

## **DESN493 Syllabus**

### **Winter 2009**

*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 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 or current class projects or professional projects.

#### **Your Professional Portfolio**

- Numerous container options as illustrated in your textbook, including a large format book or carrying system with mounted projects, or a box with mounted projects.
- Contains the three projects, letter and resume, with room for PDF leave-behind, and sketchbook. (Eventually your professional portfolio will have 12 – 20 pieces.)

#### **Your Personal Identity System**

- Letterhead with introductory letter
- Letterhead with resume. 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 contain the three required pieces in the portfolio.
- The overall design should be consistent with the look and feel of your PIS.
- Add simple 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 Sketchbook**

- Includes sketches of the three design pieces you will be using in your portfolio.
- Illustrates the design process, with notes and critique suggestions from class.
- Often includes design samples and sketches you find inspiring. Can be partially a scrapbook. The ability to add/remove pages is a plus.

#### **Presentation Supplies**

- Matte board or other material that will properly display your projects in the portfolio - May be reused week to week, but the final presentation must be clean.
- X-acto knife to trim the projects
- Metal ruler 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 arriving prepared
- Your involvement in the class and supportive interaction with other students
- Thoughtful answers to selected topical questions (presented as short quizzes)
- Checklist for final project pieces and your presentation

#### **Final Gallery Critique**

- Professional portfolio
- Leave-behind portfolio (PDF version printed)
- Resume on letterhead
- Example cover letter on letterhead
- Sketchbook

## Schedule for Winter 2009 Revised Due to Snow Day

Jan	5	<i>Snow day!</i>	7	Course Overview Requirements Sample Portfolios	
	12	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	14	Critiques Bring: Design Project #1 Revision 1, in color and mounted Bring: Sketch book	
	19	<i>Martin Luther King Holiday</i>	21	Critiques Bring Design Project #1 Revision 2, in color and mounted Bring: Sketch book	
	26	Discussion of reading. Have Read: Presenting a Print Portfolio, student Print Portfolios, ( <i>TheSellingPortfolio.pdf</i> ) Bring: Two examples letterhead design - black and white OK	28	Critiques Bring Design Project #1 Revision 3, in color and mounted Bring: Sketch book	

Feb	2	Discussion of reading. Have Read: Job Hunting Have Ready: Find three real jobs you want to apply for – do basic job research on each of the three. Bring: Revision of letterhead design, Sketch book	4	Critiques Bring: Design project #2 revision 1, in color and mounted Bring: Sketch book  ( <i>DesignSalary.pdf</i> )	
	9	Discussion of reading Have Read: Presentation boxes, cases and portfolios, Professional print portfolios, Promotions, ( <i>TheaterMorningVoice.pdf</i> ) Bring: Draft of Introductory Letter and Resume on letterhead, Sketch book	11	Critiques Bring: Design project #2 revision 2, in color and mounted Bring: Sketch book	
	16	<i>Presidents' Day Holiday</i>	18	Critiques Bring: Design project #2 revision 3, in color and mounted Bring: Sketch book	
	23	Critiques Bring: Leave-behind portfolio comps - black and white and unbound is OK	25	Critiques Bring: Design project #3 revision 1, in color and mounted Bring: Sketch book	

Mar	2	Bring: Revised leave-behind color portfolios Discussion of reading Have Read: Motion graphics and broadcast design portfolios, Interactive portfolios and web sites	4	Critiques Bring: Design project #3 revision 2, in color and mounted Bring: Sketch book	
	9	Critiques Bring: Design project #3 revision 3, in color and mounted Bring: Sketch book	11	Bring: Portfolio book/box Test run for presentation - gallery critique	
	16	Final Day Presentation - Gallery critiques Appropriate dress	18		