

Course Outline

Code: DES309 Title: Design Portfolio

School:	Creative Industries
Teaching Session:	Semester 2
Year:	2019
Course Coordinator:	Irene Visser, ivisser@usc.edu.au
Course Moderator:	Dr Uwe Terton, uterton@usc.edu.au

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1 Description

This course will help transition you from design student to design professional. You will create and exhibit your professional portfolio – print or digital. This portfolio will showcase your creative work, strengths and skills. As a designer, it is vitally important to work smart and possess solid business skills to navigate the complexities of the commercial side of design. This course places an emphasis on developing an awareness of professional and industry issues, networks and practices, as well as job seeking and personal development strategies.

1.2 Field trips, WIL placements or activities required by professional accreditation

Activity	Details
Industry visit	One workshop per semester will be allocated to an off-campus industry visit. Eg. design studio, printer, production facility, etc,

2. What level is this course?

300 level Graduate - Independent application of graduate knowledge and skills. Meets AQF and professional requirements. May require pre-requisites and developing level knowledge/skills. Normally taken in the 3rd or 4th year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

Specific Learning Outcomes On successful completion of this course, you should be able to:	Assessment tasks You will be assessed on the learning outcomes in task/s:	Graduate Qualities or Professional Standards mapping Completing these tasks successfully will contribute to:
Produce a professional CV for a specific design industry company.	3	Engaged
Interpret and reflect on legal, ethical and professional practice frameworks that are relevant to a specific design industry.	1 & 2	Ethical
Demonstrate graduate level design thinking and advanced communication skills and practices.	1, 2 & 3	Empowered
Demonstrate creative and critical thinking in synthesising and transforming research into an original and convincing product.	1, 2 & 3	Creative and critical thinkers

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1 Enrolment restrictions

This course is only available to students enrolled in AR312, AR313, AR314 and AR317.

5.2 Pre-requisites

Nil

5.3 Co-requisites

Nil

5.4 Anti-requisites

DES216 or DES226 or DES236

5.5 Specific assumed prior knowledge and skills (where applicable)

In order to produce a professional standard portfolio, students must have developed a substantial body of creative work throughout their design degree. They must also have acquired the necessary software skills to independently produce a book, website or show reel, depending on their discipline.

6. How am I going to be assessed?

6.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

6.2 Details of early feedback on progress

In week 2, students will prepare and present their draft work in a formal group critique session where they will receive formative peer and tutor feedback. Throughout the semester, general feedback and/or one-on-one consultations will be offered on a weekly basis in class.

6.3 Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Artefact - Creative, and Written Piece	Individual	20%	Rationale 250 words	Week 4	In Class
2	Portfolio	Individual	50%	Professional digital or printed portfolio containing 8-12 projects.	Preparations commence in Week 1 for submission in Week 13	In Class
3	Oral, and Written Piece	Individual	30%	Up to 2000 words	Week 1 Central Exam Period	In Class
			100%			

Assessment 1: Brand Identity and Rationale

Goal:	The goal of this task is for you to develop a unique professional brand identity that can be applied across a range of media.
Product:	Artefact - Creative, and Written Piece
Format:	<p>Elements to include and consider:</p> <ul style="list-style-type: none"> Professional visual identity system (logo, graphic element, avatar) Style guide with examples of how visual identity will be incorporated in a range of media Rationale (250 words) <p>Further instructions will be posted on Blackboard.</p>
Criteria:	<ul style="list-style-type: none"> Produce an original professional logo Reflect on legal, ethical and intellectual property rights involved with logo production Design thinking Communication

Assessment Task 2: Professional Design Portfolio

Goal:	You will produce an industry standard professional design portfolio that showcases and promotes your creative work, skills and strengths.
Product:	Portfolio
Format:	<p>The format of your portfolio – print or digital – will depend on your discipline. Information on the format for the portfolio is on Blackboard.</p> <p>An important part of the production of the portfolio is the contribution to the exhibition.</p> <p>Your portfolio will be part of a group exhibition open to invited industry professionals and interested public. A successful exhibition is dependent on individual efforts, combined with effective and focussed teamwork. You will participate in the theming of the exhibition and be required to assist with the installation, set-up and pull-down of the show, along with other associated activities.</p> <p>Exhibition dates, setup and pull-down dates, deadlines, roster details and other relevant information will be available on Blackboard in the Course folder. Make sure you check this</p>

	folder regularly and keep a copy of all essential details. Further requirements and task outlines for your discipline will be posted on Blackboard.
Criteria:	<ul style="list-style-type: none"> • Produce an original professional portfolio • Reflect on legal, ethical and intellectual property rights • Design thinking • Transforming research into an original and convincing product • Communication

Assessment Task 3: Transitioning to Industry

Goal:	This task will help you prepare for your transition from university to a professional design career. You will research and evaluate a particular segment of the design industry that you are interested in and produce a digital resume (CV) specifically catering to that area/company that will form the basis for a mock interview and portfolio presentation.
Product:	Oral and Written Piece
Format:	<p>Written Report: You will research a specific studio, agency, company or client of your choice that aligns with your discipline and career interests. This will form the basis of your mock interview. You will prepare a written (500 word) report explaining the reasons for your choice along with findings of your research, including where they are located, philosophy and culture, position in the industry and any other information pertinent to your interview. You are encouraged to include relevant images and any other supporting materials. You will present your findings in class for peer feedback in preparation for your interview.</p> <p>Digital Resume (CV): You will prepare a digital resume showcasing your skills, experience, qualifications and examples of your work in an appropriate format to your discipline. You will submit this in preparation for your interview.</p> <p>Mock Interview: You will present your work (print or digital) in an interview situation. You will receive feedback at the end of the interview and will be assessed on presentation, performance and capacity to communicate.</p> <p>Further instructions will be posted on Blackboard.</p>
Criteria:	<ul style="list-style-type: none"> • Depth of knowledge of your chosen studio, agency, company or client • Quality of content and final work included in CV and interview • Professional presentation and communication • Ability to meet the requirements set in the project brief in a professional manner

7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. A 12 unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

Location:	Directed study hours for location:
Sippy Downs	Lecture: 1 hour Computer workshop: 3 hours

8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

8.1 Prescribed text(s) or course reader

Nil

8.2 Specific requirements

Nil

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1 Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2 Assessment: Additional requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

10.3 Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#). Contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au

10.5 Wellbeing Services

Student Wellbeing Support Staff are available to assist on a wide range of personal, academic, social and psychological matters to foster positive mental health and wellbeing for your success. Student Wellbeing is comprised of professionally qualified staff in counselling, health and disability Services.

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, mental health issue, learning disorder, injury or illness, or you are a primary carer for someone with a disability, [AccessAbility Services](#) can provide assistance, advocacy and reasonable academic adjustments.

To book an appointment with either service go to [Student Hub](#), email studentwellbeing@usc.edu.au or accessability@usc.edu.au or call 07 5430 1226

10.6 Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:

<http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.7 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au