San José State University  
Department of Design / Industrial Design Program  
DSID32A, Portfolio Project 1, Section 01, 02 & 03  
Spring 2016

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>Prof. Elizabeth Briggs</th>
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<tbody>
<tr>
<td>Office Location:</td>
<td>Art &amp; Design Bldg. Rm 217</td>
</tr>
<tr>
<td>Telephone:</td>
<td>(408) 924-4392</td>
</tr>
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<td>Email:</td>
<td><a href="mailto:Elizabeth.Briggs@sjsu.edu">Elizabeth.Briggs@sjsu.edu</a></td>
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<tr>
<td>Office Hours:</td>
<td>M/W 3:00 pm -3:30 pm</td>
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<tr>
<td>Class Days/Time:</td>
<td>Section 01: F 8:00-9:50am / Section 02: F 10:00-11:50am / Section 03: F 12:30-2:20pm</td>
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<tr>
<td>Classroom:</td>
<td>IS 118</td>
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<tr>
<td>Prerequisites:</td>
<td>DSID 21; DSID 31; or Instructor Permission</td>
</tr>
<tr>
<td>Corequisites:</td>
<td>BSID Major: DSID 22; DSID 32 or Instructor Permission</td>
</tr>
<tr>
<td>Course Fees:</td>
<td>$11</td>
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Canvas Course Management Website

Copies of the course materials such as the syllabus, assignment handouts, grading, etc. may be found on the DSID32A 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 will also be managed through the class CANVAS site.

Course Description

Industrial Design as a profession relies upon the ability of designers to communicate their concepts and ideas visually. The manner in which a designer is evaluated is not by their resume showing their work history alone; it relies heavily upon the portfolio of project work that a designer is able to show to anyone including graduate programs, future employers, and potential clients. Portfolio Project 1 is the first of a series of four courses that will teach the Industrial Design student to develop an individual voice in regards to their work and to show that work visually in a clear, compelling, and creative manner. This course will introduce the student to methods of documenting their 2D and 3D work,
rules and guidelines for laying out a clear and understandable portfolio of work done
during the foundation courses at SJSU, and the tools to do this.

Course Goals and Student Learning Objectives

Portfolio Project 1 is the first of four Portfolio Project courses in the Industrial Design
curriculum. Students will learn how to edit their body of work from DSID 21, DSID 22,
DSID 31 and DSID 32 through a series of discussions and exercises (LO 1, 6, 7). They
will then document and assemble their project work through the use of software programs
in Adobe Creative Suite (Photoshop, Illustrator, InDesign) (LO 2-4) and will complete
the course with an exhibition and Portfolio Review of their Foundation Studies work that
includes both 2D and 3D original work and at least SIX projects laid out in a beginning
portfolio (LO 5, 7). The course concludes with a written and oral review of the work by a
panel of faculty and professional guests (LO 7).

Course Content Learning Outcomes

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

(LO1) Collect, edit and archive a portfolio of their work.
(LO2) Document both 2D and 3D work from the portfolio using digital photographic and
scanning methods.
(LO3) Apply the basic criteria of page layout; grid, composition, balance, and unity to
their portfolio of work.
(LO4) Construct a standard for page layout tools; typography, materials, and imagery
using aspects of all three of the computer programs taught in the course.
(LO5) Arrange their work in the portfolio with quality and craftsmanship and in a way
that represents their work in a clear and understandable.
(LO6) Actively discuss, critique, and engage in professional review of their own and their
peers’ work.
(LO7) Articulate design awareness, knowledge and intent, both in their own work and
when discussing the work of others in informal classroom discussions as well as formal
critiques at the end of each milestone in the portfolio development in the class. This
should be demonstrated in their ability to actively discuss, critique, and engage in
professional review of their work and that of their peers work.

Required Materials/Texts/Readings

Required Materials List

A computer, or access to a computer, with the most recent Adobe CS suite of products
including:

- Photoshop
- Illustrator
- InDesign

- Adobe Creative Suite licenses are available through the SJSU Adobe
software program for faculty, staff, and students. Choose one of the two
types of packages from below. 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.

A digital camera (not a phone camera) $125
Access to a flatbed scanner (one is provided in the Seid Innovation Lab in Art 207)
Large format (13” x 19”) color inkjet printer $150
1 ITOYA Portfolio Case (www.artprofolio.com), tabloid size (11” x 17”): $35.00

Required Reading List


Other articles, references and readings will be posted to the CANVAS site for this course.

Library Liaison
Rebecca Kohn, Associate Librarian for Design Department
Email: Rebecca.Kohn@sjsu.edu
Phone: 408.808-2007

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. Be ready to start the critique by 10 minutes after the class officially starts. 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.

Cell phones, PDA’s, Pads, 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. If emergency personal issues (documented family, medical, etc) require you to leave your phone on, you may do so by making arrangements with the instructor prior to and in advance of the start of class. 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.

**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](http://info.sjsu.edu/static/catalog/policies.html) section at [http://info.sjsu.edu/static/catalog/policies.html](http://info.sjsu.edu/static/catalog/policies.html). Add/drop deadlines can be found on the [current academic calendar](http://www.sjsu.edu/academic_programs/calendars/academic_calendar/) web page located at [http://www.sjsu.edu/academic_programs/calendars/academic_calendar/](http://www.sjsu.edu/academic_programs/calendars/academic_calendar/). The [Late Drop Policy](http://www.sjsu.edu/aars/policies/ldrops/policy/). 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](http://www.sjsu.edu/aars/policies/ldrops/policy/).

**Assignments and Grading Policy**

Students will be engaged in demos, discussions and critiques during class meeting times and they will be assessed on engagement in those activities in their Participation grade (LO6-7). Students will have homework assignments to do outside of class (12-18 hours per week) that include two- and three-dimensional sketching and drawing assignments as required by the course assignments (LO 1-7). Students will be required to be present to discuss their work in classroom critiques (LO 7). Grading will follow the standard SJSU A-F system.

- **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**

Grading is weighted as follows:

- **Progressive Assignments (LO1-7)**: 20%
- **In Class Activity & Participation (LO1-7)**: 10%
- **Mid-Term Portfolio (LO 4)**: 20%
- **Final Portfolio and Review (LO1-7)**: 50%

All assignments are due on time. No late work is accepted. Any assignment throughout the semester may be “redone” (must have been turned in on time the first time) for a better grade (Although it must have been turned in at the time of the critique in order to
earn the opportunity to “redo” the project). The “redo” is due the following week at the first class meeting or will not be accepted. Extra credit is not possible in this course as the workload is significant enough. A passing grade for this course is a D-. The Participation grade in this course will be assessed through your engagement in Work/Practice sessions, class discussions 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 (http://www.sjsu.edu/studentconduct/docs/S07-2.pdf), 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 http://www.sjsu.edu/studentconduct/facultyandstaff/Academic_Integrity/. 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.

Instances of academic dishonesty will not be tolerated. Cheating on exams 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 failing grade and 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 your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU’s Academic Policy S07-2 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 Disability Resource Center (DRC) at http://www.sjsu.edu/drc/ to establish a record of their disability.

**Student Technology Resources**

Though it is a requirement for ID students to have their own computer with the required software (Adobe CS, Solidworks, MS Office), and it is highly recommended 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 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.

Adobe Creative Suite licenses are available through the SJSU Adobe software program for faculty, staff, and students. Choose one of the two types of packages from below. 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

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 32A / Portfolio Project 1, Spring 2016, Course Schedule

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

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Demos, Assignments, Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>F 1/29</td>
<td>Review of syllabus, course content &amp; expectations, assignment structure &amp; materials. Portfolio Sneak Peak. Assign #1 Scan Your Sketches</td>
</tr>
<tr>
<td>2</td>
<td>F 2/5</td>
<td>Lesson #1 Resolution. Demo: Photoshop Basic Color Correction. Assign #2 Scan Cleanup. Assign #3 Portfolio Layout Inspiration. Assign #4 Portfolio Project List</td>
</tr>
<tr>
<td>3</td>
<td>F 2/12</td>
<td>Quiz: Resolution. Lesson #2 Layout and The Grid, Assign #5 Discover the Grid in Class. Assign #6 Layout Thumbnails</td>
</tr>
<tr>
<td>4</td>
<td>F 2/19</td>
<td>Demo: Introduction to InDesign Portfolio Layout. Begin Portfolio Layout. Assign #7 Translate Sketch to Page Layout</td>
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<tr>
<td>5</td>
<td>F 2/26</td>
<td>In Class Work Day: Portfolio Page Layout.</td>
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<tr>
<td>6</td>
<td>F 3/4</td>
<td>In Class Work Day: Portfolio Page Layout refinement &amp; Title Page Design</td>
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<tr>
<td>7</td>
<td>F 3/11</td>
<td>In Class Work Day: Portfolio Page Layout refinement &amp; Title page design. All three fall semester projects into layout.</td>
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<tr>
<td>8</td>
<td>F 3/18</td>
<td>Mid-Term Review of 3 projects in portfolio layouts</td>
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<tr>
<td>9</td>
<td>F 3/25</td>
<td>Lecture: Basics of Product Photography (including outdoors), Archiving Essentials. Assign #8 Photograph all 3D Sketch Development Models for 3 Fall Projects</td>
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<tr>
<td></td>
<td>F 4/1</td>
<td>Spring Break, Campus Closed, No Class</td>
</tr>
<tr>
<td>10</td>
<td>F 4/8</td>
<td>Assign #9 Photograph Final Models for 3 Fall Projects. In Class Work Day: Portfolio Page Layout Refinements according to midterm feedback.</td>
</tr>
<tr>
<td>11</td>
<td>F 4/15</td>
<td>In Class Work Day: Portfolio Refinements &amp; Title Page Revisions. Assign #10 Portfolio Refinements for all 3 Fall Projects</td>
</tr>
<tr>
<td>12</td>
<td>F 4/22</td>
<td>In Class Work Day: Portfolio Page Layout Extension to Spring Semester Projects. FPO photo placeholders acceptable</td>
</tr>
<tr>
<td>13</td>
<td>F 4/29</td>
<td>In Class Work Day: Portfolio. Assignments: Scan all Spring Semester project sketches, Photograph all Spring Semester Development/Final models.</td>
</tr>
<tr>
<td>14</td>
<td>F 5/6</td>
<td>Small group reviews with professor. Update To-Do Lists</td>
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<tr>
<td>15</td>
<td>F 5/13</td>
<td>Small group reviews with professor.</td>
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<tr>
<td>Final Exam</td>
<td>F 5/18-19</td>
<td>DSID 32A Portfolio Review Wednesday May 18th from 9am-5pm, Thursday May 19 from 9am-5pm - Setup of Portfolio and work MUST be completed by 9am or a NC grade will be issued for the Final Exam.</td>
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