



SAS – SCHOOL OF ARTS AND SCIENCES

SCHOOL OF PROFESSIONAL STUDIES AND EXPERIENTIAL LEARNING
DEPARTMENT OF PORTFOLIO DEVELOPMENT
COURSE TITLE: INTRODUCTION TO PORTFOLIO
COURSE CODE: PSPDIP180
3 semester credits

1. DESCRIPTION

This course introduces students to the basics of how to assemble personal portfolios that exhibit strength of imagination and prove professional skills and competence. Whether the focus is fashion and accessories design, graphic design, interior design, digital photography, or fine arts, a finely tailored portfolio is an essential element for applications and interviews. A successful portfolio documents the creative process and displays an individual's talents and qualifications. Its purpose is to feature an evolving, experimental process that adequately expresses the trajectory and growth of ideas. Coursework will include the exploration of visual strategies, formats, styles, and multimedia to best promote the student's self-image. By demonstrating mastery of techniques and overall creativity, portfolios are an important opportunity that can support applications to new academic opportunities, including internships and scholarships, as well as first employment.

2. OBJECTIVES

The aim of this course is the first introduction to personal portfolios. Upon successful completion of this course, students will:

- Gain substantial theories and practices for creating portfolios;
- Learn the visual strategies to arrange and showcase achievements, strengths, and skills;
- Start assembling a digital or hard copy of personal portfolios;
- Demonstrate technical skills and specific competence;
- Enhance creative expression through the creation of original work;
- Be able to illustrate work in detail and explain the portfolio narrative with competent lexicon;
- Be ready to embark on further academic or work experience.

3. REQUIREMENTS

There are no prerequisites for this course.

4. METHOD

This course consists of lectures, class discussions, projects, and site visits within the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, academic texts and studies, videos, slides, guided problem solving, and experiential and/or field learning activities where applicable.

5. TEXTBOOK – FURTHER READINGS – RESOURCES

TEXTBOOKS:

Duarte, N. *Slide:ology: The Art and Science of Creating Great Presentations*. O'Reilly, 2008.

Taylor, F. *How to Create a Portfolio and Get Hired*. Laurence King, 2010.

The Textbooks are pre-ordered and available at: Paperback Exchange in Via delle Oche 4r or laFeltrinelli Via dei Cerretani 40R. Textbooks may also be available for purchase online or in e-book format.

The textbooks are mandatory for successful completion of the course.

Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

FURTHER READINGS

(Books listed below are available in the FUA-AUF library)

Clazie, I. *Creating Your Digital Portfolio: The Essential Guide to Showcasing Your Design Work Online*. How Design Books, 2010.

Linton, H. *Portfolio Design*. W. W. Norton & Company, 2012 (4th edition).

Marshall, L., Meachem L. *How to use images*. Laurence King, 2010.

Williams, R., Newton J. *Visual Communication: Integrating Media, Art and Science*. Lawrence Erlbaum Associates, c2007.

Wood, D. *Interface Design: An Introduction to Visual Communication in UI Design*. Fairchild Books, 2014.

LIBRARIES IN FLORENCE

The FUA-AUF library is located in Corso Tintori 21. Please consult the posted schedules for official opening times. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed.

Students may also utilize additional libraries and research centers within the local community:

BIBLIOTECA PALAGIO DI PARTE GUELFA

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio. Please consult the library website for hours of operation:

http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/

BIBLIOTECA DELLE OBLATE

Located in via dell'Oriuolo 26. Please consult the library website for hours of operation:

www.bibliotecadelleoblate.it

THE HAROLD ACTON LIBRARY AT THE BRITISH INSTITUTE OF FLORENCE

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation. This library requires a fee-based student membership. For information: www.britishinstitute.it/en

6. FIELD LEARNING

Please consult your Official Registration for any mandatory field learning dates. Field Learning Activities cited in Official Registrations are an integral part of the course and also include an assignment that counts towards your final grade, details will be provided on the first day of class.

7. COURSE MATERIALS

No additional course materials are necessary.

8. COURSE FEES

Course fees cover course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. The exact amount will be communicated by the instructor on the first day of class.

9. EVALUATION – GRADING SYSTEM

20% Attendance and Participation

15% Assignment 1 (Technical)

15% Midterm Exam/ Special Project

20% Assignment 2 (Artistic)

20% Assignment 3 (Written)

10% Oral Presentation

A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%, C- =70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

10. ATTENDANCE – PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the FUA-AUF academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

An absence as per the FUA-AUF Academic Catalog is equivalent to 3 academic hours.

On the second absence the attendance and participation grade will be impacted. Please note that missing certain field learning activities may count for more than one absence.

On the third absence the instructor may lower the final grade by one letter grade. (Example: Final grade average of 93% or A will become a B).

The fourth absence constitutes automatic failure of the course. Students with excessive absences will be asked to withdraw with a W (if before the deadline) or leave the course with a WF.

LATE ARRIVAL AND EARLY DEPARTURE

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

TRAVEL (OR DELAYS DUE TO TRAVEL) IS NEVER AN EXCUSE FOR ABSENCE FROM CLASS.

It is always the student's responsibility to know how many absences he or she has in a course. If in doubt, speak with your instructor!

Participation: Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work, proper care of work space and tools, responsible behavior, and completion of assignments will be assessed. All of the above criteria also apply to Field Learning and site visits.

11. EXAMS – PAPERS – PROJECTS

All assignments are common but differ depending on the students' area of focus – interior design, graphic design, fashion and accessory design, photography, and fine arts.

Assignment 1 is due by Lesson 5 and counts for 20% of the final course grade. Its aim is to showcase the student's technical skills in their specific field and may include preliminary hand-sketches, renderings, compositional studies, and any other preparatory work. Assignment 1 gives insight to the student's process of inspiration research, thinking, and exploration. See the course addendum for specific details.

The **Midterm** can be in the form of an Exam or a Project and accounts for 15% of the final course grade.

- **Exam Format** (in class, on Lesson 7): The Exam is divided into three sections:
 - Part I: 10 Multiple choice questions. Each correct answer is worth 2 points, for a total of 20 points.
 - Part II: 3 Short-answer questions. Each correct and complete answer (concise explanations, main ideas, key words, names, etc.) is worth 10 points, for a total 30 points.
 - Part III: Mini statement of purpose. Students express their desire to study and pursue a specific field. Then, they explain what attracts them to the field and list experience gained, the main artists that influenced and shaped their work, resources, attributes, and personal expectations and goals by the end of this course. At least 200 words. A complete answer is worth 50 points.

The time and date of the exam cannot be changed for any reason.

- **Special Project Format** (at home): Students submit a mini-essay that can be in the form of a reflection paper of approximately 400 words or a 5-minute video essay. Students should express their desire to study and pursue a specific field – interior design, graphic design, fashion and accessory design, photography, or fine arts. Then, they should explain what attracts them to the field and list experience gained until now, the main artists that influenced (or will influence) and shaped (or will shape) their work, resources, attributes, and personal expectations and goals by the end of this course. This mini-essay should serve as a personal statement of purpose. Three main questions should guide their mini-essay: *What would you like to do? What do you hope to accomplish? How do you think an education in your chosen field will impact your life?*

Assignment 2 is due by Lesson 11 and counts for 20% of the final course grade. Its aim is to showcase of the student's artistic skills in their specific field and may include artwork, photographs, garments, and interior spaces. The samples should demonstrate knowledge of a creative skill set. Originality, creativity, sense of imagination, innovative thinking and experimental skills, and design aesthetic are valued. See the course addendum for specific details.

Assignment 3 is due by Lesson 14 and counts for 30% of the final course grade. It is the written description of the students' portfolio. In approximately 500 words (Times New Roman, 12 pt, double-spaced), students should illustrate their projects, discussing inspiration, concepts, discovery and/or challenges they experienced while executing the works. They should also include sources of inspiration and future goals and investigations. The mini-essay should demonstrate the students' ability to communicate complex ideas in a written form that should serve as compendium for the portfolio visual assemblage.

The **Oral Presentation** is on Lesson 15 and counts for the 10% of the final course grade. Whether students are interested in a job or academic interview, they will need to be able to best verbally present their technical skills and original work. The evaluation of the Oral Presentation will be based on the organization, precision, and care that students apply to their portfolio presentation.

12. LESSONS

Lesson 1	
Meet	In class
Lecture	<ul style="list-style-type: none">- Introduction to the course: syllabus, assignments, and deadlines- What is the Personal Portfolio? Different types, genres and formats- Student Portfolio vs Professional Portfolio
Objectives	By the end of this class, students will: <ul style="list-style-type: none">- Be presented with the course overview, assignments, and requirements;- Understand what a portfolio is, defined as a physical or virtual showcase of personal work;- Learn different formats, sizes, contents, and genres, depending on specific subjects and areas;- Discern characteristics and expectations of student portfolios and professional portfolios.
Readings/ Assignments	<u>Read:</u> pp. 9-22 from <i>How to Create a Portfolio</i>

Lesson 2	
Meet	In class
Lecture	Find Inspiring Material and Make It Your Own
Objectives	By the end of this class, students will: <ul style="list-style-type: none">- Examine strategies for seeking creative inspiration;- Gather visual inspiration and moodboards;- Create collages from groupings of designs, illustrations, photos, and textures to indicate different visual directions;- Learn how to combine and elaborate different sources in a creative and original manner.
Readings/ Assignments	<u>Read:</u> pp. 26-29 from <i>Slide:ology</i> <u>Read:</u> pp. 72-73 from <i>Creating Your Digital Portfolio</i>

Lesson 3	
Meet	In class
Lecture	Know Your Audience: Who Are They? What Do They Want?
Objectives	By the end of this class, students will: <ul style="list-style-type: none">- Identify the students' actual audience and markets;- Investigate the needs of their audience and understand how to address them;- Realize how to creatively solve a problem or meet a need by situating the students' original work;- Learn strategies to capture their audience through personal portfolios.
Readings/ Assignments	<u>Read:</u> pp. 14-17 from <i>Slide:ology</i> <u>Read:</u> pp. 28-29 from <i>Creating Your Digital Portfolio</i>

Lesson 4	
----------	--

Meet	In class
Lecture	Sketching Your Way to Success
Objectives	By the end of this class, students will: <ul style="list-style-type: none"> - Be able to think broadly and express creativity when brainstorming - Be able to narrow down ideas when refining and editing - Learn how to move from high-level rough sketches to low-level detailed sketches as a way of rapidly working through conceptual and organizational thinking. - Realize the importance of including hand-sketches in their portfolios to show the students' full process of thinking and exploration.
Readings/ Assignments	<u>Read:</u> pp. 32-41 from <i>Slide:ology</i> <u>Read:</u> pp. 74-79 from <i>Creating Your Digital Portfolio</i>

Lesson 5	
Meet	In class
Lecture	Assembling Ideas and Creating a Visual Impact
Objectives	By the end of this class, students will: <ul style="list-style-type: none"> - Select and assemble their ideas through images in their portfolios; - Learn how to create high visual impact and make a good first impression; - Acquire competence on the incorporation of visual elements by focusing on background and colors for well-balanced images
Readings/ Assignments	<u>Read:</u> pp. 114-137 from <i>Slide:ology</i> <u>ASSIGNMENT 1 DUE</u>

Lesson 6	
Meet	In class
Lecture	Incorporating and Enhancing Texts
Objectives	By the end of this class, students will: <ul style="list-style-type: none"> - Practice ways to visually incorporate texts, descriptions and captions; - Learn strategies to attract the audience attention by “at a glance” processing; - Understand how to choose the best slogans, fonts, layouts, formatting, and spacing for texts appearing in portfolios.
Readings/ Assignments	<u>Read:</u> pp. 140-154 from <i>Slide:ology</i>

Lesson 7	
Meet	In class
Lecture	<u>MIDTERM EXAM / SPECIAL PROJECT DUE</u>

Lesson 8	
	Academic Break

Lesson 9	
-----------------	--

Meet	In class
Lecture	Creating Your Portfolio Concept: How to Select Your Contents
Objectives	By the end of this class, students will: <ul style="list-style-type: none"> - Understand that portfolios are not simply the sum of all works created by the home of their personal story; - Learn how to demonstrate their creative process; - Be able to decide what to (not) include in their portfolios; - Create additional information that builds up their work.
Readings/ Assignments	<u>Read:</u> pp. 91-103 from <i>Creating Your Digital Portfolio</i>

Lesson 10	
Meet	In class
Lecture	Developing Your Portfolio: How to Shoot and Digitize
Objectives	By the end of this class, students will: <ul style="list-style-type: none"> - Continue to develop their portfolios by adding new material; - Prepare images for a potential digital viewing; - Gain skills for quality shooting of their artwork and design; - Explore digital possibilities, such as scanning, or working with videos or reels.
Readings/ Assignments	<u>Read:</u> pp. 104-115 from <i>Creating Your Digital Portfolio</i>

Lesson 11	
Meet	In class
Lecture	Wrapping Up Your Portfolio: Checklist
Objectives	By the end of this class, students will: <ul style="list-style-type: none"> - Situate and contextualize the samples of their portfolio; - Understand how many samples should they include; - Give consistency and coherence to their portfolios; - Be able to objectively self-evaluate their portfolio.
Readings/ Assignments	<u>Read:</u> pp. 89-102 from <i>How to Create a Portfolio</i> <u>ASSIGNMENT 2 DUE</u>

Lesson 12	
Meet	In class
Lecture	Choosing the Right Portfolio: Print and Digital Portfolios
Objectives	By the end of this class, students will: <ul style="list-style-type: none"> - Understand key features of the print portfolio; - Understand key features of the digital portfolio; - Decide whether they need a print or digital portfolio depending on their specific field and personal objectives; - Prepare work for a physical or digital presentation.
Readings/ Assignments	<u>Read:</u> pp. 103-116 from <i>How to Create a Portfolio</i>

Lesson 13	
------------------	--

Meet	In class
Lecture	Building a Self-Narrative: Written Presentation of Your Portfolio
Objectives	By the end of this class, students will: <ul style="list-style-type: none"> - Clearly state their objectives and missions; - Learn how to create a credible yet compelling storytelling for their portfolio; - Understand strategies to show a coherent trajectory and growth of ideas; - Get acquainted with the basics of self-branding.
Readings/ Assignments	<u>Read:</u> pp. 116-121 from <i>Creating Your Digital Portfolio</i>

Lesson 14	
Meet	In class
Lecture	Building a Self-Narrative: Oral Presentation of Your Portfolio
Objectives	By the end of this class, students will: <ul style="list-style-type: none"> - Learn strategies to improve their presentation skills and stand out from the crowd; - Understand how to best present their portfolios in person and practice job and academic interviews; - Collect self-promotional material to make themselves known in the marketplace or to support future applications/interviews.
Readings/ Assignments	<u>Read:</u> pp. 117-135 from <i>How to Create a Portfolio</i> (Optional) <u>Read:</u> pp. 154-171 from <i>Creating Your Digital Portfolio</i> <u>ASSIGNMENT 3 DUE</u>

Lesson 15	
Meet	In class
Lecture	<u>ORAL PRESENTATION</u>