Syllabus

Portfolio Development
2 Credit Hours
INDS 4113-603
Fall 2020

Instructor: Jennifer Luque, RID, LEED AP ID+C
Office: Human Sciences South 102 A
Office Phone: 972.757.9250
Office Hours: T 1-2:30 pm- available other times virtually or face to face by texting 972.757.9250 to set up an appointment.

I will be available to answer emails during office hours. If you would prefer to visit in person, or Zoom, please email 24 hours in advance to make arrangements.

Email: jennifer.luque@sfasu.edu

Preferably, use Brightspace to send emails related to the course. If Brightspace is unavailable, send email to jennifer.luque@sfasu.edu and include “INDS 4113” somewhere in the subject line.

Please Note: The syllabus may change at the discretion of the instructor. Notification of changes will be made through Brightspace.

Course Information

Prerequisites

Senior standing.

Course Description

Organization and refinement of portfolio elements, showcase of student work and development of a digital portfolio.

Course Goals

Program Learning Outcomes

1. Resource Development: The students will demonstrate the use of appropriate technology and sustainability in the hospitality industry.
2. Professional Behavior: The student will exhibit the professional behaviors (strong communication skills, a professional image, a good work ethic, and adequate preparation for employment in his/her specific discipline) expected in the fields of Human Sciences.

3. Key Competencies: The student will demonstrate competence in his/her specific discipline using oral and written forms.

4. Service Attitude: The student will demonstrate a positive service attitude.

Course Objectives (Student Learning Outcomes)

This course is designed to provide students with a basic understanding of the field of Merchandising. Upon completion of this course, students should be able to:

1. The terminology and language necessary to communicate effectively with members of allied disciplines.
2. express ideas and their rationale in oral communication.
3. express ideas and their rationale in written communication.
4. Identify the importance of research and how it affects your portfolio development.
5. Analyze philosophical changes which have occurred in the profession.
7. Investigate the development of the student’s specialization and the impact on the profession.
8. Understand the culture of the profession.

Course Materials

Required Text: Design Portfolios – third edition by Diane M. Bender; Bloomsbury Publishing
Author: Diane M. Bender

Required Technology: This course will be delivered through the university’s Learning Management System (LMS), Brightspace. Each student is required to have access to a computer with internet capabilities in order to access the course. Each student is also required to have a working, university (sfasu.edu) email account. In addition, students must have a camera and a mic along with accessible Internet.

As a student of Stephen F. Austin State University, you have free access to this course’s Brightspace site. You will need to access the course regularly throughout the semester. Assignments for this course will be submitted electronically through Brightspace, unless otherwise instructed. Some assignments may require audio files. Students must have a working computer microphone or the ability to add audio to files on their computer to complete these assignments. Files with audio are submitted as PowerPoint files. All other submitted files must be in PDF or Word format.

Technical Support

If at any point during the course you experience technical difficulties in Brightspace, please let your instructor know immediately.

You will also need to contact the SFASU Brightspace Support Team by email (d2l@sfasu.edu) or phone (936.468.1919) for technical help.
Class Attendance and Excused Absence: Policy 6.7

Regular, punctual attendance, documented participation, and, if indicated in the syllabus, submission of completed assignments are expected at all classes, laboratories, and other activities for which the student is registered. Based on university policy, failure of students to adhere to these requirements shall influence the course grade, financial assistance, and/or enrollment status. The instructor shall maintain an accurate record of each student's attendance and participation as well as note this information in required reports and in determining final grades. Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. However, students are responsible for notifying their instructors in advance, when possible, for excusable absences. Whether absences are excused or unexcused, a student is still responsible for all course content and assignments. Students with accepted excuses may be permitted to make up work for up to three weeks of absences during a semester or one week of a summer term, depending on the nature of the missed work. Make-up work must be completed as soon as possible after returning from an absence.

Course Assignments, Activities, Instructional Strategies.

Each module has an assignment that will be due the day before each week. All of the assignments will be uploaded in d2L in dropbox. The final portfolio in two modalities will be due the week of final exam. Note this is an 8 week course. It is fast pace.

Course Points are earned through:
In-Class Assignments: 60 points
Homework Assignments: 60 points
Check Review: 45 points
Final Portfolios 200 points


Notes:
* Majors in ID and IM must make a C or better in all design courses.
* A letter grade will be deducted for more than two (2) unexcused absences.
## Course Calendar

Dates may change at the discretion of the instructor. Should a date change be required, it will be announced in the course news or on the discussion board. All times listed are Central Standard Time.

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<thead>
<tr>
<th>WEEK</th>
<th>MODULE</th>
<th>ASSIGNMENTS</th>
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<tbody>
<tr>
<td>Week 1-</td>
<td>Module 1: Getting Started/Course Introduction</td>
<td><strong>In Class:</strong> Course Introduction</td>
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<td>Aug 24-28</td>
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<td><strong>Homework:</strong> Purchase Book:</td>
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<td>Design Portfolios</td>
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<td>Presentation and Marketing for Interior Designers</td>
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<td>Third Edition</td>
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<td></td>
<td></td>
<td>Diane M. Bender, Ph.D.</td>
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<td>Arizona State University</td>
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<td>Week 2-</td>
<td>Module 2</td>
<td><strong>Before Class:</strong> Read Chapter 1</td>
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<tr>
<td>Aug 31- Sept 4</td>
<td>Chapter 1: The Design Portfolio</td>
<td><strong>In Class:</strong> PowerPoint Lecture, In-Class Assignment</td>
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<td><strong>Homework:</strong> Complete Homework Assignment</td>
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<td>outlined in your module and upload to Dropbox by 11:59 p.m. Sunday.</td>
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<td>Week 3-</td>
<td>Module 3: LABOR DAY, NO CLASS</td>
<td><strong>Before Class:</strong> Read Chapter 2.</td>
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<td>Sept. 7-11</td>
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<td><strong>In Class:</strong> NO CLASS</td>
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<tr>
<td>Assignment</td>
<td>Homework</td>
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<tr>
<td>Week 4-Sept. 14-18</td>
<td>Module 4: Chapter 2: Employment and Promotional Strategies This chapter explores the entire job search process, including strategies to find employment and to create self-promotional materials. It starts with a quick discussion of finding an entry-level position through various methods. Branding is essential when creating a portfolio and other promotional materials, including a logo, letterhead, résumé, cover letter, and references. Along with a portfolio, these are all part of a branding identity.</td>
<td>Homework: Complete Homework Assignment outlined in your module and upload to Dropbox by 11:59 p.m. Sunday.</td>
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<td>Week 5-Sept. 21-25</td>
<td>Module 5: Chapter 3: Gathering Materials This chapter focuses on the thoughtful gathering and organizing of portfolio content. This is a time for you to engage in critical self-reflection. It is a good idea you to understand the scope of the entire portfolio development process.</td>
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<td>Week 6-Sept. 28- Oct. 2</td>
<td>Module 6: Chapter 4: Digital Imagery This chapter focuses on the use of available technology to accurately represent and display portfolio content. Discussion items include computer display basics, such</td>
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as color systems, pixelization, resolution, image distortion, and raster versus vector graphics. Creating a portfolio will require manipulation of work after converting it to digital files. The chapter concludes with information on enhancing images with Adobe Photoshop.

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<tr>
<th>Week 7- Oct. 5-9</th>
<th>Module 7:</th>
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<tbody>
<tr>
<td>Chapter 5: Organizing Your Portfolio</td>
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<tr>
<td>Now that you have an idea of the different types of portfolios, who will be reviewing it, and how to gather and select portfolio pieces, it’s important to get all these items into a coherent structure. This chapter discusses the organization of portfolio materials. A storyboard, table of contents and key navigational pages are discussed as planning tools. The order of projects and the argument of quantity versus quality are also covered.</td>
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**Before Class:** Read Chapter 5  
**In Class:** PowerPoint Lecture, In-Class Assignment  
**Homework:** Complete Homework Assignment outlined in your module and upload to Dropbox by 11:59 p.m. Sunday.

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<th>Week 8- Oct. 12-16</th>
<th>Module 8:</th>
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<td>Chapter 6: Portfolio Layout</td>
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<tr>
<td>It is time to focus on the visual layout of the portfolio. Whether printed or digital, it should have a consistent appearance. A discussion is included about how people will navigate through the portfolio in various ways. Because of who little control</td>
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**Before Class:** Read Chapter 6  
**In Class:** PowerPoint Lecture, In-Class Assignment  
**Homework:** Complete Homework Assignment outlined in your module and upload to Dropbox by 11:59 p.m. Sunday.
you will have over how someone will views the work, all printed and web pages should have a consistent layout and definitely reflect your branding identity.

| Week 9- Oct. 19-23 | Module 9:  
*Chapter 6: Portfolio Layout*  
It is time to focus on the visual layout of the portfolio. Whether printed or digital, it should have a consistent appearance. A discussion is included about how people will navigate through the portfolio in various ways. Because of who little control you will have over how someone will views the work, all printed and web pages should have a consistent layout and definitely reflect your branding identity. |
|-------------------|-------------|
| **In Class:** In-Class Assignment  
**Homework:** Complete Homework Assignment outlined in your module and upload to Dropbox by 11:59 p.m. Sunday. |

| Week 10- Oct. 26-30 | Module 10:  
*Chapter 7: Printed Portfolio Formats*  
The focus now shifts to the printed portfolio. Care should be taken in selecting the paper and optional case, with attention given to the special features of the popular book portfolio. The goal is a complete and thoughtful packaging of the work. The chapter concludes with a discussion on printing to a portable document file (PDF) for e-mailing to reviewers and uploading to the Internet. |
|-------------------|-------------|
| **Before Class:** Read Chapter 7  
**In Class:** PowerPoint Lecture, In-Class Assignment  
**Homework:** Complete Homework Assignment outlined in your module and upload to Dropbox by 11:59 p.m. Sunday. |
| Week 11 | Nov. 2-6 | Module 11: *Chapter 8: Digital Portfolio Formats*  
Two benefits of using a digital portfolio format is flexibility and interactivity, allowing you to easily modify projects and presentations. The creation of a series of portfolio presentations which can be revised and reorganized is emphasized. The addition of audio and video is discussed. Decide the best format for presentation: from a laptop or desktop, a website, a CD or USB, or even from a mobile device. |
|---|---|---|
| **Before Class:** Read Chapter 8  
**In Class:** PowerPoint Lecture, In-Class Assignment  
**Homework:** Complete Homework Assignment outlined in your module and upload to Dropbox by 11:59 p.m. Sunday. |
| Week 12 | Nov. 9-13 | Module 12:  
WORK DAY |
| **In Class:** WORK DAY  
**Homework:** Complete Homework Assignment outlined in your module and upload to Dropbox by 11:59 p.m. Sunday. |
| Week 13 | Nov. 16-20 | Module 13: *Chapter 9: Evaluating and Presenting Your Portfolio*  
In this chapter, the portfolio process is finalized in an evaluation stage. A number of guiding principles for interviewing are covered, as the portfolio presentation in an interview setting will be evaluated as much as the work itself. The chapter ends with a discussion about what to do after the interview, which includes follow-up communication, a |
| **Before Class:** Read Chapter 9  
**In Class:** WORK DAY  
**Homework:** Complete Homework Assignment outlined in your module and upload to Dropbox by 11:59 p.m. Sunday. |
thank-you letter, and finally securing the job.

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<tr>
<th>Week 14- Nov. 23-27</th>
<th>Module 14: THANKSGIVING WEEK</th>
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<tr>
<td>Week 15- Nov. 30-Dec. 4</td>
<td>Module 15 DEAD WEEK</td>
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<tr>
<td><strong>In Class:</strong> DEAD WEEK NO CLASS</td>
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<tr>
<td><strong>Homework:</strong> Complete Final Assignment outlined in your module and upload to Dropbox by 11:59 p.m. Sunday.</td>
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<tr>
<td>Week 16- Dec. 7-11</td>
<td>Module 16: FINALS WEEK</td>
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<td><strong>In Class:</strong> Individual Zoom Presentations</td>
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**Academic Integrity**

Academic integrity is a responsibility of all university faculty and students. Please ensure that all work you post or submit is your original work, and that any material belonging to others is properly cited according to our discipline’s manual of style (APA).

Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

**Student Academic Dishonesty: Policy 4.1**

Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:

- using or attempting to use unauthorized materials on any class assignment or exam;
- falsifying or inventing of any information, including citations, on an assignment; and/or;
- helping or attempting to help another in an act of cheating or plagiarism.

Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to:
- submitting an assignment as one's own work when it is at least partly the work of another person;
- submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or,
- incorporating the words or ideas of an author into one's paper or presentation without giving the author credit.

For additional information about academic dishonesty, please read and abide by the complete university policy at SFASU Academic Dishonesty Policy.

**Academic Accommodation for Students with Disabilities: Policy 6.1 and 6.6**

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325 (936.468.3004) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to SFASU Disability Services.

**Withheld Grades Semester Grades Policy (5.5)**

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which the WH is assigned, or the grade automatically becomes an F, except as allowed through policy [(i.e., Active Military Service (6.14)] If students register for the same course in future terms, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**COVID-19 Mask Policy**

Masks (cloth face coverings) must be worn over the nose and mouth at all times in this class and appropriate physical distancing must be observed. Students not wearing a mask and/or not observing appropriate physical distancing will be asked to leave the class. All incidents of not wearing a mask and/or not observing appropriate physical distancing will be reported to the Office of Student Rights and Responsibilities. Students who are reported for multiple infractions of not wearing a mask and/or not observing appropriate physical distancing may be subject to disciplinary actions.
