



New York City College of Technology
The City University of New York
Department of Communication Design

COMD 4801 - E280 Portfolio

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SYLLABUS

Course Description

Development of each student's strategy for entering the design profession. Cumulative work will be critiqued by faculty and professional advisers. Students edit and refine their portfolios to meet professional standards and will add materials as needed. The development of individual promotion pieces, resume writing, job search and interviewing skills will be emphasized.

Prerequisites

COMD4701

Course Objectives

INSTRUCTIONAL OBJECTIVES	ASSESSMENT
For the successful completion of this course, students should be able to:	Evaluation methods and criteria
Realistically assess their design strengths, and plan a strategy for entering the profession and advancing on a career track.	Students will demonstrate proficiency in written and class assignments.
Develop a portfolio that meets professional standards and reflects their chosen career objectives.	Students will demonstrate proficiency in written and class assignments.
Design a portfolio appropriate for the physical and creative requirements of the contents.	Students will demonstrate proficiency in written and class assignments.

INSTRUCTIONAL OBJECTIVES	ASSESSMENT
Design and print a personal graphic identity program.	Students will demonstrate proficiency in written and class assignments.
Demonstrate an understanding of the interview process and proficiency in interviewing skills, personal presentation, and presentation of creative work.	Students will demonstrate proficiency in written and class assignments.

General Education Outcome covered:	How the outcome is assessed:
<p>Writing The student will demonstrate the ability to write clearly articulated thoughts in a professional, informed manner.</p>	Evaluate how well students absorbed and consequently applied the learning through graded written portions of projects.
<p>Thinking Critically The student will demonstrate the ability to determine whether certain conclusions or consequences are supported by the information provided.</p>	Evaluate through class discussion and written tests if students are able to discern the veracity of conclusions through provided information.
<p>Oral Communication Listening: The student will demonstrate the ability to discern pertinent information from irrelevant information.</p>	Evaluate how well students absorbed and consequently applied the learning through oral critiques of projects.

Teaching/Learning Methods

- Lectures and readings
- Demonstrations
- Project-based labs
- Research assignments
- Dropbox

Attendance (College) and Lateness (Department) Policies

Attendance is taken and is important to success in this class. Both absences and arrival more than 5 minutes after the start of class will be marked. If excessive, the instructor will alert the student that he or she may be in danger of not meeting the course objectives and participation expectations, which could lead to a lower grade.

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 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.

Grading

Quality of portfolio	75%
Personal identity material	10%
Presentation skills	15%

*Note: A minimum of 6 hours of independent study weekly
Because a unique and individual portfolio is required for graduation, laboratories do not conform to standard formats; The laboratory/studio experience is an ongoing one, to be monitored weekly by the advisor.*

WEEK	Lecture Topic	Independent Laboratory Exercise	Homework Assignment
1	<p>Introduction and orientation, course objectives and expectations. A survey of the communication design industry and specific career opportunities, showcasing examples of varied disciplines.</p> <p>The designer as specialist vs. generalist.</p>	<p>Students will write a brief statement as to:</p> <p>(1) their chosen areas of studies and interests</p> <p>(2) the type of organization they hope to affiliate with</p> <p>(3) their career objectives</p>	<p>If students have brought their portfolios to class, the instructor will review them informally as students start to evaluate how their current portfolio reflects their career objectives.</p> <p>Students must prepare a semester long schedule outlining weekly responsibilities and deadlines to be approved by advisor during first individual meeting.</p>

2	Preparing a cohesive graphic identity	Develop personal graphic identity suited for specific type of portfolio.	In addition to continuous work on portfolio. Students develop supportive personal identity material (letterheads, business cards, etc.).
3-6	Student meets individually with faculty and executes portfolio and personal promotional material.		As per individual meeting with faculty
7	Presentations All students meet in classroom to present their work status and progress		Students revisits their weekly responsibilities
8-13	Students continue to meet with individual advisor to revise and develop final print, web, and pdf versions of portfolio		As per individual meeting with faculty
14	In-Class Presentations Portfolios are due and students are selected for Portfolio Review participation		
15	Portfolio Review		

