

DESN493 Syllabus

Winter 2011

Dr. James Braukmann
jbraukmann@ewu.edu
359-2437 - CEB 335

In this course, students have the opportunity to develop portfolio quality work and to present that work in a final presentation with industry professionals. Emphasis is placed upon content development, problem solving, formal solutions, statements of objectives, self-analysis, interview planning and presentation. Weekly in-depth critique sessions will provide students the opportunity to give and receive feedback, demonstrate progressions, discuss problems and elucidate processes. This is an advanced class. Students must have at least three previous projects that will serve as the focus of revisions during this course.

Your Three Personal Design Pieces

- Your best work so far, or pretty good work that just needs polishing. Previous class projects, current class projects or professional projects or new projects.

Your Professional Portfolio

- Numerous container options as illustrated in your textbook, including a large format book or carrying system for mounted projects, or a box with mounted projects.
- Contains the three projects, introductory letter and resume, with room for the leave-behind, and sketchbook.

Your Personal Identity System (PIS)

- Contains letterhead with introductory letter, resume and a business card design. These items help to define who you are as a person and designer, help you stand out from the crowd, and bring recognition to you upon a face-to-face visit.

Your Leave-Behind Portfolio

- A sampling of a few select pieces from your portfolio. For this class, the leave-behind should feature at least the three required pieces in the portfolio.
- The overall design should be consistent with the look and feel of your PIS.
- Add simple clear captions and an introduction.
- It should be portable, easy to distribute, expendable and relatively inexpensive.
- It should be in PDF format, with a printed copy to be turned in.

Your On-Line Home Page Design

- Shows you off as a designer.

Your Sketchbook

- Includes at least development sketches and notes for the three design pieces you will be using in your portfolio.
- Illustrates your design process, and includes critique suggestions from class.
- Often includes other designs and sketches you find inspiring. Can also be a scrapbook. The ability to add/remove pages is a plus.

Presentation Supplies You Will Use

- Matte board or other material that will properly display your projects in the portfolio - reusable week to week. (Final version must be clean.)
- X-acto knife to trim the projects
- Metal rule to trim the projects in straight lines
- Spray mount adhesive to adhere work to matte board or foam core board

Grading

- Reasonable effort to complete daily/weekly assignments and arrive prepared.
- Your involvement in the class and supportive interaction with other students. Being here. Bringing and using your sketchbook.
- Thoughtful answers to topical questions presented in class or in short quizzes or as study questions.
- Your final portfolio presentation including all required items.

Final Critique

- Professional portfolio + presentation
- Leave-behind portfolio (PDF + printed)
- Resume + example cover letter on letterhead
- Business card
- Sketchbook

DESN493 Schedule for Winter 2011

Jan	3	D1-Course Overview Requirements Sample Portfolios	5	D2-Bring: at least three finished design pieces to discuss. Bring more if possible. Bring: Portfolio book Ideas and sketches Read: Introduction, Making a Working Portfolio, pp 9-23
	10	D3-Critiques Bring: Design Project #1 Revision 1, in color and mounted. Also Sketch book. Read: <i>Making Your Own Luck, Presenting a Print Portfolio, Student Print Portfolios</i> , Bring: Sketch book	12	D4-Critiques Bring Design Project #1 Revision 2, in color and mounted. Bring answers to four questions on website. Bring: Sketch book
	17	<i>Martin Luther King Holiday</i>	19	D5-Discussion of reading. Have Read: <i>Presenting a Print Portfolio, Student Print Portfolios</i> , Bring: Two examples letterhead design – and business card design - black and white OK
	24	D6-Critiques Bring Design Project #1 Revision 3, in color and mounted Bring: Sketch book	26	D7-Discussion of reading. Have Read: <i>Job Hunting pp46-51</i> Have Ready: Find three real jobs you want to apply for – do basic research on each. Bring: Revision of letterhead design and business card; Sketch book.

	31	D8-Critiques Bring: Design project #2 revision 1, in color and mounted Bring: Sketch book Have Read: <i>DesignSalary.pdf</i>	2	D9-Discussion of reading Have Read: <i>Presentation boxes, cases and portfolios, Professional print portfolios, Promotions</i> , Bring: Draft of Introductory Letter and Resume on letterhead, Sketch book
Feb	7	D10-Critiques, discussion Bring: Design project #2 revision 2, in color and mounted Bring: Sketch book Have Read: <i>TheSellingPortfolio.pdf</i>	9	D11-Critiques Bring: Design project #2 revision 3, in color and mounted Bring: Sketch book
	14	D12-Critiques Bring: Leave-behind portfolio comps - black and white and unbound is OK.	16	D13-Critiques Bring: Design project #3 revision 1, in color and mounted. Also Sketch book
	21	<i>Presidents' Day Holiday</i>	23	D14-Bring: Revised color leave-behind. Assignment: prepare answers for assigned typical interview questions. Have Read: <i>Motion graphics & broadcast design portfolios, Interactive portfolios & web sites</i>

	28	D15-Critiques Bring: Design project #3 revision 2, in color and mounted Bring: Sketch book	30	D16-Discussion: getting ready for typical interview questions. Have Ready: Be ready to answer any sample question in class, as if it were an interview. Have Ready: Present your website design.
Mar	7	D17-Critiques Bring: Design project #3 revision 3, in color and mounted. Sketch book	9	D18-Bring all items in portfolio container Test run for presentation - gallery critique - final checklist
	14	Final Day - Presentation - Gallery critiques Dress appropriately.		