ESOGU Faculty of Art and Design
Visual Communication Design Department
COURSE INFORMATION FORM

SEMESTER	Autumn

COURSE CODE	141317001	COURSE NAME	Portfolio Desing

SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	**Practice**	**Labratory**	**Credit**	**ECTS**	**Type**	**Language**
7	2	2	0	3	7	COMPULSORY (X)	Turkish

COURSE CATEGORY				
Basic Education	**Art**	**Visual Communication**	**Desing**	**Social Science**
		3	4	

ASSESSMENT CRITERIA			
	Evaluation Type	**Quantity**	**%**
MID-TERM	1st Mid-Term	1	40
	2nd Mid-Term		
	Quiz		
	Homework		
	Project		
	Report		
	Others (………)		
FINAL EXAM		1	60

PREREQUIEITE(S)	
COURSE DESCRIPTION	Features and likes of the portfolio, Personal portfolio, Institutional portfolio, preparation techniques, examples, sample preparation, project and presentation.
COURSE OBJECTIVES	To teach the filing techniques of personal and corporate portfolio design studies with applications.
ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	1. Understanding the visual language of design, its differences, aesthetic sensitivity and reflecting it on their designs. 2. Recognition of design technique and technology; understanding the differences, application areas and methods. 3. Understanding and applying the design process, process steps and production techniques 4. Updating the design process and design information in line with the requirements of the age and technological developments
COURSE OUTCOMES	1. Learning the formats of presenting visual and written documents showing their personal development 2.Preparing and presenting a portfolio of corporate design work 3. Applying the techniques of preparing printed and digital presentations
TEXTBOOK	1.Clazie, Ian. 2010. Creating Your Digital Portfolio: The Essential Guide to Showcasing Your Design Work 2. Myers Rose Debbie, The Graphic Designer's Guide to Portfolio Design
OTHER REFERENCES	Welsh, Craig. (2013). Design: Portfolio: Self promotion at its best Flexibound
TOOLS AND EQUIPMENTS REQUIRED	Computer, Projection

WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Course content and presentation
2	Features and importance of portfolio in visual communication design
3	Characteristics of personal portfolio and numerical preparation techniques
4	Starting the sketching process for personal and corporate portfolios
5	Development of Portolio mockup sketch and drafts of digital portfolio
6	Creating grid designs for personal portfolio
7	Presentation of mock-up design and examples adapted to grid design
8	MIDTERM EXAMS
9	Digital design process of personal and corporate portfolio
10	Digital design process of personal and corporate portfolio
11	Presentation and analysis of all works to be presented in the portfolio
12	Working on portfolio mock-up and digital portfolio in line with the given critiques
13	Working on portfolio mock-up and digital portfolio in line with the given critiques
14	Presentation of the prototype portfolio and correction of deficiencies
15	Presentation of the prototype and physical file before the final and arrangements
16	FINAL EXAM
17	FINAL EXAM

NO	PROGRAM OUTCOMES	Contribution Level		
		3	2	1
1	The ability to comprehend the basic concepts and principles of visual communication design and to establish their relationship with other disciplines.		x	
2	Ability to comprehend design culture and ethics, designers' rights and responsibilities			x
3	The ability to grasp the visual language and aesthetic sensitivity of design and to reflect these on designs	x		
4	Ability to analyze critically, reflect this on their designs, and offer appropriate solutions to problems	x		
5	Ability to recognize design technique and technology, comprehend application areas and methods	x		
6	Ability to comprehend and apply the design process and production techniques	x		
7	Ability to update design information in line with the requirements of the age and technological developments	x		
8	Comprehending local and universal values; ability to develop an understanding of design from local to universal	x		
9	Ability to comprehend the importance of sustainable design in the protection of nature and the environment			x
10	The ability to gain sensitivity to the current problems of the society and to develop solutions to these problems.			x

1: None. **2**: Partially contribution. **3**: Completely contribution.

Instructor(s):

Signature: **Date:**