**Canvas Course Management Website**

Copies of the course materials such as the syllabus, assignment handouts, 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 system in Canvas for course updates, assignments, etc.

**Course Description**

Portfolio Project 2 is a course that will introduce students to the idea of “professionalism” and what that means in the world of Industrial Design. In addition to sensitizing students as to what is expected of a professional designer, students will be expected to develop a cohesive and compelling graphic format for introducing themselves and their work to the professional world of design. Personal branding is at the core of marketing ourselves in the design marketplace, and this course will give students the opportunity to discover their personal style and design interests. Students will research design offices, listen to presentations by designers in the industry, write and design their resume, cover letter, and business cards in a cohesively branded way. Both a 2D hard copy and digital version of the portfolio will be designed.

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.
Course Goals and Student Learning Objectives

Upon successful completion of this course, students will be able to:
LO1 Compose a compelling, well written, grammatically correct, and graphically cohesive resume and cover letter.
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 their portfolio of work.
LO4 Construct a professional standard for page layout tools: typography, materials, and imagery.
LO5 Arrange their work in their portfolio with quality and craftsmanship and in a way that represents their point of view.
LO6 Combine the knowledge on how to best discuss their work in their portfolio, process, and design philosophy.
LO7 Compile, organize, edit, and produce a portfolio of their design project work from studio courses.
LO8 Actively discuss, critique, and engage in professional review of their own and their peer’s work.
LO9 Design a business card that reflects the student as a designer and an individual.

Suggested Texts/Readings


Required Materials List

1 ITOYA Portfolio Case (www.artprofolio.com), US Letter Size or 11x17: $10-$35.00
Adobe CS: see Student Technology Resources on page 5 for instructions Free
Other suggested materials

Digital Camera (or equivalent) for photographing 2D and 3D work $150-400
Printer (or pool resources and share one) $100-$1,000
Photo paper for printing portfolio work $20-40
Professional Photography: $500-$1000/day

Library Liaison

Teresa Slobuski, Librarian for Design Department
Email: Teresa.Slobuski@sjsu.edu
Phone: 408.808-2318

Classroom Protocol

Critiques, Lectures, and demonstrations will typically happen at the beginning of the class so being in the classroom on time is important to gaining the content of the class. Attendance will be taken at the beginning of each class period as one of the ways to quantify class participation (if you aren’t there, you can’t participate). Attendance will sometimes be taken at the end of class. Active participation in class activities is a significant factor in a student’s success in the Industrial Design program. Students are expected to be on time to class with appropriate course materials. 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. Be ready to start the critique by 15 minutes after the class officially starts. Arriving late to class without prior arrangement and approval from the professor is considered disruptive. 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.

Cell phones, organizers, and laptops may be disruptive to the classmates to the class environment. Please keep laptop alerts, sounds, and tones at a minimized level during class. **Cell phone use is NOT permitted in this class**—please use airplane mode upon entering class. If you disrupt or withdraw from class activities due to your inability to maintain classroom device policy it will count against the participation portion of your final grade. If personal issues (family, medical, etc) require you to leave your phone on, please make prior arrangements with the instructor.

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 section at http://info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the current academic calendar web page located at http://www.sjsu.edu/academic_programs/calendars/academic_calendar/. The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/latedrops/policy/. Students should be aware of the current deadlines and penalties for dropping classes.
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 6 hours per week) that include reading, page layout design, and research (LO3, LO4, LO5). Students will be required to turn in a mid-term portfolio of work done to date (LO1, LO9). They will be required to turn in their final Portfolio of work on the Final Review date (LO7). Grading will follow the standard SJSU NCC system.

*Your final grade is the average of your classroom grade and the faculty Final Portfolio Review (40%/60% respectively*. This means that if you receive a C in my class and a C- in review, you will receive an NC grade (No Credit) Achieving a passing grade in the course (CR) is only possible with a C or better in the coursework and a successful (C or higher) review at Portfolio Review.

NC: No Credit
C: Credit

Grading for my class is weighted on participation and the successful completion of:

- **5%** Business Card
- **10%** One Cover Letter
- **10%** Professional Resume
- **25%** Participation
- **50%** Portfolio

Grades will be given to students throughout the semester for the described work above. That grading will follow the standard SJSU AF system as indicated. A grade of “C” or better is passing for the Cover Letter, Professional Resume, Business Card, Portfolio, and Participation. The final 60% of your grade will be assessed at the DSID 123A Portfolio Review by design department faculty.

**A+, A, A- / 100 – 91% / Excellent.** Nearly perfect and near professional level.
**B+, B, B / 90 – 81% / Above Average.** Exceeds expectations and is clearly above the average in the class
**C+, C, C- / 80 – 71% / Average.** Meets expectations and is average for the class
**D / 70 – 61% / Below Average.** Does not meet expectations. Is missing parts of the assignment or has not followed direction given in lectures, demonstrations or examples.
**F / Below 61% / Failure.** Failed to complete the assignment. Is missing significant parts of the assignment and quality is far below expectations.
Only assignments turned in on time will be graded, except for documented excused absences such as an illness (with a doctor's verification), or death in the family. Late assignments will not be accepted. No extra credit is available. No make-up is available without legitimate above described qualified excuse. Extra credit is not possible in this course as the workload is significant enough. The final project will be graded on completeness, as well as quality, therefore previously missed assignments/components should be included in the final project. A passing grade for this course is a C (Credit). The Participation grade in this course will be determined by each student’s engagement in presentations, critiques and activities that will be made available each week. These activities could include small assignments, engaging in online discussions and/or classroom exercises.

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

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 Disability Resource Center (DRC) at http://www.drc.sjsu.edu/ to establish a record of their disability.

Student Technology Resources

Though it is not anticipated that you will need any of this for this class, computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall and on the 2nd floor of the Student Union. 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.

Starting in Fall 2012 free Adobe Creative Suite licenses have been available through the SJSU Adobe software program for faculty, staff, and students. Students can access the current Adobe Creative Suite
Design and Web Premium, and should be able to download it from http://its.sjsu.edu/services/adobe/. Adobe Creative Suite Design and Web Premium includes: Photoshop CC, Illustrator CC, InDesign CC, Lightroom CC, Dreamweaver CC, Flash® Professional CC, Fireworks® CC, Acrobat® X Pro, Bridge CC, Media Encoder CC.

**Learning Assistance Resource Center**

The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. 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 the LARC website for more information at http://www.sjsu.edu/larc/.

**SJSU Writing Center (IMPORTANT)**

The SJSU Writing Center is located in Room 126 in Clark Hall. Professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges operate this center. 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. The Writing Center website is located at http://www.sjsu.edu/writingcenter/about/staff/. Because there is a great demand for the Writing Center services, please plan ahead and make an appointment since it’s not very easy to obtain drop-in assistance the day before assignments are due.

**Peer Mentor Center**

The Peer Mentor Center is located on the 1st floor of Clark Hall in the Academic Success Center. The Peer Mentor Center 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 Mentor Center website is located at http://www.sjsu.edu/muse/peermentor/

**SJSU Counseling Services (Optional)**

The SJSU Counseling Services is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit Counseling Services website at http://www.sjsu.edu/counseling.
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 University Accessible Education Center (AEC) at http://www.sjsu.edu/aec/ to establish a record of their disability.

San José State University Department of Design / Industrial Design Program
DSID 123A, Industrial Design Portfolio Project 2, Section 1,

Fall 2015 Course Schedule
(to be used as a guideline and subject to change with fair notice or noted on canvas.)

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>M Feb 1</td>
<td>IC (In Class): Review of syllabus, course content, assignment structure, course expectations and requirements. Sign up for Dream Jobs presentation. Assignment: Dream Jobs, source three examples of job postings, and three examples of personal branding (include resumes, cover letters and/or business cards.) layout with hyperlinks or photos in .pdf format ONLY.</td>
</tr>
<tr>
<td></td>
<td>W Feb 3</td>
<td>IC: Lecture #2: Job postings, resumes and cover letters lecture. Due: Three examples of job postings, resumes, business cards. Assignment: Write out the content of your resume and a cover letter for an internship, and business card. Spell check! <strong>If English is your second language or not your strength, the SJSU Writing Center offers free assistance — poorly written work will be returned ungraded for further editing.</strong></td>
</tr>
<tr>
<td>2</td>
<td>M Feb 8</td>
<td>IC: Cover letters and resumes peer review, feedback, and image board start. Due: One Student’s Dream Jobs presentation, Written out content of resume, cover letter, and business card. Assignment: Personal branding image board. Three different design directions of your business card.</td>
</tr>
<tr>
<td></td>
<td>W Feb 10</td>
<td>IC: Lecture #4 Professionalism and presentation lecture. Due: One Student’s Dream Jobs presentation, personal branding image board, three different design direction of business card printed out for class review. Assignment: 3 different design directions for resume/cover letter. Printed out for class review.</td>
</tr>
<tr>
<td>Week</td>
<td>Date</td>
<td>Topics, Readings, Assignments, Deadlines</td>
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<td>----------------------------------------</td>
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</tbody>
</table>
| 3    | M Feb 15| **IC:** Professionalism lecture  
**Due:** One Student’s Dream Jobs presentation, (3 different design directions) resume, cover letter, and business card and print for review.  
**Assignment:** Refine 1-2 direction of Resume/Cover Letter/Business Card. Refine content. |
|      | W Feb 17| **IC:** Portfolio layout and composition lecture. Outline graphics using template  
**Due:** One Student’s Dream Jobs presentation, refined resume, cover letter, and business card in hard copy version.  
**Assignment:** Source three portfolios (PDF or link), Outline graphic in basic shapes. |
| 4    | M Feb 22| **IC:** Discuss sourced portfolios and how they tell a story. Portfolio lecture.  
**Due:** One Student’s Dream Jobs presentation, sourced portfolios, outline of basic graphic shapes.  
**Assignment:** Story-telling start/rough storyboard for one design project—your favorite or strongest product development first. Mock-interview questions and answers for Wed. Dress to impress Wed.! |
|      | W Feb 24| **IC:** Portraits and Mock-Interviews  
**Due:** One Student’s Dream Jobs presentation, project #1 storyboard.  
**Assignment:** Project #1 design layout in 3 different design directions. Printed out for class review. |
| 5    | M Feb 29| **IC:** Class review of project #1 and story-telling.  
**Due:** One Student’s Dream Jobs presentation, 3 versions of portfolio layout design.  
**Assignment:** Move forward with one design direction based on feedback and extend to second project. |
|      | W March 2| **IC:** Karly Siroky Guest Lecturer  
**Due:** One Student’s Dream Jobs presentation, second project portfolio pages. Bring in products/projects to photograph for portfolio assets next week.  
**Assignment:** Refine portfolio pages and extend to third project. |
| 6    | M March 7| **IC:** basics: Grids/Character Styles/Pages  
**Due:** One Student’s Dream Jobs presentation, third project portfolio pages. Outline for portfolio(use template for 48 pages) with timeline and dates guestimated.  
**Assignment:** Refine portfolio pages and expand to fourth project. |
|      | W March 9| **IC:** Photography setup. Photoshopping demo. Christopher Norris?  
**Due:** One Student’s Dream Jobs presentation, fourth project portfolio pages.  
**Assignment:** Refine portfolio pages and fifth project portfolio pages. |
<table>
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| 7    | M March 14 | IC: Photoshopping. Class review of portfolios pages.  
Due: One Student’s Dream Jobs presentation, fifth project portfolio pages.  
Assignment: Refine portfolio pages and expand. |
| W March 16 | IC: Class review of portfolios pages. Sign-up for Mid-term review  
Due: One Student’s Dream Jobs presentation, expanded portfolio pages.  
Assignment: Refine portfolio pages and expand. |
| 8    | M March 21 | IC: Class review of portfolios pages.  
Due: One Student’s Dream Jobs presentation, expanded portfolio pages.  
Assignment: Refine portfolio pages and expand. |
| W March 23 | IC: Guest Lecturer?  
Due: One Student’s Dream Jobs presentation, expanded portfolio pages.  
Assignment: Refine portfolio pages and expand. |
| 9    | M March 28 | Spring Break; Campus closed                                                                                                                                               |
| W March 30 |                                                                                                                  |
| 10   | M April 4  | IC: Mid-Term Review of 4 projects (half the class)  
Due: One Student’s Dream Jobs presentation  
Assignment: Work on portfolio pages. |
| Mid-Terms |                                                                                                                  |
| W April 6 | IC: Mid-Term Review of 4 projects (rest of the class)  
Due: One Student’s Dream Jobs presentation  
Assignment: Work on portfolio pages. |
| Mid-Terms |                                                                                                                  |
| 11   | M April 11 | IC: Portfolio class critiques.  
Due: One Student’s Dream Jobs presentation  
Assignment: Work on portfolio pages. |
| W April 13 | IC: One-on-one critiques.  
Due: One Student’s Dream Jobs presentation  
Assignment: Finalize cohesively branded portfolio, cover letter, resume and cover letter based on feedback. |

The structure of each week will be as follows:  
Lecture/Demos/Group Critiques/One-on-one critiques
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
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<tbody>
<tr>
<td>12</td>
<td>M April 18</td>
<td>IC: Send-Out packages/ business packages—putting it all together.</td>
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<td><strong>Due:</strong> One Student’s Dream Jobs presentation</td>
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<td></td>
<td><strong>Assignment:</strong> Send-out package to potential employers and finalize business package for internships - printed</td>
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<td>W April 20</td>
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<tr>
<td></td>
<td></td>
<td>IC: Work day.</td>
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<td><strong>Due:</strong> One Student’s Dream Jobs presentation</td>
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<tr>
<td></td>
<td></td>
<td><strong>Assignment:</strong> Send-out package to potential employers and finalize business package for internships - printed</td>
</tr>
<tr>
<td>13</td>
<td>M April 25</td>
<td>IC: Guest lecturer/portfolio critiques</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Due:</strong> One Student’s Dream Jobs presentation. Printed business package in class critique</td>
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<td></td>
<td><strong>Assignment:</strong> Finalize cohesively branded portfolio, cover letter, resume, cover letter, and business card based on feedback.</td>
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<tr>
<td></td>
<td>W April 27</td>
<td>IC: One-on-one critiques. Review Day overview.</td>
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<td><strong>Due:</strong> One Student’s Dream Jobs presentation</td>
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<tr>
<td></td>
<td></td>
<td><strong>Assignment:</strong> Finalize cohesively branded portfolio, cover letter, resume, and business card based on feedback.</td>
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<tr>
<td>14</td>
<td>M May 2</td>
<td>IC: Work day. Review Day overview.</td>
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<td><strong>Due:</strong></td>
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<tr>
<td></td>
<td></td>
<td><strong>Assignment:</strong> Finalize cohesively branded portfolio, cover letter, resume, and business card based on feedback.</td>
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<td>W May 4</td>
<td>Work day.</td>
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<tr>
<td>15</td>
<td>M May 9</td>
<td>IC: Work day. Review Day overview.</td>
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<tr>
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<td><strong>Due:</strong></td>
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<tr>
<td></td>
<td></td>
<td><strong>Assignment:</strong> Finalize cohesively branded portfolio, cover letter, resume, and business card based on feedback.</td>
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<tr>
<td></td>
<td>W May 11</td>
<td>One-on-one feedback of printed portfolio work/ Work day.</td>
</tr>
<tr>
<td>16</td>
<td>M May 16</td>
<td>Final review of all assets.</td>
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<tr>
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<td><strong>Due:</strong> All assets must be turned in to me.</td>
</tr>
<tr>
<td>17</td>
<td>F May 20</td>
<td><strong>FINAL REVIEW</strong> - 60% of your course grade</td>
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<td></td>
<td>Set-up between 8pm May 19-9am 20th</td>
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</tbody>
</table>