

San José State University
Department of Design / Industrial Design Program
128A, Portfolio Project 4, Section 1, Spring 2019

Instructor:	Mike Mathe
Office Location:	ART 105
Telephone:	(408) 499-9736
Email:	MikeMathe@Gmail.com
Office Hours:	By appointment Wednesdays 11:25pm - 2:25pm
Class Days/Time:	Monday / Wednesday 3pm to 3:50pm
Classroom:	Art 205
Prerequisites:	DSID125A; DSID 128 (3 units); DSGN 127
Corequisites:	DSID 128 (3 units)

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 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](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 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 a public exhibition or design competition, along with the refinement of their analog and digital portfolio. Students will focus on effective communication design for print, online and public exhibition. They will finish with a body of work that presents they 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, life plan materials, 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 a 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. Portfolio website (Squarespace is recommended). Represent your design capabilities and philosophy with 6 upper division studio course projects (123, 125,

128, 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: Business Card, Resumé, and Cover Letter.

Required Texts/Readings

Baron, Cynthia L. *Designing a Digital Portfolio*. New Riders Press, 2009.
ISBN 978-0321637512

Additional reading assignments will be provided on Canvas.

Required Materials List

- 1) LinkedIn account
- 2) Find and Register a Domain name ([Dyn](#), GoDaddy, Squarespace, etc.)
- 3) [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 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. Students will be required to turn in their final business package and portfolio website via the dates and times listed in 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 will follow the standard SJSU NC-CR system.

NC: No Credit

CR: Credit

Grading is weighted as follows:

Participation: 15%

Portfolio & Business Package Development: 35%

Final Exam: 50%

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 cumulative grade of "C" or better is required to earn a CR grade in the course. Anything below a "C" (less than 72.5%) will result in a NC grade.

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%

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 128A

Portfolio Project 4

Spring 2019, Course Schedule

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

WEEK	DATE	TOPICS, READINGS, DEMOS, ASSIGNMENTS, DEADLINES
1	1/25	<p>Review of syllabus, course content, assignment structure, course expectations and assignments. Senior exhibition, formation of committees.</p> <p>Assignment: Web Domain Assignment: LinkedIn Account Assignment: Example Websites</p>
2	1/30	<p>Due: LinkedIn Account Due: Example Websites</p> <p>Senior exhibition planning. Personal brand and identity. Strategies for winning design competitions.</p>
	2/1	<p>Due: Web Domain</p> <p>Introduction to Squarespace as a website builder. Story-telling.</p> <p>Assignment: Resume & Website Template Concepts 1</p>
3	2/6	<p>Senior exhibition planning.</p> <p>Guest: Prof. Nelson</p>
	2/8	<p>Due: Resume & Website Template Concepts 1</p> <p>Portfolio design review.</p> <p>Assignment: Resume & Website Template Concepts 2</p>
4	2/13	<p>Studio Visit: Whipsaw</p>

	2/15	<p>Due: Resume & Website Template Concepts 2</p> <p>Portfolio design review.</p> <p>Assignment: Resume & Website Template Concepts 3</p>
5	2/20	<p>Guest lecture: Alex Ortega from Volkswagen.</p>
	2/22	<p>Senior exhibition planning.</p> <p>Guest: Prof. Nelson</p>
6	2/27	<p>Guest speaker: Brian Lanier from leeo.</p>
	3/1	<p>Due: Resume & Website Template Concepts 3</p> <p>Portfolio design review.</p> <p>Assignment: Website Live Project 1</p>
7	3/6	<p>Senior exhibition planning.</p> <p>Guest: Prof. Nelson</p>
	3/8	<p>Due: Website Live Project 1</p> <p>Portfolio design review.</p> <p>Assignment: Website Live Project 2</p>
8	3/13	<p>Due: Website Live Project 2</p> <p>Portfolio design review.</p> <p>Assignment: Website Live Project 3</p>

	3/15	<p>Due: Website Live Project 3</p> <p>Portfolio design review.</p> <p>Assignment: Website Live Project 4</p>
9	3/20	<p>Due: Website Live Project 4</p> <p>Portfolio design review.</p> <p>Assignment: Website Live Project 5-6</p>
	3/22	<p>Due: Website Live Project 5-6</p> <p>Portfolio design review.</p>
10	3/27	<p><i>Spring Recess (No Class)</i></p>
	3/29	<p><i>Spring Recess (No Class)</i></p>
11	4/3	<p>Site Review Group 1</p> <p>Assignment: Website Refinement 1</p>
	4/5	<p>Site Review Group 2</p> <p>Assignment: Website Refinement 1</p>
12	4/10	<p>Due: Website Refinement 1</p> <p>Portfolio design review.</p> <p>Assignment: Website Refinement 2</p>
	4/12	<p>Senior exhibition planning.</p> <p>Guest: Prof. Nelson</p>

13	4/17	<p>Due: Website Refinement 2</p> <p>Portfolio design review.</p> <p>Assignment: Website Refinement 3</p>
	4/19	Senior exhibition planning.
14	4/24	<p>Due: Website Refinement 3</p> <p>Portfolio design review.</p> <p>Assignment: Website & Business Package Final 1</p>
	4/26	<p>Senior exhibition planning.</p> <p>Guest: Prof. Nelson</p>
15	5/1	<p>Due: Website & Business Package Final 1</p> <p>Portfolio design review.</p> <p>Assignment: Website & Business Package Final 2</p>
	5/3	<p>Senior exhibition planning.</p> <p>Guest: Prof. Nelson</p>
16	5/8	Work day
	5/10	<p>Senior exhibition planning.</p> <p>Guest: Prof. Nelson</p>
17	5/21	<p>Final Exam: Monday, May 21st from 12:15pm - 2:30pm</p> <p>Due: Final Website & Business Package</p>