



# 434 SENIOR SHOW - PORTFOLIO PREPARATION & WEB DESIGN

## COURSE SYLLABUS

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### COURSE OBJECTIVE:

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, cover letter, and a 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.

The student shall prepare their portfolio in such a way that it is dynamic, original, and representative of their aesthetic and technological abilities. The portfolio and website provide examples of visual work by which an employer is able to review the talents of an individual.

The class 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 is coupled with development of the student's abilities to present themselves, as well as their work. Writing skills are addressed with generation and refinement of a complete résumé, cover letter, follow-up letter, and personal identity logo to be used on their correspondence.

### **Portfolio Audit & 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, multi-media, and craftsmanship.

### **Résumé & 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.

### GRADING:

Assignments: 20 points

Projects: 130 points

Quizzes: 29 points

**TOTAL: 179 points**

For detailed grading criteria and your assigned points see rubrics.

**REQUIRED TEXTBOOK:**

Bender, Diane M. Design Portfolio: Presentation & Marketing for Interiors Designers. 3<sup>rd</sup> Ed.

New York, NY: Fairchild Books, 2017.

Order it from Amazon online!

**CLASS SCHEDULE:**

**CLASS 1:**

1. Review syllabus
2. Discuss Assignment #1 - Self-Analysis (page 26)

**DUE BEFORE NEXT CLASS:**

1. Assignment #1 - Self-Analysis Questions (page 26)
  - Answer the questions that are applicable
2. Reading Assignment: Chapters 1, 2, & 3

**CLASS 2:**

1. DUE VIA CANVAS: Assignment #1 - Self-Analysis Questions (page 26)
2. Class discussion on Branding Identity
3. Discuss Project #1 - Identity Logo (5 minimum drafts reviewed in class 4 / final class 6)
4. Class discussion on components to include on business cards, resumes, & portfolio
5. Discuss Assignment #2 - Selecting Your Best Work (page 78)

**DUE BEFORE NEXT CLASS:**

1. Assignment #2 - Selecting Your Best Work (pages 78)
  - Answer each question with bullet points
2. Reading Assignment: Chapter 4
3. Study for Quiz #1 - Vocabulary

**CLASS 3:**

1. In Class Quiz #1 - Vocabulary
2. DUE VIA CANVAS: Assignment #2 - Selecting Your Best Work (pages 78)
3. Discuss Project #2 - Résumé, cover letter, and follow-up letter (drafts reviewed in class 5 / final class 9)
4. Class discussion on Digital Imagery - Do's & Don'ts

**DUE BEFORE NEXT CLASS:**

1. Reading Assignment: Chapters 5 & 6

2. Study for Quiz #2 - Design Elements & Principles
3. Project #1 - Draft Identity Logos - 5 minimum for in class review

#### **CLASS 4:**

1. In Class Quiz #2 - Design Elements & Principles
2. DUE: Project #1 - Draft Identity Logos - 5 minimum for in class review
3. Class discussion on Organizing Your Portfolio & Layout
4. Discuss Project #3 – Portfolio (draft reviewed in class 7 / final class 12)
5. Discuss Project #4 - Student Website (draft reviewed in class 6 / final class 12)
6. Discuss Optional leave-behind piece (draft reviewed in class 5 / final class 7)

#### **DUE BEFORE NEXT CLASS:**

1. Study for Quiz #3 - Portfolio Layout
2. Reading Assignment: Chapter 7
3. Develop leave-behind piece (optional)

#### **CLASS 5:**

1. In Class Quiz #3 - Portfolio Layout
2. DUE: Project #2 - Draft résumé, cover letter, and follow-up letter for in class review
3. DUE: Draft leave-behind piece (optional) for in class review

#### **DUE BEFORE NEXT CLASS:**

1. Reading Assignment: Chapter 8
2. Project #1 - Final Identity Logo

#### **CLASS 6:**

1. DUE VIA CANVAS: Project #1 - Final Identity Logo
2. DUE: Project #4 - Draft of student website for in class review
3. Class discussion on Digital Portfolio Formats

#### **DUE BEFORE NEXT CLASS:**

1. Reading Assignment: Chapter 9
2. Finalize leave-behind piece (optional)

#### **CLASS 7:**

1. DUE: Finalized leave-behind piece (optional)
2. DUE: Project #3 - Draft portfolio layout for in class review
3. Class discussion on Evaluating & Presenting Your Portfolio
4. Discuss Assignment #3 - Stages of A Typical Interview (page 236)

#### **DUE BEFORE NEXT CLASS:**

1. Assignment #3 – Stages of A Typical Interview (page 236)

- Use the layout shown on page 236 to develop your talking points
2. Portfolio & student website progress for in class review

#### **CLASS 8:**

1. DUE VIA CANVAS: Assignment #3 - Stages of A Typical Interview (page 236) for in class review
2. Discuss Assignment #4 - Common Interview Questions (page 237)
3. DUE: Portfolio & student website progress for in class review

#### **DUE BEFORE NEXT CLASS:**

1. Assignment #5 - Common Interview Questions (page 237)
  - Develop answers to these questions for group discussion
2. Project #2 - Résumé, cover letter, and follow-up letter
3. Portfolio & student website progress for in class review

#### **CLASS 9:**

1. DUE VIA CANVAS: Project #2 - Résumé, cover letter, and follow-up letter
2. DUE VIA CANVAS: Assignment #4 - Common Interview Questions (page 237) for in class review
3. DUE: Portfolio & student website progress for in class review

#### **DUE BEFORE NEXT CLASS:**

1. Nothing

#### **CLASS 10:**

1. In class work session

#### **DUE BEFORE NEXT CLASS:**

1. Nothing

#### **CLASS 11:**

1. In class work session

#### **DUE BEFORE NEXT CLASS:**

1. Project #3 - Portfolio
2. Project #4 - Website

#### **CLASS 12:**

1. DUE VIA CANVAS: Project #3 - Portfolio
2. DUE VIA CANVAS: Project #4 - Website

**NOTE:**

Schedule of class meetings are tentative and are subject to change!