

**San José State University**  
**Department of Design / Industrial Design Program**  
**DSID 123A, Industrial Design Portfolio Project 2, Spring 2022**

Instructor:	Darrick Del Moral
Office Location:	-
Telephone:	(650) 580 7072
Email:	darrick.delmoral@sjsu.edu
Office Hours:	T/Th 4:00pm – 5:00pm by appt., or by prior arrangement via Zoom or phone.
Class Days/Time:	T/Th 8:00am – 10:50am
Classroom:	Zoom (see canvas for link)
Prerequisites:	DSID123; DSID41; DSID126; Design Elective

**Canvas Course Management Website**

This course will be taught both online and in-person depending on the COVID situation. Course materials such as the syllabus, assignment handouts, reading, 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 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. Key topics to check on Canvas are the Calendar, Announcements, Modules, Discussions, and Grades. Any last minute updates will be posted to Announcements, the entire semester schedule is detailed in the Syllabus and Calendar, and your progress in the course can be tracked through Grades. Please view Canvas as a tool for Active Learning. You must have access to a computer and the internet to be able to access the Canvas site. You may also use a tablet or your phone. Some assignments will be required to be turned in on Canvas, in which case you will need to have access to some basic software such as MS Office (MS Word, PowerPoint, Excel) or equivalent (such as G Suite software), Adobe Acrobat (for making pdfs), and basic scanning software for scanning sketches to upload to the assignment portal, [Adobe Creative Cloud](#), [Autodesk Sketchbook Pro](#), and [Autodesk Fusion 360](#).

See [University Policy F13-2](#) at <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.

In addition, this course will determine if students will continue in the BSID major, through a culminating portfolio review by Industrial Design faculty at the conclusion of the term.

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**

An internship is required of students prior to graduating from the BSID program at SJSU and this course prepares second-year students for professional practice, pursuit, and application for internships in the coming months. 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 package to submit to potential employers that reflects the student as a designer and an individual.

## Required Readings:

1. *Adobe InDesign Classroom in a Book (2021 release)*. Adobe Press. ISBN 9780136870319. ([Free online access through MLK library card](#))
2. *Adobe Photoshop Classroom in a Book (2021 release)*. Adobe Press. ISBN 9780136805755. ([Free online access through MLK library card](#))
3. *Adobe Illustrator Classroom in a Book (2021 release)*. Adobe Press. ISBN 9780136904670. ([Free online access through MLK library card](#))
4. *2019 Design Portfolio Guide from UTS (University of Technology, Sydney)*: [https://www.uts.edu.au/sites/default/files/2019-09/2019\\_Design\\_Portfolio\\_Guide\\_Careers.pdf](https://www.uts.edu.au/sites/default/files/2019-09/2019_Design_Portfolio_Guide_Careers.pdf)
5. *UC portfolio guide*: [http://www.portfoliohandbook.com/PortfolioHandbook\\_UCID12.pdf](http://www.portfoliohandbook.com/PortfolioHandbook_UCID12.pdf)

## Additional suggested Texts/Readings

1. Elam, Kimberly. *Grid Systems*. Princeton Architectural Press, 2004. ISBN 9781568984650
2. Enns, Blair. *Win Without Pitching Manifesto*. RockBench Publishing Corp.; First edition, 2010. ISBN: 978-1605440040
3. Pressfield, Steven. *The War of Art*. Black Irish Entertainment LLC; January 11, 2012. ISBN 978-1936891023
4. Pressfield, Steven. *Turning Pro*. Black Irish Entertainment LLC; May 31, 2012. ISBN 978-1936891030
5. Rath, Tom. *Strengths Finder 2.0*. Gallup Press; 1 edition; February 1, 2007. ISBN 978-1595620156
6. Neumeier, Marty. *The Brand Gap*. New Riders, c2006. ISBN 9780321348104

## Required Materials List

This course would normally culminate in a physical work review including a printed portfolio and presentation, however due to COVID-19, review will be conducted digitally and virtually only. Evaluating printed work will still benefit student progress and develop design skills. The following materials are required:

Adobe CS: see Student Technology Resources on page 5 for instructions (we will use Adobe Acrobat, Photoshop, Illustrator and InDesign in class and it's provided free of charge through SJSU eCampus (<https://www.sjsu.edu/ecampus/teaching-tools/adobe/students/index.html>)).

## **Other suggested materials**

Professional Photography

Earthquake putty for use in photographing models

Digital Camera (or equivalent) for photographing 2D and 3D work (most current mobile phones are adequate)

Printer (consider budget for color, 11"x17"(when printing full spread), 8.5"x11", and/or borderless printing)

Photo paper for printing portfolio work (for evaluation)

## **Library Liaison**

Design Department Librarian

Gareth Scott

Email: [gareth.scott@sjsu.edu](mailto:gareth.scott@sjsu.edu)

Phone: (408) 808-2094

## **Classroom Protocol**

Please be on-time, and respectful of the group. If you're running late, please communicate. Attendance will be taken to quantify participation (if you're not there, you can't participate).

It is in the spirit of this class to prepare for future professional endeavors, so please be prepared. Internet issues, timeliness, behavior, appearance, environment for video—we want to control all of these as much as possible in preparation for interviews and future work life.

## **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 (2) the final faculty review. Failing the final review is an automatic NC grade.

While it's still important to submit work, turn in assignments on time, and do well in the coursework portion of evaluation, the end of the term faculty review is the determining factor for C/NC, not your course grade. An "A, B, or C" in the coursework grade throughout the term does not guarantee a "C: credit" pass for review.

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+, 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

Keep in mind that some on-campus resources may be closed or require advanced protocols to connect. Be sure to call or email in advance to make sure you can be accommodated *before* visiting campus. Though it is not anticipated that you will need any of this for this class, computer labs for student use are available in the [Academic Success Center](http://www.sjsu.edu/at/asc/about_asc) (http://www.sjsu.edu/at/asc/about\_asc) located on the 1<sup>st</sup> floor of Clark Hall and on the 2<sup>nd</sup> 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](http://www.sjsu.edu/at/ms/reservations/) (http://www.sjsu.edu/at/ms/reservations/) located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

### Free software access

Adobe Creative Suite licenses are available at no cost to students through the SJSU Adobe software program for faculty, staff, and students found here:

<https://www.sjsu.edu/ecampus/teaching-tools/adobe/students/index.html>. Please be sure to install Adobe Acrobat, Photoshop, InDesign, and Illustrator prior to the first day of instruction. Autodesk Sketchbook Pro is available for free here: <https://www.autodesk.com/products/sketchbook/free-download>

Autodesk Fusion360 can be downloaded here:

<https://www.autodesk.com/education/edu-software/overview?sorting=featured&page=1> and detailed instructions are found here:

<https://drive.google.com/file/d/1DPtWKH5Tpb-3KVtMz8g5cEio8aXcCGCq/view>.

### Additional resources

While portfolio review will be virtual this term due to COVID-19, you will still benefit from printing your portfolio to evaluate as you work. Purchasing a color printer for use at home is recommended (check Canvas discussions for recommendations), however if the initial cost is prohibitive, outside printers are also available such as Plotter Pros (<http://www.plotterpros.net/index.shtml>) in San Jose.

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

Week	Date	Topics, Readings, Assignments, Deadlines
1	Th 1/27	<b>IC (In Class):</b> Lecture - Jumpstart. Working session for Space & Time. <b>Assignment:</b> Backstory and Vision Discussion. Space & Time Assignment. Critique next class, sign ups <a href="#">here</a> .
2	T 2/01  Th 2/03	<b>IC:</b> Lecture - Portfolio Planning. Turn 0 Choices - Aspect Ratio. Critique - Space & Time Assignment Group 1 <b>Due:</b> Space & Time Assignment. <b>Assignment:</b> Portfolio Plan <b>IC:</b> Lecture - Skeleton Before Skin. How To - Scripting A Project Critique - Space & Time Assignment Group 2 <b>Due:</b> Portfolio Plan <b>Assignment:</b> Script A Project Assignment. Critique Sign-up <a href="#">here</a> .
3	T 2/08  Th 2/10	<b>IC:</b> Lecture - Trend, Style, and Reference. One-on-One's - Portfolio Plan & Script A Project Group 1. Sign-up <a href="#">here</a> . <b>Due:</b> Script A Project <b>Assignment:</b> References Discussion. Developing Style Assignment. <b>IC:</b> Lecture - Use of Color. One-on-Ones - Portfolio Plan & Script A Project Group 2 <b>Due:</b> References Discussion. Developing Style Assignment. <b>Assignment:</b> Begin Project 1. Critique sign-ups <a href="#">here</a> .
4	T 2/15  Th 2/17	<b>IC:</b> How To - Grid. Working Session - Project 1. One-On-Ones - Sign-up <a href="#">here</a> . <b>Due:</b> <b>Assignment:</b> <b>IC:</b> How To - Product Photography. Working Session - Project 1. One-On-Ones - Sign-up <a href="#">here</a> . <b>Due:</b> - <b>Assignment:</b> -

5	T 2/22  Th 2/24	<p><b>IC:</b> Critique - Project 1 Group 1  <b>Due:</b> Project 1.  <b>Assignment:</b></p> <p><b>IC:</b> Critique - Project 1 Group 2  <b>Due:</b> -  <b>Assignment:</b> -</p>
6	T 3/01  Th 3/03	<p><b>IC:</b> How To - Product Photography. Working Session - Portfolio. One-On-Ones - Sign up <a href="#">here</a>.  <b>Due:</b> -  <b>Assignment:</b> Refine portfolio pages, and extend to 4 projects.</p> <p><b>IC:</b> KeyShot &amp; Adobe Workflow. Working Session - Portfolio.  <b>Due:</b> Resume &amp; Cover Letter Content Assignment.  <b>Assignment:</b> Refine portfolio pages, and extend to 4 projects. Resume &amp; Cover Letter Design Assignment. Cold Call Assignment.</p>
7	T 3/08  Th 3/10	<p><b>IC:</b> Lecture - What Happens When You Apply? Intro to Release Package. Working Session - Portfolio. One-On-Ones - Sign up <a href="#">here</a>.  <b>Due:</b> -  <b>Assignment:</b> Refine portfolio pages, and extend to 4 projects. Resume &amp; Cover Letter Content Assignment.</p> <p><b>IC:</b> Lecture - Cold Calls. Working Session - Portfolio.  <b>Due:</b> Resume &amp; Cover Letter Content Assignment.  <b>Assignment:</b> Refine portfolio pages, and extend to 4 projects. Resume &amp; Cover Letter Design Assignment. Cold Call Assignment.</p>
8	T 3/15  Th 3/17	<p><b>IC:</b> Critique - Resume &amp; Cover Letter Design Group 1. Sign up <a href="#">here</a>.  <b>Due:</b> Resume &amp; Cover Letter Design Assignment. Cold Call Assignment.  <b>Assignment:</b> Refine portfolio pages, and extend to 4 projects.</p> <p><b>IC:</b> Critique - Resume &amp; Cover Letter Design Group 2. Sign up <a href="#">here</a>.  <b>Due:</b> -  <b>Assignment:</b> Refine portfolio pages, and extend to 4 projects. Refine Resume &amp; Cover Letter Design. .</p>
9	T 3/22  Th 3/24	<p><b>IC:</b> Lecture - Web Presence &amp; Video Environment. Working Session - Portfolio. One-On-Ones - Sign up <a href="#">here</a>.  <b>Due:</b> -  <b>Assignment:</b> Refine portfolio pages, and extend to 4 projects. Begin populating a Web Platform.</p> <p><b>IC:</b> Working Session - Portfolio. One-On-Ones - Sign up <a href="#">here</a>.  <b>Due:</b> -  <b>Assignment:</b> Finalize cohesively branded portfolio, cover letter, resume and cover letter based on feedback.</p>

10	3/28-4/01	<b><i>Spring Break; Campus closed</i></b>
11	T 3/29 Mid-Terms  Th 03/31 Mid-Terms	<b>IC:</b> Midterm Review of 4 projects. Sign up <a href="#">here</a> .  <b>IC:</b> Midterm Review of 4 projects. Sign up <a href="#">here</a> . <b>Assignment:</b> Refine portfolio pages. Continue Project 1 Web Platform
12	T 4/05   Th 4/07	<b>IC:</b> Reflection. Business card kick-off. <b>Due:</b> - <b>Assignment:</b> Refine portfolio. Business Card Design Assignment 1. Continue Project 1 Web Platform.  <b>IC:</b> Working Session - Portfolio. One-On-Ones - Sign up <a href="#">here</a> . <b>Due:</b> Business Card Design Assignment. <b>Assignment:</b> Work on portfolio pages.
13	T 4/12  Th 4/14	<b>IC:</b> Critique 1 Project Web Platform Group 1. Sign up <a href="#">here</a> . <b>Due:</b> 1 Project Web Platform <b>Assignment:</b> Work on portfolio pages and send-out package.  <b>IC:</b> Critique 1 Project Web Platform Group 2. Sign up <a href="#">here</a> . <b>Assignment:</b> Work on portfolio pages.
14	T 4/19  Th 4/21	<b>IC:</b> Working Session - Portfolio. One-On-Ones - Sign up <a href="#">here</a> . <b>Assignment:</b> Finalize cohesively branded portfolio, cover letter, resume, and send-out package.  <b>IC:</b> Send-out package critique. Sign up <a href="#">here</a> . <b>Assignment:</b> Finalize cohesively branded portfolio, cover letter, resume, and business card based on feedback.
15	T 4/26  Th 4/28	<b>IC:</b> Working Session - Portfolio. One-On-Ones - Sign up <a href="#">here</a> . <b>Assignment:</b> Finalize cohesively branded portfolio, cover letter, resume, and send-out package.  <b>IC:</b> Send-out package critique. Sign up <a href="#">here</a> . <b>Assignment:</b> Finalize cohesively branded portfolio, cover letter, resume, and business card based on feedback.
16	T 5/03  Th 5/05	<b>IC:</b> Working Session - Portfolio. One-On-Ones - Sign up <a href="#">here</a> . <b>Due:</b> Send-out Package <b>Assignment:</b> Finalize cohesively branded portfolio, cover letter, resume, and business card based on feedback.

		<p><b>IC: Working Session - Portfolio. One-On-Ones - Sign up <a href="#">here</a>.</b></p> <p><b>Assignment:</b> Finalize cohesively branded portfolio, cover letter, resume, and business card based on feedback.</p>
17	<p>T 5/10</p> <p>Th 5/12</p>	<p><b>IC: Final reviews</b></p> <p>Final review of all assets. Sign up <a href="#">here</a> for T or Th review.</p> <p><b>IC: Final reviews.</b> Sign up <a href="#">here</a> for T or Th review.</p>
18	<p>Th 5/19 9am</p>	<p><b>FINAL EXAM / PORTFOLIO REVIEW - C/NC grade</b></p> <p>No late work is accepted.</p>