

PORTFOLIO

Spring 2017

MONDAY 6:00-9:20 PM • G-203

PROFESSOR Mary Beth Kilkelly

Office Hour: Monday 1:00-2:00pm

milkelly@citytech.cuny.edu

COURSE DESCRIPTION

Development of each student's strategy for entering the design profession. Faculty and professional advisors critique cumulative work.

Students edit and refine their portfolios to meet professional standards and add materials, as needed. The development of individual promotion pieces, résumé writing, job search and interviewing skills are emphasized.

COURSE OBJECTIVES

- Each student will be expected to realistically assess design strengths, and plan a strategy for entering the profession and advancing on a career track.
- Develop a portfolio that meets professional standards and reflects their chosen career objectives.
- Design a portfolio appropriate for the physical and creative requirements of the contents.
- Design and print a personal graphic identity program.
- Write and produce a resume that puts each student's education, skills and experience in a light that enhances employment potential in their chosen design field.
- Show the ability to identify and contact a range of potential employers.
- Demonstrate an understanding of the interview process and proficiency in interviewing skills, personal presentation, and presentation of creative work.

EXPECTATIONS

- Be in class every week and be on time
- Be prepared and ready to work every week
- Be creative and professional in your approach to the work
- Hand in work on time, and as instructed
- Be passionate, be involved

ASSESSMENT CRITERIA

Grades will be determined as follows:

75% Quality of portfolio

10% Resume, cover letter, personal identity graphics

15% Presentation skills

GRADING

A Work of exceptional quality, which often goes beyond the stated goals of the course.

A- Work of very high quality.

B+ Work of high quality that indicates substantially higher than average abilities

B Very good, above-average work that satisfies the goals of the course.

B- Good work.

C+ Average work that shows effort.

C Average work that indicates an understanding of the course material; passable. Satisfactory completion of a course is considered to be a grade of C or higher.

C- Passing work but below good academic standing.

D Below-average work that indicates a student does not fully understand the assignments.

F Failure, no credit.

ASSIGNMENTS

PORTFOLIO DEVELOPMENT:

Web Site, Social Media Presence, and Printed Matter
(14 weeks)

RESUME DEVELOPMENT ASSIGNMENT:

Using standard resume format and adding your graphical identity, create your professional resume for digital and hardcopy distribution.

First draft due 2/15

Second draft due 3/6

Final draft due 3/20

COVER LETTER ASSIGNMENT:

Write a cover letter in response to job opening, following standard business letter formatting reviewed in 2/15 class.

First draft due 2/27

Second draft due 3/13

Final draft due 3/27

INTERVIEW SKILLS ASSIGNMENT:

Prepare for interview based on Interview Skills taught at 4/3 class; fill out preparation documents.

Prep Documents due 4/24

Mock Interviews on 5/1

INDUSTRY RESEARCH ASSIGNMENT:

Comparative Survey of 3-5 companies. Survey should include a history of each organization, the partners' education and prior experience, business model, major clients or audiences, significant events or awards, and current activity.

Visual examples of work from each organization will be counted as content in addition to the 1-page presentation of comparative information.

Choose from the following design sectors: Graphic Design, Branding, Promotional and Advertising Design, Illustration, Photography, Book Publishing, Magazine Publishing (includes digital), Web Design (Development and UI specialty)

Prepare a presentation about what you learn about how real businesses operate within each design sector, how they overlap and work together or in competition to each other, and what new business models are emerging.

CALENDAR

CLASS 1 January 30

This week in class: Review syllabus, policies and class expectations. Meet individually with professor to discuss current portfolio, professional goals and work experience.

Complete written assignment in class.
Review online portfolio platforms in class.
Register in OPENLAB.

For next class: Write your list of portfolio pieces; organize your list into your hierarchy for your site structure. Visit Professional Development Center, post picture and comments to OPENLAB.

CLASS 2 February 6

Graphic ID DUE.

List of pieces for portfolio due.

Site map discussed.

Resume format discussed.

NO CLASS FEBRUARY 13

CLASS 3 WEDNESDAY February 15

Resume 1st draft DUE.

Site Map DUE.

Cover letter formatting discussed.

NO CLASS FEBRUARY 20

CLASS 4 February 27

Review of Standard Agreements, Ownership and Business Issues.

Cover Letter 1st Draft DUE.

CLASS 5 March 6

Resume 2nd draft DUE.

Ongoing portfolio development.

CLASS 6 March 13

Cover letter 2nd draft DUE.

Ongoing portfolio development.

CLASS 7 March 20

Resume FINAL Draft DUE.

Review of Leave Behind/Printed Materials.

CLASS 8 March 27

Cover Letter Final Draft DUE.

Ongoing portfolio review.

CLASS 9 April 3

Ongoing portfolio review.

Interview skills discussed.

Be prepared to share information about how individuals operate within and outside of traditional organizations.

Cite all trade publications and web sites, company web sites, people interviewed, and books referenced. Find resources to complete this assignment, and to follow new developments in your areas of interest in the future.

PARTICIPATION

Class participation is an essential part of class and includes: keeping up with reading, assignments, projects, contributing meaningfully to class discussions, active participation in group work, and coming to class regularly and on time.

COLLEGE POLICY: Attendance

DEPARTMENT POLICY: Lateness

A student may be absent without penalty for 10% of the number of scheduled class meetings during the semester as follows: Class Meets 1 time/week 10% = 2 classes, 2 times/week 10% = 3 classes, 3 times/week 10% = 4 classes. Students arriving 15 minutes after the class start time will be marked "late." Two "lates" equals one absence. If a student's class absences or equivalent exceed the limit established for a given course, the instructor will alert the student that a grade of "WU" may be assigned.

Be here every week. Arrive on time.

If you are absent or late more than twice your grade will be lowered, or you may fail the course.

ACADEMIC INTEGRITY STANDARDS

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes

NO CLASSES April 10-18

CLASS 10 April 20
Ongoing portfolio review.

CLASS 11 April 24
FINAL Cover letter, resume and interview documents due.
Company research DUE, with in-class presentations.
Ongoing portfolio review.

CLASS 12 May 1
Mock Interviews.

CLASS 13 May 8
Group A portfolio review.

CLASS 14 May 14
Group B portfolio review.

FINALS
May 19-25
Public Presentations of Portfolio

Field trip to be announced.

its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity.

Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

ELECTRONIC DEVICES

Electronic devices (phones, tablets, laptops) are permitted when being used in relation to the course's work. All other uses are prohibited in the classroom and devices should be turned off before class starts.

ACADEMIC INTEGRITY POLICY

You are responsible for reading, understanding and abiding by the NYC College of Technology Student Handbook, "Student Rights & Responsibilities," section "Academic Integrity Standards." Academic dishonesty of any type, including cheating and plagiarism is unacceptable. "Cheating" is misrepresenting another student's efforts/work as your own. "Plagiarism" is the representation of another person's work, words or concepts as your own.

Students and all others who work with information, ideas, text, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the college recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.