Objectives

You will conceive and develop your brand and your story and will translate this into a graphic format for introducing yourself and your work to the professional world of design in the form of a portfolio. 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.

Course Learning Outcomes (CLO)

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.

Course Project Deliverables

1. Portfolio website (Squarespace is recommended).
2. Printed & Digital Business package: Business Card, Resumé, and Cover Letter.

Required Texts/Readings

Textbooks

Volk, L. and Currier, D. *No Plastic Sleeves: The Complete Portfolio Guide for Photographers and Designers*. Focal Press/Elsevier, MA, 2010. ISBN 978-0240810904

UC portfolio guide: http://www.portfoliohandbook.com/PortfolioHandbook_UCID12.pdf

Additional reading assignments will be provided on Canvas.

Chapter 1 (Making a Working Portfolio) and Chapter 4 (Job Hunting) from:
Eisenman, S., *Building Design Portfolios: Innovative Concepts for Presenting Your Work*. Rockport Publishers, MA, 2006. ISBN 978-1-59253-438-8

Pages 5-33 from:

Elam, K. *Grid Systems. Principles of Organizing Type*. Princeton Architectural Press, New York, 2004. ISBN 1-56898-465-0

Required Materials List

- 1) Find and Register a Domain name (GoDaddy, Squarespace, etc.)
- 2) [Squarespace](#) (or compatible) website builder

Other suggested materials, supplies, resources

Digital Camera for photographing 2D and 3D work (not phone camera). Professional photography or arrange some deal with an SJSU student from the Photography program.

Software:

Adobe Creative Suite: *Illustrator, InDesign, etc...* (available through Information Technology Services at SJSU for free to all SJSU students participating in Design courses).

Library Liaison

Elkin, Aliza

Email: aliza.elkin@sjsu.edu

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 lifelong learner and improves the goals of becoming a good designer. Students are expected to be on time to class and when a class discussion is planned. Students are to be respectful of the professor and their peers, and any disruptive activities in the classroom will result in the student being asked to leave the class. 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. 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.

Assignments and Grading Policy

Assignments

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 writing (LO3, LO4). Students will be required to turn in a mid-term portfolio of work done to date (LO1, LO2, LO5) and will be required to turn in a final Portfolio of work as part of their final exam or portfolio review (LO7) along with related digital uploads to Canvas.

The Participation grade in this course will be assessed through your engagement in presentations and critiques each week and a consistent exhibition of lifelong learning skills during the semester.

Extra credit will not be offered in this course.

Grading

This course is graded as a credit (CR) / no credit (NC) course. CR grades are passing and grant credit for taking the course. NC grades do not grant credit for the course, but do not affect your GPA or academic standing. There are three general criteria that determine a grade in this class. They are (1) the cumulative average coursework grade, anything below a "C" grade is an automatic NC grade; (2) the final exam, failing is an automatic NC grade; (3) the internship requirement, failure to fulfill this is an automatic NC grade.

Grading will follow the standard SJSU NC-CR system.

NC: No Credit

CR: Credit

Grading is weighted as follows:

1. Coursework:

Participation: 15%

Business Package Development: 30%

Portfolio Development: 55%

2. Final Exam (portfolio review):

Pass / Fail

3. Internship Requirement:

Complete / Incomplete

Letter grades will be given throughout the semester for the described work above. That grading will follow the standard SJSU A-F system as indicated below.

A = 100% to 95%

A minus = 95% to 91%

B plus = 91% to 87%

B = 87% to 85%

B minus = 85% to 81%

C plus = 81% to 77%

C = 77% to 75%

C minus = 75% to 71%

D plus = 71% to 67%

D = 67% to 65%

Note on Internship Requirement:

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 before the start of the DSID 125A Final Exam. All paperwork must be completed and signed, showing that you have either enrolled in DSGN 127 during the Spring 2019 semester (or before) or at the latest, the Summer 2019 semester. Any enrolled student in this course, who has not completed this requirement, will not be able to pass this course.

Missed or Late Homework

No late work will be accepted without prior approval from the instructor. If you are unable to attend a class, please contact the professor as soon as possible before class in order to develop a plan to turn in work and get full credit for that work. If a student does not contact the instructor following these guidelines no credit for late work will be given. Feedback on approved late work can be obtained during the professor's office hours.

University Policies

Per University Policy S16-9 (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant information to all courses, such as academic integrity, accommodations, dropping and adding, consent for recording of class, etc. is available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>.

DSID 125A / Portfolio Project 3 / Spring 2019 Course Schedule

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

WEEK	DATE	IN CLASS ACTIVITIES & ASSIGNMENTS
1	1/25	<p>Review of syllabus, course content, assignment structure, course expectations and assignments. Internship requirement. Final exam (portfolio review).</p> <p>Assignment: DSID123A Portfolio & Business Package Re-review</p>
2	1/30	<p>Readings: No Plastic Sleeves, Chp 1, pgs xvii-xix, 3-11 and UC Portfolio Guide Sections 1-6 Due: DSID123A Portfolio & Business Package Re-review</p> <p>Internship strategies, thinking ahead about your career. Portfolio re-review.</p> <p>Assignment: Internship Research</p>
	2/1	<p>Readings: No Plastic Sleeves, Chp 2, pgs 13-35; UC Portfolio Guide Sections 7-12 Due: Internship Research</p> <p>The Portfolio. Story telling, your work and brand. The law of 3's, the grid and image production.</p> <p>Assignment: Brand Statement & Board Assignment: Grid Template Assignment: Internship Prospects 1 Assignment: Business Package 1</p>
3	2/6	<p>Readings: No Plastic Sleeves, Chp 3A, pgs 37-73; UC Portfolio Guide Section 13-19 Due: Internship Prospects 1 Due: Business Package 1</p> <p style="background-color: yellow;">Guest Lecture Design Professional(s)</p>
	2/8	<p>Due: Brand Statement & Board Due: Grid Template</p>

		<p>Resumes & Cover Letters. Short-portfolios. Blurb books and formatting.</p> <p>Assignment: Portfolio Development: 1 Project 3 Layouts Assignment: Short-Portfolio 1</p>
4	2/13	<p>Readings: No Plastic Sleeves, Chp 4, pgs 89-106 and Chp 7, pgs 185-196 Due: Portfolio Development: 1 Project 3 Layouts Due: Short-Portfolio 1</p> <p>Assignment: Internship Prospects 2 Assignment: Business Package 2</p>
	2/15	<p>Due: Internship Prospects 2 Due: Business Package 2</p> <p>Assignment: Portfolio Development: 2 Projects 1 Layout Assignment: Short-Portfolio 2</p>
5	2/20	<p>Readings: No Plastic Sleeves, Chp 4, pgs 107-117 Due: Portfolio Development: 2 Projects 1 Layout Due: Short-Portfolio 2</p> <p>Assignment: Internship Prospects 3 Assignment: Business Package 3</p>
	2/22	<p>Work Day (No Class)</p>
6	2/27	<p>Readings: No Plastic Sleeves, Chp 5, pgs 123-125 Due: Internship Prospects 3 Due: Business Package 3</p> <p>Assignment: Portfolio Development: 2 Projects 1 Layout - Round 2 Assignment: Short-Portfolio 3</p>
	3/1	<p>Due: Portfolio Development: 2 Projects 1 Layout - Round 2</p>

		<p>Due: Short-Portfolio 3</p> <p>Assignment: Internship Prospects 4</p> <p>Assignment: Short-Portfolio Final</p> <p>Assignment: Business Package Final</p>
7	3/6	<p>Readings: UC Portfolio Guide Sections 35-27</p> <p>Due: Internship Prospects 4</p> <p>Due: Short-Portfolio Final</p> <p>Due: Business Package Final</p> <p>Guest Lecture Design Professional(s)</p> <p>Assignment: Portfolio Development: 2 Projects 1 Layout - Round 3</p>
	3/8	<p>Due: Portfolio Development: 2 Projects 1 Layout - Round 3</p> <p>Assignment: Portfolio Development: 3 Projects - Round 1</p> <p>Assignment: Internship Prospects 5</p>
8	3/13	<p>No Readings this Week</p> <p>Due: Portfolio Development: 3 Projects - Round 1</p> <p>Due: Internship Prospects 5</p> <p>Assignment: Portfolio Development: 3 Projects - Round 2</p>
	3/15	<p>Due: Portfolio Development: 3 Projects - Round 2</p> <p>Assignment: Portfolio Development: 3 Projects - Round 3</p> <p>Assignment: Internship Prospects 6</p>
9	3/20	<p>Readings: UC Portfolio Guide Sections 20-24</p> <p>Due: Portfolio Development: 3 Projects - Round 3</p> <p>Due: Internship Prospects 6</p> <p>Assignment: Portfolio Development: 4 Projects - Round 1</p>

	3/22	<p>Due: Portfolio Development: 4 Projects - Round 1</p> <p>Assignment: Portfolio Development: 4 Projects - Round 2</p> <p>Assignment: Internship Prospects 7</p>
10	3/27	<i>Spring Recess (No Class)</i>
	3/29	<i>Spring Recess (No Class)</i>
11	4/3	<p>Due: Portfolio Development: 4 Projects - Round 2</p> <p>Due: Internship Prospects 7</p> <p>Assignment: Portfolio Development: 5 Projects - Round 1</p>
	4/5	<p>Due: Portfolio Development: 5 Projects - Round 1</p> <p>Guest Critique with Design Professional(s)</p> <p>Assignment: Portfolio Development: 5 Projects - Round 2</p> <p>Assignment: Internship Prospects 8</p>
12	4/10	<p>Due: Portfolio Development: 5 Projects - Round 2</p> <p>Due: Internship Prospects 8</p> <p>Assignment: Portfolio Development: 6 Projects - Round 1</p>
	4/12	<p>Due: Portfolio Development: 6 Projects - Round 1</p> <p>Assignment: Portfolio Development: 6 Projects - Round 2</p> <p>Assignment: Internship Prospects 9</p>
13	4/17	<p>Due: Portfolio Development: 6 Projects - Round 2</p> <p>Due: Internship Prospects 9</p> <p>Assignment: Portfolio Development: 6 Projects - Round 3</p>

	4/19	<p>Due: Portfolio Development: 6 Projects - Round 3</p> <p>Assignment: Internship Prospects 10</p> <p>Assignment: Final Portfolio Proof</p>
14	4/24	<p>Work Day</p> <p>Due: Internship Prospects 10</p>
	4/26	<p>Due: Final Portfolio Proof</p>
15	5/1	<p>Final Exam (portfolio review)</p> <p>Assignment: Internship Prospects 11</p>
	5/3	<p>Due: Internship Prospects 11</p> <p>Assignment: Internship Prospects 12</p>
16	5/8	<p>Due: Internship Prospects 12</p> <p>Assignment: Internship Prospects 13</p>
	5/10	<p>Due: Internship Prospects 13</p>
17	5/21	<p>Final Exam: Portfolio Review</p> <p>Art 205, 9:00am-6:00pm</p>