



SYLLABUS AND COURSE SCHEDULE

Senior Show | Portfolio Preparation and Web Design 434

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COURSE OBJECTIVE:

Our class schedule is subject to change based on guest speaker availability and additions/modifications to the curriculum may occur.

The student shall market their portfolio tangibly and digitally in such a way that it is dynamic, original, and representative of their aesthetic and technological abilities. The physical portfolio and website are often the only examples of visual work by which an employer is able to review the talents of an individual. Topics to be reviewed include:

- Redefining the portfolio and creating a website
- Focusing selections 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 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/or continued practice in the interior design profession. Refinement of the portfolio, both physically and digitally, is coupled with the development of the student's abilities to present themselves, as well as their work. Writing skills are addressed with drafting and refinement of a complete résumé, letter of introduction, follow-up letter, and personal identity logo to be used on correspondence.

PORTFOLIO AUDIT AND REDEFINING THE PORTFOLIO:

Review student work and encourage questions and comment on techniques and processes that are positives or negatives in each student's body of work. The emphasis in reviewing each portfolio considers graphics, presentation methods, photography, multimedia, and craftsmanship.

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.

REQUIREMENTS OF CLASS:

- All projects are due per class schedule. No late items are accepted unless prior arrangements are made with the instructor.
- Class participation in discussions, guest speaker engagements, and field trips, where applicable.
- Attendance is mandatory: 2 points are deducted for each absence.
- **Two absences: grade is dropped a full letter grade.**
- Late arrivals and/or leaving class early: 2 point deduction for each occurrence.
- You are required to submit a completed physical portfolio (photos to be sent via Google Classroom) and an operational website address. Failure to do so will result in an "F" grade.

GRADING:

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| Quiz #1- Vocabulary (based on Chapter 4, p 95) | (10 pts.) |
| Quiz #2 - Portfolio Layout (Chapter 6, p 134 to 148: Design Elements and Principles) | (10 pts.) |
| Quiz #3 - Evaluating and Presenting Your Portfolio (Chapter 9, p 224 to 245) | (10 pts.) |
| Assignment #1 - Self-Analysis Questions (p 24- 26) | (5 pts.) |

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| Assignment #2 – Selecting your best work (p 77-81) | (5 pts.) |
| Assignment #3 - Student website (Due on Week 12) | (20 pts.) |
| Assignment #4 – Stages of a typical interview (p 236) | (5 pts.) |
| Assignment #5 – Common interview questions (Ch. 9, p 237) | (5 pts.) |
| Identity/Logo | (15 pts.) |
| Résumé | (15 pts.) |
| Letter of Introduction | (10 pts.) |
| Follow-up Letter | (10 pts.) |
| Portfolio | (20 pts.) |
| Reaction Papers, Class Participation, and Guest Speakers | <u>(10 pts.)</u> |
| 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. Order it from Amazon.

COURSE SCHEDULE

CLASS 1:

- Review class objectives and goals.
- Discussion on Redefining the Portfolio and conducting a Portfolio Audit
- Discussion of Assignment #1: Self-Analysis
- **Homework:**
 - **Assignment #1 - Self-Analysis Questions (pages 24- 26)**
 - Use questions that are applicable. **Due on week 2, typed**
- **Reading Assignment:** Chapters 1, 2 and 3

CLASS 2:

- Discuss **Branding Identity and Strategies** based on Chapter 2
- Strategies and components include resumes, business cards, portfolios, and websites.
- Discussion of **Assignment #2 – Selecting your best work (pages 77-81)**
 - Use the list found on page 78 (Box 3.33 – Selecting your Best Work) addressing each question with bullet points.
- Discussion of an **Identity Logo** to use in your branding – Drafts due week 5

- **DUE - Assignment #1 - Self-Analysis Questions (typed)**
- **Homework:**
 - **Assignment #2 – Selecting your best work (pages 77-81) Due week 3, typed.**
 - Use the list found on page 78 (Box 3.33 – Selecting Your Best Work) addressing each question with bullet points.
 - Generate **Identity Logos** – 5 minimum for class discussion on week 5
- **Reading Assignment:** Chapters 4
- **Study for Quiz #1** – Vocabulary (based on Chapter 4, page 95)

CLASS 3:

- **Quiz #1 – Vocabulary**
- Discussion on résumés plus cover and follow-up letters. Work on résumés plus cover and follow-up letters - drafts due on week 6
- Review Chapter 2, pages 49 to 59 for guidelines
- Discussion on Chapter 4 – Digital Imagery – Do’s and Don’ts
- **DUE - Assignment #2 - Selecting your best work**
- **Reading Assignment:** Chapters 5 and 6
- **Study for Quiz #2** – Portfolio Orientation

CLASS 4:

- **Quiz #2** –Portfolio Layout (Chapter 6, pages 134 to 148 – Design Elements and Principles)
- **Due: Draft Identity Logos** – 5 minimum for class discussion
- **Discussion on Chapter 5 – Organizing Your Portfolio**
- **Homework:**
 - **Finalize Identity Logos – Final due on week 6**
 - Work on **résumés plus cover and follow-up letters**
- **Reading Assignment:** Chapter 7

CLASS 5:

- Discussion on Chapters 6 and 7
- Discussion on submitted draft résumés plus cover and follow-up letters
- **Due:** Draft résumés plus cover and follow-up letters
- **Homework:**
 - Continue to work on résumés plus cover and follow-up letters
- **Reading Assignment:** Chapters 8

CLASS 6:

- **Due:** Final Identity Logos
- Discussion on Chapter 8 – Digital Portfolio Formats
- **Assignment #3** - Student Website (Due on week 12)
- Portfolio: Class discussion of draft portfolios layouts
- **Homework:** Final résumés plus cover and follow-up letters – **Due week 9**
- **Reading Assignment:** Chapter 9, Evaluating and Presenting Your Portfolio
- Study for Quiz #3 (Chapter 9)

CLASS 7:

- **Quiz #3 Chapter 9, Evaluating and Presenting Your Portfolio**
- Discussion on Chapter 9 – Evaluating and Presenting Your Portfolio
- **Field Trip or Guest Speaker - TBA**
- **Homework: Assignment #4** – Stages of A Typical Interview (page 236)
 - Use the layout shown in Box 9.8 (page 236) to develop your talking points for in-class discussion. Type and turn in for week 9.

CLASS 8:


- Class discussion on portfolio layout/thumbnails progress and website design
- Discuss Assignment #4 - Stages of A Typical Interview
- **Due:** Final résumés plus cover and follow-up letters
- **Homework: Assignment #5** – Common Interview Questions (Chapter 9, page 237)
 - Students to develop answers to these questions for group discussion on **week 10 for 1-on-1 appointments**. Typed notes to be submitted before class on week 10.

CLASS 9:

- 1-on-1 class appointments and interviews
- **Homework:** Continued work on portfolio and website design

CLASS 10:

- 1-on1 class appointments and interviews - TBD
- Develop “take-a-way” collateral, if desired, for week 12
- **Homework:** Continued work on portfolio and website design
- Discussion of the event for week 12, if applicable.
- **Homework:**
 - Portfolio: Revise/edit test copies of portfolio pages and copy.

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- Prepare and assemble a final portfolio for review and grading on **week12**
 - Website Design: Finalize pages and submit an address (active website link) for review and grading on **week 12**

CLASS 11:

- 1-on1 class appointments and interviews - TBD
- Review expectations for week 12

CLASS 12:

- Class discussion on networking and interviewing
- **Due: Portfolios and Website**
- **Portfolio Review:** Professionals are invited to meet Senior Show Students to review and discuss their work. The format of this online event is still being developed.
- Attendance and presentation of portfolio and website on week 12 are mandatory or no grade will be assigned.