

**San José State University / Department of Design
Industrial Design Program
DSID 123A, Industrial Design Portfolio Project 2, Section 1
Spring 2020**

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Office Hours:	T/Th 2:30pm – 3:00pm by appt., or by prior arrangement via Zoom or phone.
Class Days/Time:	T/Th 6:00pm – 8:50pm
Classroom:	IS 118
Prerequisites:	DSID123; DSID41; DSID126; Design Elective

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 123A 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 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 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.

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

Student Learning Objectives

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.

Course Learning Outcomes (CLO)

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

1. *UC portfolio guide*: http://www.portfoliohandbook.com/PortfolioHandbook_UCID12.pdf
2. Elam, Kimberly. *Grid Systems*. Princeton Architectural Press, 2004. ISBN 9781568984650
3. Enns, Blair. *Win Without Pitching Manifesto*. RockBench Publishing Corp.; First edition, 2010. ISBN: 978-1605440040
4. Pressfield, Steven. *The War of Art*. Black Irish Entertainment LLC; January 11, 2012. ISBN 978-1936891023

5. Pressfield, Steven. *Turning Pro*. Black Irish Entertainment LLC; May 31, 2012. ISBN 978-1936891030
6. Rath, Tom. *Strengths Finder 2.0*. Gallup Press; 1 edition; February 1, 2007. ISBN 978-1595620156
7. Neumeier, Marty. *The Brand Gap*. New Riders, c2006. ISBN 9780321348104

Required Materials List

This course culminates in a physical work review and as such requires a printed portfolio of work and presentation. Estimated cost of supplies for this course will be varied depending on individual, however, average cost is about \$300 for purchasing materials.

The following materials are required:

1 ITOYA Portfolio Case (www.artportfolio.com), US Letter Size
Adobe CS: see Student Technology Resources on page 5 for instructions
(we will use Photoshop, Illustrator and InDesign in class and it's provided free of charge through SJSU)
Digital Camera (or equivalent) for photographing 2D and 3D work
Printer (or pool resources and share one)
Photo paper for printing portfolio work

Other suggested materials

Professional Photography
Earthquake putty for use in photographing models

Library Liaison

Design Department Librarian
Aliza Elkin
Email: aliza.elkin@sjsu.edu
Phone: (408) 808-2043

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 in 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.

Assignments and Grading Policy

This course is graded as a credit (C) / no credit (NC) course. C 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 two general criteria that determine a grade in this class. They are (1) the coursework grade, anything below a “C” grade is an automatic NC grade; (2) the final exam, failing is an automatic NC grade.

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 writing (L1, L2, LO3, LO4). Students will be required to turn in a mid-term portfolio of work done to date (L3, L4, LO5) and will be required to turn in a final Portfolio of work as part of their final exam or portfolio review (LO7, L9) along with related digital uploads to Canvas. Grading will follow the standard SJSU NC/C system.

NC: No Credit
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 and activities.

Grading for this class is weighted on the following:

1. Coursework:
 - 25% Participation
 - 15% Mid-term Portfolio
 - 25% Business Package
 - 35% Portfolio Development
2. Final Exam (portfolio review):
C / NC

Grades will be given to students throughout the semester for the described work above. Extra credit will not be offered in this course. That grading will follow the standard SJSU AF system as indicated. A grade of “C” or better is passing for the course

A+, A, A- / **100 – 91%** / **Excellent.** *Nearly perfect and near professional level.*

B+, B, B / **90 – 81%** / **Above Average.** *Exceeds expectations and is 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 make-up is available without legitimate above described qualified excuse.

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).

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](http://www.sjsu.edu/gup/syllabusinfo/) 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), and it is highly recommended that by the time students pass DSID 123A that all BSID 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. 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. Students will be given a 4 linear foot allotment of paper for this course (enough for 1 draft). Any additional needs for printing 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.

Solidworks is also provided by SJSU for no cost to students. Please contact your advisor to get the downloading information.

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Spring 2019 Course Schedule**

(to be used as a guideline and subject to change with fair notice or noted on Canvas.)

Week	Date	Topics, Readings, Assignments, Deadlines The structure of each week will be as follows: Lecture/Demos/Group Critiques/One-on-one critiques
1	Th 1/23	<p>IC (In Class): Review of syllabus, course content, assignment structure, course expectations and requirements. Sign up here for Dream Jobs presentation.</p> <p>Assignment: Dream Jobs and personal branding assigned</p>
2	T 1/28 Th 1/30	<p>IC: Lecture #2: Job postings, resumes and cover letters lecture.</p> <p>Due: Dream Jobs presentations, Personal branding assignment</p> <p>Assignment: Write out the content of your resume and a cover letter for an internship, and business card. Spell check! <i>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.</i></p> <p>IC: Review of student rebranding, cover letter and resume lecture, demo on business card design start</p> <p>Due: Dream Jobs presentations, student rebranding exercise</p> <p>Assignment: Write out the <i>content only</i> of resume and cover letter. Design three different design directions of your business card.</p>
3	T 2/04	<p>IC: Cover letters and resumes peer review and feedback</p> <p>Lecture #4 Professionalism and presentation lecture.</p> <p>Due: Dream Jobs presentations, three different design direction of business card printed out for class review, content for cover letter and resume printed out.</p> <p>Assignment: 3 different design directions for resume/cover letter. Printed out for class review.</p>

	Th 2/06	<p>IC: Critique 3 design directions for business card/resume/cover letter Due: Dream Jobs presentations, (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.</p>
4	T 2/11 Th 2/13	<p>IC: Portfolio layout and composition lecture. Outline graphics using template Due: Dream Jobs presentations, refined resume, cover letter, and business card submitted online Assignment: Source three portfolios (PDF or link), Outline graphic in basic shapes. Due: 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 Tues. Dress to impress Tuesday!</p>
5	T 2/18 Th 2/20	<p>IC: Mock-interviews and portraits Due: Dream Jobs presentations, project #1 storyboard. Assignment: Project #1 design layout in 3 different design directions. Printed out for class review. IC: Class critique of project #1 and story-telling. Due: Dream Jobs presentations, 3 versions of portfolio layout design. Assignment: Move forward with one design direction based on feedback and extend to second project.</p>
6	T 2/25 Th 2/27	<p>IC: Basics overview: Grids/Character Styles/Pages. Outlines for planning. Due: Dream Jobs presentations, second project portfolio pages. Assignment: Refine portfolio pages and extend to next project. Due: Dream Jobs presentations, third project portfolio pages.. Assignment: Refine portfolio pages and expand to next project. Outline for portfolio(use template for 48 pages) with timeline and dates gestimated. Bring in products/projects to photograph for portfolio assets Wednesday.</p>
7	T 3/4 Th 3/06	<p>IC: Work in class Due: Dream Jobs presentations, fourth project portfolio pages. Assignment: Refine portfolio pages and expand project portfolio pages. IC: Photography setup. Photography demo part 1. Due: Dream Jobs presentations, expand project portfolio pages. Assignment: Refine portfolio pages and expand.</p>

8	T 3/10	<p>IC: Photography setup. Photoshopping demo part 2. Due: Dream Jobs presentations, expanded portfolio pages. Assignment: Refine portfolio pages and expand.</p>
	Th 3/12	<p>IC: Class review of portfolios pages. Due: Dream Jobs presentations, expanded portfolio pages. Assignment: Refine portfolio pages and expand.</p>
9	T 3/17	<p>IC: Class review of portfolios pages. Assignment: Refine portfolio pages and expand.</p>
	Th 3/19	<p>IC: Work in class Assignment: Work on portfolio pages. Assignment: Finalize cohesively branded portfolio, cover letter, resume and cover letter based on feedback.</p>
10	T 3/24 Mid-Terms	<p>IC: Work day IC: Midterm Review of 4 projects (sign-ups) BRING POST-ITs!</p>
	Th 3/26 Mid-Terms	<p>IC: Midterm Review of 4 projects (sign-ups) BRING POST-ITs! Assignment: Work on portfolio pages. Updated portfolio outline with</p>
11	3/30-03	<p><i>Spring Break; Campus closed</i></p>
12	T 4/07	<p>IC: Send-Out packages/ business packages—putting it all together. Assignment: Send-out package for potential employers and finalize business package for internships - printed</p>
	Th 4/09	<p>IC: In-class work day Assignment: Work on portfolio pages. Updated portfolio outline with dates. Mock-interview questions and answers for Mon. Dress to impress Monday!</p>
13	T 4/14	<p>IC: Work day Assignment: Work on portfolio pages and send-out package.</p>
	Th 4/16	<p>IC: Work day. Assignment: Work on portfolio pages.</p>

14	T 4/21 Th 4/23	<p>IC: In-class work day or Field trip to Elemental 8 (TBD) Assignment: Finalize cohesively branded portfolio, cover letter, resume, and send-out package.</p> <p>IC: Send-out package critique. Assignment: Finalize cohesively branded portfolio, cover letter, resume, and business card based on feedback.</p>
15	T 4/28 Th 4/30	<p>IC: Work day. One-on-one reviews. Due: Send-out Package Assignment: Finalize cohesively branded portfolio, cover letter, resume, and business card based on feedback.</p> <p>IC: Work day. One-on-one reviews. Assignment: Finalize cohesively branded portfolio, cover letter, resume, and business card based on feedback.</p>
16	T 5/05 Th 5/07	<p>IC: One on one reviews Final review of all assets. Sign-up here for T or Th review. BRING POST-ITs!</p> <p>IC: One on one reviews. Sign-up here for T or Th review. BRING POST-ITs!</p>
17	Th 5/14	<p>FINAL EXAM / PORTFOLIO REVIEW - C/NC grade Anticipated Thursday, May 14, 9am-TBD. No late work is accepted.</p>