

San José State University
Department of Design / Industrial Design Program
DSID 125A, Portfolio Project 3, Section 1, Spring 2022

Portfolio/Website/Internship

Instructor:	Max Yoshimoto
Email:	max.yoshimoto@sjsu.edu
Telephone:	408-924-4340
Office Hours:	Tuesday 5:00pm - 6:00pm
Office Hours Zoom:	Join from PC, Mac, Linux, iOS or Android: https://sjsu.zoom.us/j/88345310450?pwd=V1RDYVQraDQvOXRldFVyZGtHVzIxQT09 Password: 379638
Class Days/Time:	Tuesday and Thursday 6:00pm - 7:50pm
Classroom Zoom Link:	https://sjsu.zoom.us/j/86795116185?pwd=ajlMTXB0N0tTT0F0NjZPZ2NlWVFNJQT09 Password: 362946
Prerequisites:	DSID 123A; DSGN 127;
Corequisites:	Enrollment in DSGN 127 can be concurrent or must be obtained by Final Exam date and taken during the summer semester following DSID 125A. Proof of enrollment in DSGN 127 is required by the start of Final Exam.

Canvas Course Management Website

Copies of the course materials such as the syllabus, assignment handouts, grading, etc. may be found on the 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.

Course Description

This course builds on students' knowledge about the idea of “professionalism” and “individual portfolio representation” and what that means in the world of industrial design. We will explore professional expression and representation through storytelling and branding. Students will learn about what is expected of a professional designer, and students will be expected to develop a cohesive and compelling story in visual form that uses the work they have created in prior and concurrent design courses to communicate their point of view on design.

Course Goals and Student Learning Objectives

Upon successful completion of this course, students will be able to:

- (LO1) Compose a compelling, well-written and grammatically correct Professional Package including: resume, cover letter, business card, and portfolio website and PDF portfolio.
- (LO2) Know what an employer is looking for in entry-level design positions.
- (LO3) Apply the principles of grid, composition, balance, and unity to a portfolio of work.
- (LO4) Construct a basic portfolio of work in an online/digital environment (Website and PDF).
- (LO5) Arrange and tell a story about their work in their portfolio in an advanced level of craftsmanship in a way that represents a distinct and personal point-of-view.
- (LO6) Combine the knowledge of how to best discuss their work in their portfolio, along with their design process and design philosophy.
- (LO7) Compile, organize, edit, and produce a portfolio of their existing design project work from studio courses.
- (LO8) Actively discuss, critique, and engage in professional reviews of their own and their peers' work.

Required Texts/Readings

Required Readings:

Stand Out: Design a personal brand. Build a killer portfolio. Find a great design job. (2016, Peachpit Press; ISBN-10: 0134134087 ISBN-13: 978-0134134086); by Anderson, Denise

UC portfolio handbook guide: https://issuu.com/wandmedia/docs/portfoliohandbook_ucid12

Recommended Readings:

Grid Systems. Principles of Organizing Type. (2005, Princeton Architectural Press;. ISBN-10: 1568984650 ISBN-13: 978-1568984650) by Elam, Kimberly

The texts above will be supplemented by e-reserve readings on the course website and through links at given online resources.

Equipment and Material Requirements

Recommended Software:

Adobe Creative Suite:

Illustrator, InDesign, Photoshop, etc... (available through Information Technology Services at SJSU for free to all SJSU students participating in Design courses).

Miro

Hardware:

Personal Laptop

Pen, Pencil & Paper

Personal Camera (or make arrangements with a photography student)

Printer

Library Liaison:

Design Department Librarian

Scott, Gareth

Phone: (408)-808-2094

Email: gareth.scott@sjsu.edu

Classroom Protocol

Students are expected to be on time to class. Students are to be respectful of the professor and their peers. Any disruptive activities in the classroom will result in the student being asked to leave the class. Arriving late to class without prior arrangement and approval from the professor is considered disruptive. If the student cannot be in the classroom by the start of class, please do not interrupt the class in session by entering the classroom. 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.

Inappropriate use of smartphones, laptops and video games is disruptive and inconsiderate to your classmates and instructors. Smartphone use should be limited to essential classroom activities. If you disrupt or withdraw from class activities due to your inability to silence these and similar devices it will count against the participation portion of your final grade. If personal issues (family, medical, etc) require you to leave your phone on, you may do so by making arrangements with the instructor in advance.

If you are having any difficulties that are affecting your successful completion of this class, you are encouraged to contact the instructor as soon as possible. Do not wait until the end of the semester to discuss any problems you are having in class or with your grades, as that is often too late to afford the appropriate support and enable success in the course.

All protocols above apply to Online meetings. Additionally, video cameras must be turned on during the entire class session.

Missed or Late Homework:

All work turned in late will receive an automatic 40% deduction in grading. If you have an excusable reason for turning in an assignment late or missing a class, please contact the professor as soon as possible before the class begins. The professor will work with you to

develop an approved plan to turn in late work and still get full credit. Feedback on approved late work can be obtained during the professor’s office hours.

Assignments and Grading Policy

Assignments:

Assignment details and due dates will be available on Canvas.

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 8 hours per week) that include reading, layout, design, and writing (LO3, LO4). Students will be required to turn in a mid-term portfolio of work done to date (LO1, LO2, LO5) and will be required to turn in a final portfolio of work as part of their final exam, or portfolio review (LO7), along with related digital uploads to Canvas.

Determination of Grades

This course is a credit (CR) / no credit (NC) course. CR 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 three general criteria that ultimately determine the 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; (3) the internship requirement, failure to fulfill this is an automatic NC grade.

(1) Coursework Grading

Anything less than a “C” grade for coursework will result in an automatic NC grade for the entire course. Coursework grading is weighted as follows:

ASSIGNMENT GROUPINGS	WEIGHT
Participation*	25%
Professional Package Development	30%
Brand & Portfolio Development	45%
Total	100%

Grading will follow the standard SJSU A-F system:

- A = 100% to 95%
- A minus = 95% to 91%
- B plus = 91% to 87%
- B = 87% to 85%
- B minus = 85% to 81%
- C plus = 81% to 77%
- C = 77% to 75%
- C minus = 75% to 71%

D plus = 71% to 67%

D = 67% to 65%

D minus = 65% to 61%

F = 61% to 0%

*Active participation in class activities is a significant factor in a student's success in the industrial design program at SJSU. Active learning facilitates mental growth, skill enhancement, creates a lifelong learner and improves the goals of becoming a good collaborator and designer.

(2) Final Exam:

The final exam for this course, also known as portfolio review, will be held at the end of the semester. During this exam your portfolio and Professional Package will be reviewed. Failure to participate in the final exam will result in an automatic NC grade for the entire course. The exam is graded as pass/fail. A failing grade will result in an automatic NC grade for the entire course.

(3) Internship Requirement:

Students are required to have completed or enrolled in DSGN127 before the beginning of the final exam. Proof of DSGN127 completion or enrollment is required at the final exam. Proof of completion of DSGN127 can be shown by providing (1) an unofficial transcript for the semester the class was taken and (2) a copy of a completed and signed DSGN 127 Internship Performance Evaluation. Proof of enrollment in DSGN127 can be shown by providing (1) a copy of a completed and signed DSGN 127 Design Program Internship Application, and (2) a copy of your summer course schedule showing enrollment in DSGN127. Failure to complete or enroll in DSGN127 will result in an automatic NC grade for the entire course.

University Policies

Per University Policy S16-9 (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant information to all courses, such as academic integrity, accommodations, dropping and adding, consent for recording of class, etc. is available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](#) at <http://www.sjsu.edu/gup/syllabusinfo/>.

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Schedule is subject to change with fair notice (one week) in class or via notice on Canvas.

Course Overview:

Personal portfolio re-review
Inspiration search
Asset creation/gathering (Slides, Keynote, etc)
Website Design and building
PDF building
Intern search and submissions
Project refinements