

IDSN 505: Intensive: Crafting Your Portfolio
Units: 1
Summer 2021—Mondays—Time: 7:00 pm–9:30 pm
May 24-June 28, 2021

Location: Online

Instructor: Leon Rodriguez
Office: Online
Office Hours: By appointment
Contact Info: leonr447@usc.edu

IT Help: 2U Student Support
Hours of Service: Available 24/7, 365 days/year
Contact Info: studentsupport@design.usc.edu, 1-855-487-3504

Course Description

Whether you are a visual designer, entrepreneur or product designer you must know how to effectively present your projects both in-person and through a remote digital resource, like a personal portfolio website.

In this five-week intensive course you will develop the key components of an effective portfolio and learn how to present them to wow your audience.

Through a series of strategic exercises, research, and writing you will explore the potential of your skillset and learn best practices to share them with your audience.

Learning Objectives and Outcomes

Students who complete this Intensives will be able to:

- Identify the key components of an effective portfolio and presentation
- Build an effective project presentation both online and in-person
- Craft an effective "about me" statement
- Author a thoughtful and useful project description
- Assemble the assets of a project to use for a portfolio presentation
- Plan meaningful stories about yourself, your goals, and your projects
- Perform presentations about yourself, your projects and of your portfolio

Course Notes

This course will be conducted synchronously.

Technological Proficiency and Hardware/Software Required

	Apple	Windows PC
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Laptop (Minimum standards)	<ul style="list-style-type: none"> • 2.6 GHz dual-core Intel Core i5 or 2.0 GHz quad-core Intel Core i7 • Minimum 13" display • 250 GB SSD or larger • 16 GB memory 	<ul style="list-style-type: none"> • Intel Core i5 or Intel Core i7 • Minimum 14" display • 250 GB SSD or larger • 16 GB memory
Warranty	<ul style="list-style-type: none"> • Manufacturer warranty or extended warranty coverage (Apple Care) 	<ul style="list-style-type: none"> • Manufacturer warranty or extended warranty coverage
Operating System	<ul style="list-style-type: none"> • Mac OS X 10.13 or higher 	<ul style="list-style-type: none"> • Windows 7, 10 operating system or higher
Peripherals	<ul style="list-style-type: none"> • HD webcam, speakers and microphone (Most newer laptops have built-in webcam, speakers and microphone) • Headset • Digital camera (Cameras on newer smartphones are acceptable) • External drive for cloud account for backup and storage 	
Software	<ul style="list-style-type: none"> • Adobe Creative Cloud (Photoshop, Illustrator, and InDesign) • Adobe Acrobat Reader • Microsoft Office Suite • Sophos Endpoint Security (antivirus) • Browser: Most recent version of Firefox, Chrome, Safari, or Internet Explorer 	
Network	<ul style="list-style-type: none"> • Cable modem, DSL, T1/T3 or higher 	
Template-based Portfolio Website	<ul style="list-style-type: none"> • Select a template to build your portfolio website. Recommended resources: Wix, Wordpress, Webflow, Cargo Collective, Canva. 	

Required Readings and Supplementary Materials

A preparatory online reading package, drawn from textbooks, articles, papers, cases, and online publications (e.g., articles, op-ed essays), will be available in the two weeks prior to the start of each Intensive; in all instances, the material will be delivered via computer. Students may also be required to view online videos, complete web-based, interactive exercises, and respond to peer and faculty comments (within an online discussion forum or group discussion). Lectures, readings, viewings will be supplemented with current articles and audio/video content.

Grading Breakdown

Assignment	Points	% of Grade
1. "Industry standard"	50	5
2. Identify your prototype project	50	5
3. Differentiator worksheet – draft 1	50	5
4. About me statements – part 1	50	5
5. Differentiator worksheet - FINAL	100	10
6. About me statements – part 2	100	10
7. Asset organization	100	10
8. About me statements – FINAL	100	10
9. In-person portfolio presentation	200	20
10. Web-based portfolio presentation	200	20

TOTAL	1000	100%
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Grading Scale

Course final grades will be determined using the following scale:

A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 and below

Assignment Rubrics

Assignment rubrics will be posted in the shared drive.

Assignment Submission Policy

All assignments and labs must be delivered, per instructor guidelines to be distributed, by **11:59 p.m. Pacific Time** on the date that deliverable is listed as due. No exceptions. (Early submissions are, of course, encouraged!)

- Upload only one file per assignment. If assignments include images, spreadsheets, etc., merge all into one professional document.
- Deliverables that exceed maximum page or time length requirements will only be assessed up to (and not beyond) that limit.
- Read and heed supplementary assignment details, distributed when each assignment is launched, carefully.

All assignments must be completed in order to pass this class.

Late Submissions

Assignments will be accepted after the deadline with the following grade penalties. Do not ask for extensions.

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| • Submission in the 24 hours after the deadline | 10% deduction |
| • Submission between 24 and 48 hours after the deadline | 20% deduction |
| • Submission between 48 hours and 3 days after the deadline | 50% deduction |
| • Submission more than 3 days after the deadline | 100% deduction |

Keep copies of all your files and emails until the end of the semester.

Grading Timeline

Announce a standard timeline for grading and feedback.

Correcting a Grading Error or Disputing a Grade

If you don't inform the instructor of missing or incorrect grades within two weeks of those grades being posted, the grades will be assumed correct. Do not wait until the semester's end to check or appeal any grades. If you feel a grade merits re-evaluation, you are encouraged, within one week of the instructor providing a grade and initial feedback, to send the instructor a memo in which you request

reconsideration. The memo should include a thoughtful and professional explanation of your concerns. Be aware that the re-evaluation process can result in three types of grade adjustments: positive, none, or negative. (Note: Complaints on the date of a graded assignment's return to you will not be addressed; it is essential to wait one full day prior to raising a concern.)

Academy Attendance Policy

The Academy maintains rigorous academic standards for its students and on-time attendance at all class meetings is expected. Each student will be allowed two excused absences over the course of the semester for which no explanation is required. Students are admonished to not waste excused absences on non-critical issues, and to use them carefully for illness or other issues that may arise unexpectedly. Except in the case of prolonged illness or other serious issue (see below), no additional absences will be excused. Each unexcused absence will result in the lowering of the final grade by $\frac{1}{3}$ of a grade (e.g., an A will be lowered to A-, and A- will be lowered to a B+, etc.). In addition, being tardy to class will count as one-third of an absence. Three tardies will equal a full course absence.

Students remain responsible for any missed work from excused or unexcused absences. Immediately following an absence, students should contact the instructor to obtain missed assignments or lecture notes and to confirm new deadlines or due dates. Extensions or other accommodations are at the discretion of the instructor.

Automatically excused absences normally may not be used for quiz, exam or presentation days. Using an excused absence for a quiz, exam or presentation, such as in the case of sudden illness or other emergency, is at the discretion of the instructor.

In the case of prolonged illness, family emergencies, or other unforeseen serious issues, the student should contact the instructor to arrange for accommodation. Accommodation may also be made for essential professional or career-related events or opportunities. All accommodations remain at the discretion of the instructor, and appropriate documentation may be required.

Additional Policies

Add any additional policies that students should be aware of: late assignments, missed classes, use of technology in the classroom, etc.

Class notes policy: Notes or recordings made by students based on a university class or lecture may only be made for purposes of individual or group study, or for other non-commercial purposes that reasonably arise from the student's membership in the class or attendance at the university. This restriction also applies to any information distributed, disseminated, or in any way displayed for use in relationship to the class, whether obtained in class, via e-mail or otherwise on the Internet, or via any other medium. Actions in violation of this policy constitute a violation of the Student Conduct Code, and may subject an individual or entity to university discipline and/or legal proceedings. Again, it is a violation of USC's Academic Integrity Policies to share course materials with others without permission from the instructor.

No recording and copyright notice: No student may record any lecture, class discussion or meeting with the instructor without his/her prior express written permission. The word "record" or the act of recording includes, but is not limited to, any and all means by which sound or visual images can be stored, duplicated, or retransmitted whether by an electro-mechanical, analog, digital, wire, electronic or other device or any other means of signal encoding. The instructor reserves all rights, including copyright, to his/her lectures, course syllabi and related materials, including summaries, slides (e.g., Keynote, PowerPoint), prior exams, answer keys, and all supplementary course materials available to the students enrolled in the class whether posted to the LMS or otherwise. They may not be reproduced, distributed, copied, or disseminated in any media or in any form, including but not limited to all course note-sharing websites. Exceptions are made for students who have made prior arrangements with The USC Office of Disability Services and Programs and the instructor.

Participation: Students are expected to actively participate in this course. In an online forum, participation includes:

- Careful reading and viewing of assigned materials by the date due
- Regular, substantive contributions to discussions
- Active engagement with online content
- On-time attendance and full attention in synchronous sessions
- Significant collaboration with classmates and teammates

Course grades may be affected for students who do not contribute to the course through active participation. Students should notify the instructor in advance if they are unable to attend class. Those unable to attend will be required to review the online recording for the session missed, and submit thoughtful feedback to the Instructor.

Contact Hours

This 1-unit course requires 750 minutes (12.5 hours) of instructional time per term. In addition, it is expected that students will work, on average, an additional 1500 minutes (25 hours) outside of class — on readings/viewings, homework assignments, field experiences, and individual or team projects. Synchronous class sessions will be offered as regularly scheduled evening or weekend classes, once each week.

Course Schedule: A Weekly Breakdown

	Topics/Daily Activities	Deliverable/ Due Dates
Week 1 May 24	<ul style="list-style-type: none"> Identifying your differentiator About me statements How to gather project assets "Industry standard" discussion Deliver project presentations 	1 "Industry standard" 2 Identify your "prototype project"
Week 2 May 31	OFF Memorial Day	3 DRAFT 1 Differentiator worksheet 4 DRAFT 1 About me statements
Week 3 June 7	Review <ul style="list-style-type: none"> About me statements Project Assets Differentiator worksheet Project descriptions Website templates 	5 FINAL Differentiator worksheet 6 DRAFT 2 About me statements
Week 4 June 14	Review About me statements, differentiator worksheet, assets and project descriptions	7 Asset organization 8 FINAL About me statement
Week 5 June 21	Review progress	Develop in-person presentation Develop web-based presentation
Week 6 June 28	Final Presentations	9 In-person portfolio presentation 10 Web-based portfolio presentation

Assignments 1 and 2 are due before the first class meeting. Please be prepared to give a presentation of your project (assignment 2) at our first class meeting.

Assignment 1: Industry Standard

Deliverables: Submit three examples of portfolio websites of someone with your skillset and in your area of work interest. Add the three URLs to the google sheet in the shared drive.

Assignment 2: Prototype Project

Deliverables: Select one of your projects to use as the prototype to develop your in-person and remote presentations for this class. Be prepared to give a brief presentation of this project in no more than 4 minutes.

Assignment 3: Differentiator worksheet DRAFT 1

Deliverables: Submit DRAFT 1 of a pdf copy of your differentiator worksheet to the class shared drive.

Assignment 4: Three "about me" statements DRAFT 1

Deliverables: Submit a pdf copy of three unique "about me" statements to the class shared drive. Please submit them in on document. There should be three unique versions of your about statement. All three should help the reader understand: what you want, what you are good at, something memorable about you, an interesting story that connects your life experience to your work. The contents of this about

statement can be derived from your differentiator worksheet. One version should be a “wild card” statement. With this one, take some chances with the format, the structure and the content!

Assignment 5: Differentiator worksheet FINAL

Deliverables: Submit a FINAL pdf copy of your completed differentiator worksheet to the class shared drive.

Assignment 6: DRAFT 2 "about me" statement

Deliverables: Submit a pdf copy of your DRAFT 2 “about me” statements to the class shared drive.

Assignment 7: Asset organization

Deliverables: Submit assets for a project to your project shared drive. If you do not have all the content you need to represent a project, use a “place holder” to help you understand the complete story. Assets can be images, screenshots, diagrams, sketches, photos, flowcharts, etc. depending on the project and the medium of the project. The goal is to gather enough content that you can tell a compelling story about your project. You will use Adobe Photoshop and Adobe Illustrator to build some of your presentation-ready materials.

Assignment 8: FINAL "about me" statement

Deliverables: Submit a pdf copy of your FINAL “about me” statement to the class shared drive.

Assignment 9: In-person presentation

Deliverables: Create a 5-minute presentation with two parts. Part one: tell us about you, your story and your goals. Part two: present one project from beginning to end. Be prepared to share this in a presentation at our last class meeting.

Assignment 10: Website presentation Deliverables: Using a website template, create a landing page, an “about” page and one project page. Be prepared to share this in a presentation at our last class meeting.

Statement on Academic Conduct and Support Systems

Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

Support Systems:

Student Health Counseling Services - (213) 740-7711 – 24/7 on call
engemannshc.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP)
-213-740-9355 (WELL)

<https://studenthealth.usc.edu/sexual-assault/>

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Relationship and Sexual Violence Prevention and Services provides immediate therapy services for situations related to gender- and power-based harm (e.g., sexual assault, domestic violence, stalking).
(wording from the site)

Office of Equity and Diversity (OED) | Title IX - (213) 740-5086
equity.usc.edu, titleix.usc.edu

Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

USC Policy Reporting to Title IX (213) 740-5086

<https://policy.usc.edu/reporting-to-title-ix-student-misconduct/>

The university encourages individuals to report prohibited conduct to the *Title IX Office*. Individuals can report to the university *Title IX Coordinator* in the *Office of Equity and Diversity*.

Bias Assessment Response and Support - (213) 740-2421

studentaffairs.usc.edu/bias-assessment-response-support

Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

The Office of Disability Services and Programs - (213) 740-0776

dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710

studentaffairs.usc.edu/ssa

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101

diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

dps.usc.edu

Non-emergency assistance or information.