



SENIOR SHOW | Portfolio Preparation and Web Design **Course Syllabus | 12 Weeks**

Instructor: Rick Thompson, NCIDQ Certificate Number 27720

Course Overview:

Using technical, branding, and design skills the student will prepare and market a **personal portfolio**, both tangibly and electronically, in a dynamic and original style, representative of their personal brand and technological abilities. Often, a physical portfolio and website are the only examples of visual work by which an employer is able to review the talents of an individual.

Topics to be reviewed include:

- Re-defining the portfolio and creating a website
- Focusing selections (projects) based on employer type
- Interview etiquette and talking points
- Sales and presentation methods
- Personal identity design for correspondence: email, cover letter, résumé, and website
- Preparing the perfect résumé, cover letter, and follow-up letter

Summary:

Senior Show is designed to assist graduating seniors in redefining their portfolio to create an effective marketing tool for their entry into, and continued practice in the interior design profession. Refinement of the portfolio, both physically and electronically, is coupled with development of the student's abilities to present themselves, as well as their work professionally. Writing skills are addressed with generation and refinement of a complete résumé, letter of introduction, follow-up letter and personal identity logo to be used on correspondence in various media.

Portfolio audit and redefining the portfolio:

The class, as a whole, will review prior student work and discuss and comment on techniques and processes that are direct advantages and disadvantages in peers' displayed work. An emphasis on reviewing each portfolio will consider graphics, presentation methods, multi-media components and craftsmanship, where applicable.

Résumé and letters:

Students are required to target the design market they would like to pursue. Résumés are reviewed for graphics, content, style and readability. Pros and cons are discussed in an open class format to expose the student to variations in writing styles and to assist the student in determining how they will be perceived.

Throughout the course, students are encouraged to discover corporate information about interior design job markets and disciplines through research via business journals, libraries and the Internet.

Creating a multi-disciplinary portfolio, along with a professional résumé, letter of introduction and follow-up letter, are key requirements for this course. The goal of this class is to prepare students for the competitive job market equipped with the necessary tools to confidently acquire a job.

Class Policies:

- All projects are due per class schedule. No late items accepted - no points awarded.
- Class participation in discussions, guest speaker engagements and field trips.
- Attendance is mandatory: 2 points deducted for each absence (no exceptions); grade drop after (3) absences or three non-consecutive class meeting absences per course may result in the student being withdrawn from that course.
- Late arrivals and/or leaving class early: 2 point deduction for each (no exceptions).
- You are required to bring a completed portfolio to finals class. An operational website address and PDF portfolio are to be forwarded via email to the instructor PRIOR to the start of class on week 12. Failure to complete, participate in, and attend week 12 class will result in an "F" grade (no exceptions).

Grading:

Quiz #1:	Vocabulary (based on Chapter 4, p 95)	(10 pts.)
Quiz #2:	Portfolio Layout (based on Chapter 6, pages 134 to 148)	(10 pts.)
Quiz #3:	Evaluating and Presenting Your Portfolio (based on Chapter 9, pages 224 to 245)	(10 pts.)
Assignment #1:	Self-Analysis Questions (pages 24 to 26)	(5 pts.)
Assignment #2:	Selecting Your Best Work (pages 77 to 81)	(5 pts.)
Assignment #3:	Student Website (due week 12)	(5 pts.)
Assignment #4:	Stages of A Typical Interview (p 236)	(5 pts.)
Assignment #5:	Common Interview Questions (from Chapter 9, page 237)	(5 pts.)
Identity Logo:		(15 pts.)
Résumé:		(15 pts.)
Letter of Introduction:		(10 pts.)
Follow-up Letter:		(10 pts.)
Website:		(15 pts.)
Portfolio:		(20 pts.)
Reaction Papers and Field Trips:		(10 pts.)

Total Points Possible

150 pts.

Required Textbook:

Bender, Diane M. *Design Portfolio: Presentation and Marketing for Interiors Designers*. 3rd Ed. New York, NY: Fairchild Books, 2017 (Available from Amazon).

Optional Books:

Kliment, Stephen, *Writing For Professionals*, New York: W. W. Norton and Co., 1998.
Berryman, Gregg, *Designing Creative Résumés*, Los Altos: Crisp Publications, Inc., 1990.

A Few Professional Services and Resources in Orange County:

Reprographic Services:

ARC Southern California

Locations: Anaheim, Costa Mesa, Irvine, Laguna Hills, Tustin

Photography:

Photo Bob

1517 West Alton Avenue

Santa Ana, CA 92704

Bob Naik 714/966-2521 or bob@photobob.com

Graphic Design:

Propper Design

Kevin Propper 949/230-9714 or Kevin@kevinpropper.com

Supplies:

Art Supply Warehouse

6672 Westminster Blvd.

Westminster, CA

(714) 891-3626

NOTES:

Estimated cost of class approx. \$500.00 - \$1000.00

Before purchasing a portfolio consult your instructor.



SENIOR SHOW | Portfolio Preparation and Web Design Class Schedule

- Week 1 Review class objectives and goals
Discussion on redefining the portfolio and conducting a portfolio audit
Discussion of assignment #1: Self-Analysis (utilize questions that are applicable)
Discussion of assignment #2: Selecting your best work (pages 77-81). Use list found on page 78 (box 3.33 – Selecting Your Best Work) addressing each question with bullet points
Assignment #1: Self-Analysis Questions, pages 24- 26 (due week 3, typed)
Assignment #2: Selecting Your Best Work, pages 77-81 (due week 4, typed)
Assignment: Read Chapters 1, 2, 3, and 4
Assignment: Study for Quiz #1: Vocabulary (based on Chapter 4, page 95)
- Week 2 Field trip or guest speaker: TBA (as schedule permits)
- Week 3 Discussion of branding identity and strategies based on Chapter 2. Strategies and the components to include: resumes, business cards, portfolio and websites
Discussion of Chapter 4, Digital Imagery Do's and Don'ts
Discussion of an identity logo to use in your branding
Quiz #1: Vocabulary (via Canvas)
Due: Assignment #1, Self-Analysis questions (typed)
Due: Assignment #2, Selecting Your Best Work
Assignment: Generate identity logos, (5) minimum for class discussion on Week 4
Assignment: Read Chapters 5 and 6
Assignment: Study for Quiz #2: Portfolio Orientation
- Week 4 Discussion of résumés, cover letters and follow-up letters
Review Chapter 2, pages 49 to 59 for guidelines
Discussion on Chapter 5, Organizing Your Portfolio
Quiz #2: Portfolio Orientation (via Canvas)
Due: Draft Identity Logos, (5) minimum for class discussion
Assignment: Read Chapter 7, 8, and 9
Assignment: Work on résumés, cover and follow-up letters (drafts due on week 5)
Study for Quiz #3: Evaluating and Presenting Your Portfolio, based on Chapter 9, pages 224 to 245
Assignment: Finalize identity logos (due week 6)
- Week 5 Field trip or guest speaker: TBA (as schedule permits)
Discussion on Chapters 6, 7, 8 and 9
Quiz #3: Evaluating and Presenting Your Portfolio (via Canvas)
Due: Draft résumés plus cover and follow-up letters
Assignment: Finalize Identity Logos (due week 6)
Assignment: Peer review of draft résumés, cover and follow-up letters

- Week 6 Field trip or guest speaker: TBA (as schedule permits)
Due: Final identity logo (bring to field trip)
Assignment #3: Student website (due week 12)
Assignment: Final résumés, cover and follow-up letters (due week 9)
- Week 7 Field trip or guest speaker: TBA (as schedule permits)
 Discussion on Chapter 8, Digital Portfolio Formats
Assignment #4: Stages of A Typical Interview (page 236); use the layout shown in box 9.8 (page 236) to develop talking points in a typed paper (due week 8)
- Week 8 Class discussion on portfolio layout/thumbnails progress and website design
Due: Assignment #4: Stages of a Typical Interview
Assignment #5: Common Interview Questions (Chapter 9, page 237); students to develop answers to these questions for group discussion (due week 9)
- Week 9 Group class discussion on common interview questions
 Class discussion on portfolio layout/thumbnails progress and website design
Due: Assignment #5: Common Interview Questions
Due: Final résumés cover and follow-up letters (2 copies each on quality paper)
Assignment: Develop “proof” copies of portfolio projects for portfolio (due week 10); (3) projects minimum
Assignment: Website design continues: editing and refining
- Week 10 Field trip or guest speaker: TBA (as schedule permits)
 Discussion of collateral “take-aways” for finals week
Due: (3) test “proofs” of portfolio projects
Assignment: Website design continues: editing and refining
- Week 11 Discussion of presentation event on week 12
 Assign student locations for event on week 12
Assignment: Prepare and assemble final portfolio for review, grading and presentation (due week 12)
Assignment: Finalize personal webpage (due week 12)
Assignment: Email PDF attachment of final portfolio and website address to instructor rthompson@idi.edu (due week 12 BEFORE 6PM)
- Week 12 **Portfolio Review:** Professionals are invited to meet Senior Show students to review and discuss their work. Dress appropriate and know your work as this should be considered an informal but important interview opportunity!
Due: Portfolio and personal website. Bring portfolio, copies of resume, and collateral “take-away” (if applicable)
- Notes: Attendance and presentation of portfolio and website on week 12 are mandatory
 Schedule of class meetings are tentative and are subject to change
 No late assignments will be accepted



SENIOR SHOW | Portfolio Preparation and Web Design

Identity Logo

Design Assignment:

Develop an identity logo that can be incorporated into your portfolio, resume and on your personal stationary. It needs to be clean, straight forward and should represent who you are. It may be created by using your name, initials and/or in tandem with an object. This logo can be created in a variety of computer programs or from detailed hand rendered sketches.

Creativity combined with common sense is necessary in addition to logical color choices, scale, placement and how it will be incorporated on your stationary, resume and portfolio. Think about branding yourself!

In developing your idea you must provide a minimum of 5 concepts for your personal identity/logo. Load up on a flash drive and be prepared to share your concepts.



SENIOR SHOW | Portfolio Preparation and Web Design Personal Website

Design Motivation:

Design and implement a personal website that **coordinates** with the student's identity/logo, resume, and portfolio.

Design Assignment:

For this assignment you are to **visualize, design, and build (or have built)** a custom designed personal website. The website needs to function and should be "live" at the assignment's due date. Base the design, function and aesthetic on the programming of your student portfolio, but feel free to include outside work as appropriate.

Requirements:

1. Custom domain name (Example: www.yourname.com)
A popular location for purchasing domain names is Go Daddy or Google. In most cases, a custom URL ranges in price from \$2 to \$20.00 per year.

Many free website templates will include a customized *portion* of the domain name, but it will appear at the beginning or end of the company's website address.
Example: www.yourname.webs.com or www.webs.yourname.com.
2. A four "page" website (minimum) that includes the following:
 - A. Home (main) page that effectively conveys your personal brand identity. The website navigation menu, colors, font, and other design elements incorporated will coordinate with, and appear on the remaining pages.
 - B. A "Portfolio Gallery", or galleries, that display samples of your work *as they relate to the physical portfolio being created for Senior Show*. Do not include random items, or items not included in the portfolio unless they coordinate and further the IDENTITY you are trying to create as a potential employee or small business owner.
 - C. An "About me" or "Bio" page that might include your resume (downloadable link) in a PDF format, and a more conversational, professional description of yourself, your capabilities, goals, and hobbies, etc.!
 - D. Student choice. Ideas include a section that describes your particular services and talents, favorite designers or resources, or information about design related community work you have taken part in.
Or, you might include a blog, or some other mechanism that can be instantly updated at any time to aid in maintaining a sense of dynamism on the website's content.

Remember to keep this section professional, but allow yourself the luxury to convey your personality!

- E. While not required, a contact page that allows visitors to easily input information so that they may contact you (clients and/or employers) is recommended.

Some suggested sources:

- In addition to domain name registration, Go Daddy and Google provide customized email addresses, website design services, and SEO services at additional charge. A customized email address is recommended, but not required.
- Try searching for interior design template sites that you can manipulate. There are many companies with templates set-up for you that may be modified with color, font treatments, and other design elements that will help coordinate your website with your portfolio. While these may offer a great short-term solution, their ability to blend seamlessly with your identity is limited. Examples include Wix and SquareSpace.
- Utilize a web and/or graphic designer who can implement your plan for you. Concentrate on DESIGNING your identity, portfolio, and site, but leave the "heavy lifting" to a professional.

Deliverables:

Prepare via sketches or other methods discussed in class, a one or two page document that illustrates preliminary layout design, website copy, domain name selection and your chosen method of website construction.

Email your instructor at rthompson@idi.edu your web address on or before **WEEK 12** at 6PM to receive credit. We will be reviewing, sharing, and grading your work in class on week 12!



SENIOR SHOW | Portfolio Preparation and Web Design

Portfolio Design

Format:

Format is defined as the size and shape of the portfolio and its pages, and determined by judgments made during the portfolio audit about the best way to present the projects you have chosen.

Example: Format may be vertical (portrait) or horizontal (landscape)

Enclosing System:

The enclosing system is the physical means by which the contents of the portfolio are stored and protected.

Graphic Design:

Graphic Design refers to how we translate interior design concepts into easily understood terms on the printed page. The portfolio depends upon visual images to get its message across. In effect, its function is to tell a story without words, or with as few words as possible. Page layout falls under this category as well as page design. Also you must consider text and captions, for these elements bring out features of your work that may not be obvious when a viewer looks at the graphic elements.

Sequencing:

What is the best way to arrange the pages or plates within each project, and how should you handle the transition between projects? Sequencing is equivalent to editing in filmmaking, and concerns itself with how one thing follows another in a continuous or discontinuous series of images, and how space or "weight" is given to each element.

Deliverables:

Portfolio system with a minimum of (3) Interior Designers Institute projects included; size(s) and other requirements to be discussed in class.