San José State University

Department of Design / Industrial Design Program

DSID32A, Portfolio Project 1, Section 01 and 02

Spring 2022

Instructor:	Prof. Joanna Hildebrand
Office Location:	ZOOM
Email:	joanna.hildebrand@sjsu.edu
Office Hours:	W 11 am - 12 pm by appt. or by prior arrangement via Zoom or phone.
Class Days/Time:	Section 01: F 8:00-9:50am, Section 02: F 10-12:50pm
Classroom:	ZOOM
Prerequisites:	DSID 21; DSID 31; or Instructor Permission
Corequisites:	BSID Major: DSID 22; DSID 32 or Instructor Permission

Canvas Course Management & Course Format

This course will be taught mostly online this term. Course materials such as the syllabus, assignment handouts, reading, grading, etc. may be found on the DSID 32A 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, Assignments, Reading, 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. All 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) or some writing software, Adobe Acrobat (for making pdfs), and basic scanning software for scanning sketches to upload to the assignment portal. See University Policy F13-2 at http://www.sjsu.edu/senate/docs/F13-2.pdf for more details.

Course Description

Industrial Design as a profession relies upon the ability of designers to communicate their concepts and ideas visually. The manner in which a designer is evaluated is not by their resume showing their work history alone; it relies heavily upon the portfolio of project work that a designer is able to show to anyone including graduate programs, future employers, and potential clients. Portfolio Project 1 is the first of a series of four courses that will teach the Industrial Design student to develop an individual voice in regards to their work and to show that work visually in a clear, compelling, and creative manner. This course will introduce the student to methods of documenting their 2D and 3D work, rules and guidelines for laying out a clear and understandable portfolio of work done during the foundation courses at SJSU, and the tools to do this.

Course Goals:

Student Learning Objectives

Portfolio Project 1 is the first of four Portfolio Project courses in the Industrial Design curriculum. Students will learn how to edit their body of work from DSID 21, DSID 22, DSID 31 and DSID 32 through a series of discussions and exercises (LO 1, 6, 7). They will then document and assemble their project work through the use of software programs in Adobe Creative Suite (Photoshop, Illustrator, InDesign) (LO 2-4) and will complete the course with an exhibition and Portfolio Review of their Foundation Studies work that includes both 2D and 3D original work and at least SIX projects laid out in a beginning portfolio (LO 5, 7). The course prepares the student for the formal review of the first year's work by a panel of faculty. The student must pass this review in order to proceed in the program and take upper level division courses.

Course Learning Outcomes (CLO)

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

(LO1) Collect, edit and archive the body of course work from the first year ID classes.
(LO2) Document both 2D and 3D work for the portfolio using digital photographic and scanning methods.
(LO3) Understand and apply the basic criteria of page layout; grid, composition, balance, and unity to the portfolio of work.
(LO4) Construct functional and elegant master pages using layout tools; appropriate typography and imagery using aspects of Adobe CC programs taught in the course.

(LO5) Arrange work in the portfolio with quality and craftsmanship and in a way that represents their work in a clear and understandable manner.
(LO6) Demonstrate ability to actively discuss, critique, and engage in professional review of their work and that of their peers articulating design awareness and knowledge.

Course Materials and Readings:

Required Materials List

A laptop computer with the ability to run Adobe CC suite of products including: Photoshop, Illustrator and InDesign. Adobe Creative Suite licenses are available through the SJSU Adobe software program for faculty, staff, and students.

A phone camera, the newer the better. You can also rent a high end digital camera at borrowlenses.com

Access to a flatbed scanner or use a scanner app on your phone: Adobe Scan or Scannable

Large format (13" x 19") color inkjet printer (work can also be printed at a local print shop)

Reading List (Available On Line and Highly Recommended)

Adobe Creative Suite Team; *Adobe Photoshop Classroom in a Book*; 2021; Adobe Press. ISBN 9780136904670 (**Free online access through MLK library card**)

Adobe Creative Suite Team; *Adobe InDesign Classroom in a Book*; 2021; Adobe Press. ISBN 9780136870319 (**Free online access through MLK library card**)

Adobe Creative Suite Team; *Adobe Illustrator Classroom in a Book*; 2021; Adobe Press. ISBN 9780136805755 (**Free online access through MLK library card**)

Additional Reading (Optional)

Moughamian, Dan; *Adobe Digital Imaging How Tos: 100 Essential Techniques for Photoshop*; 2010; Adobe Press. ISBN 978-9-321-71987-4

Other articles, references and readings will be posted to the CANVAS site for this course.

Library Liaison

Gareth Scott
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Classroom Protocol

Due to COVID-19, students are expected to be on time to the class meeting on Zoom. Critiques, Lectures, and demonstrations will typically happen at the beginning of the class so being in the classroom on time is important to gaining the content of the class. Attendance will be taken at the beginning of each class period as one of the ways to quantify class participation (if you aren't there, you can't participate). Attendance will sometimes be taken at the end of class. Active participation in class activities is a significant factor in a student's success in the Industrial Design program. Active learning facilitates mental growth, skill enhancement, creates a life long learner and improves the goals of becoming a good designer. When a class critique is planned, work should be ready to display on your screen during critiques at the official start of the class period. Students are to be respectful of the professor and their peers and 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 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.

Unless it is being used for a class activity, please turn off all electronic devices that can potentially disrupt class. ***Phones are NOT permitted in this class*** and you will be asked to turn off and store your phone at the start of each class. If you disrupt or withdraw from class activities due to your inability to silence and ignore any of these devices, it will count against the participation portion of your final grade and you may be asked to leave the classroom. If emergency personal issues (documented family, medical, etc) require you to leave your phone on, you may do so by making arrangements with the instructor prior to and *in advance* of the start of class. Additionally, talking in class during a lecture is considered disruptive to the class and will adversely affect the participation grade and you may be asked to leave the classroom.

Zoom Etiquette
1: Ensure that you have a clean, work appropriate background
2: Eliminate potential distractions around you
3: Please keep camera on as much as possible, but especially when presenting
4: Be aware of audio and video, mute when appropriate
5: Please do not eat during class

Assignments and Grading Policy

Students will be engaged in demos, discussions and critiques during class meeting times and they will be assessed on engagement in those activities in their Participation grade (LO6). Students will have homework assignments to do outside of class (6-12 hours per week) that include two-

and three-dimensional sketching and drawing assignments as required by the course assignments (LO 1-5). Students will be required to be present to discuss their work in classroom critiques (LO 7). Grading will follow the point system through Canvas and correspond in weight with the standard SJSU A-F system.

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.*

Grading is weighted as follows:

Progressive Assignments	30%
In Class Activity & Participation	10%
Mid-Term Portfolio	20%
Final Portfolio	40%

All assignments are due on time. No late work is accepted. Extra credit is not possible in this course as the workload is significant enough. A passing grade for this course is a D-. The Participation grade in this course will be assessed through your engagement in Work/Practice sessions, class discussions and critiques each week. Actively engaging and exhibiting life-long learning skills during class are the mode by which participation is assessed.

University Policies

Academic integrity

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 at http://www.sjsu.edu/gup/syllabusinfo/.

Student Technology Resources

Students are required to have access to a laptop during class time, and access to Adobe Creative Cloud (provided by SJSU). Additionally, computer labs for student use are available in the Academic Success Center (http://www.sjsu.edu/at/asc/about_asc) located on the 1st floor of Clark

Hall and on the 2nd floor of the Student Union. Computers are also available in the Martin Luther King Library.

Adobe Creative Suite licenses are available through the SJSU Adobe software program for faculty, staff, and students. Students can access the latest Adobe Creative Suite, and should be able to download it from http://its.sjsu.edu/services/adobe/.

DSID 32A / Portfolio Project 1, Spring 2022, Course Schedule

Schedule is subject to change with fair notice in class or via notice on CANVAS.

Week	Date	Topics, Readings, Demos, Assignments, Deadlines
1	F 1/28	Review of syllabus, course content & expectations, assignment structure & materials. Assign #1 Scan Your Sketches
2	F 2/4	Lesson #1 Resolution. Demo: Photoshop Basic Color Correction. Assign #2 Scan Cleanup.
3	F 2/11	Quiz: Resolution. Assign #3 Portfolio Layout Inspiration. Assign #4 Portfolio Project List
4	F 2/18	Lesson #2 Layout and The Grid, Assign #5 Discover the Grid in Class. Assign #6 Layout Thumbnails
5	F 2/25	Demo: Introduction to InDesign Portfolio Layout. Begin Portfolio Layout. Assign #7 Translate Sketch to Page Layout
6	F 3/4	In Class Work Day: Portfolio Page Layout
7	F 3/11	In Class Work Day: Portfolio Page Layout refinement & Cover Page Design Demo: Intro to typography
8	F 3/18	In Class Work Day: Portfolio Page Layout refinement. All three fall semester projects into layout.
9	F 3/25	Mid-Term Review of 3 projects in portfolio layouts with title pages.
10	F 4/1	**Spring Break, Campus Closed, No Class**
11	F 4/8	Guest Speaker: TBD. Basics of Product Photography, Archiving Essentials. Assign #8: Photograph all 3D Development Models (3 Fall Projects)

12	F 4/15	Guest Speaker: TBD. Assign #8 Due: Photograph all 3D Development Models (3 Fall Projects). Photoshop Clean-up demos. Assign #9: Photograph all Final Models (3 Fall Projects).
13	F 4/22	Assign #9 Due: Photograph all Final Models (3 Fall Projects). In Class Work Day: Portfolio Refinements & Extension to Spring Projects.
14	F 4/29	In Class Work Day: Portfolio Page Layout Extension to Spring Semester Projects.
15	F 5/6	Work in class. Small group portfolio reviews.
16	F 5/13	Final portfolio due, full class critique.
17	F 5/20	FINAL REVIEW UPLOAD