

Syllabus
Course description

Course title	Seminar "Portfolio presentation"
Course code	97141
Scientific sector	-
Degree	Bachelor in Design and Art (L-4)
Semester	Summer semester 2019/20
Year	1 st , 2 nd , 3 rd
Credits	2
Modular	No

Total lecturing hours	18
Total hours of self-study and / or other individual educational activities	about 32
Attendance	75% of the attendance is compulsory in order to be admitted to the exam
Prerequisites	none

Specific educational objectives	<p><i>Course description:</i> ***pimp your portfolio*** – learn how to find and create the big picture of your work.</p> <p>The course will guide you to edit and present your work samples into your significant and individual portfolio to build and represent yourself as your own brand. To get started please bring your work samples.</p> <p><i>Specific educational objectives</i> <i>include the following:</i></p> <p>The disciplinary objectives The course objective is:</p> <ul style="list-style-type: none"> • meaningful, individual portfolio • get to know how important it is to decide between diversity or focussing in a portfolio/presentation • structure and relevance of work samples • learn how to focus on strengths • guideline to transfer learned knowledge to other presentations forms • connection of portfolio, social-media and online presence • get insights into the design working environment <p>Students will have acquired</p> <ul style="list-style-type: none"> - Their own individual and meaningful portfolio and how to use and transfer their achieved knowledge to other presentations forms.
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Lecturer	Boiko Marvin office F3.04, e-mail marvin.boiko@unibz.it, www.marvinboiko.de
Teaching language	English
Office hours	Friday from 17:30 to 19:30
List of topics	Portfolio Marvin Boiko Work examples L2M3.com Views on student works Portfolio examples Structure and focus Feedback and improvement proposals
Teaching format	The seminar is planned as a series of blocks, following the main themes as described in the tender and specified here below. The teaching blocks are a combination of frontal lectures, short impulse-lectures followed by various exercises, short theme-based workshops and hands-on work.

Specific educational objectives of the course	Expected learning outcomes: Students will have acquired: <ul style="list-style-type: none"> - a design methodology in the field of visual communication and/or artistic production; - a solid cultural background where technical-media skills are combined with theoretical reflection; - the ability to capture and analyse contemporary cultural and social phenomena that characterise design and art; - skills necessary to manage a project from the ideation phase to the realisation phase; - technical tools necessary for the realisation of the projects and the necessary interdisciplinary scientific skills; - a theoretical and socio-cultural education that aims to acquire a solid cultural background where the technical-media skills are combined with a theoretical reflection-
Expected learning outcomes	<i>Disciplinary skills</i> Students will be able to apply knowledge related to the design of: <ul style="list-style-type: none"> - capacity for critical thinking - flexibility with clients and collaborators - Knowledge of artistic techniques - ability to manage a project (project management);

- capacity for innovation in the framework of a broad understanding of the contemporary cultural arena

Knowledge and understanding

The students will have acquired:

- a design methodology in the field of product design, visual communication and/or visual arts, from the ideation phase to the realisation phase of the project;
- the basic knowledge necessary for the realisation of a project in the field of product design, visual communication and/or visual arts, from a technical, scientific and theoretical point of view;
- the basic knowledge to practice a critical look at their work and to deal with contemporary challenges;
- basic knowledge relating to the culture of the project in all its components, but also to the disciplines of a technical, scientific and theoretical nature to be able to continue their study with a master's degree in an international context.

Ability to apply knowledge and understanding

Students will be able to:

- concept, develop, realize a project in the field of product design, visual communication, and/or visual arts;
- finalize to the realization of a completed project in the field of product design, visual communication and/or visual art the basic knowledge acquired in the technical, scientific and theoretical fields;

Transversal skills /soft skills

Autonomy of judgment

The students must have developed:

- a good autonomy of judgement aimed at developing one's own design capacity and the set of decisions (technical, scientific and theoretical) necessary to carry out a project to its' conclusion
- a good autonomy of judgement in the critical evaluation of their work and in their ability to use correct interpretative methods in relation to the contexts in which they will apply their design prac-

	<p>tice and/or continue their studies, also considering ethical and social aspects.</p> <p><i>Communication skills</i> Students will be able to:</p> <ul style="list-style-type: none"> - present at a professional level their own project in the field of product design, visual communication and/or the arts in the form of an installation, orally and in written form; - communicate and motivate at a professional level the reasons for their choices and motivate them from a formal, technical, scientific and theoretical point of view; <p><i>Learning skills</i> Students will have:</p> <ul style="list-style-type: none"> - learned at a professional level a design methodology understood as the ability to identify, develop and implement solutions to complex design problems by applying the knowledge acquired in the technical, scientific and theoretical field necessary to establish a professional activity and / or continue their studies with a master's degree; - developed a creative attitude and learned how to increase and enhance it according to their own inclinations; - acquired a basic knowledge of theoretical, scientific and technical disciplines combined with a suitable study methodology to continue their studies with a master's degree;
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Examination method/ Assessment	Fulfilment of the expected learning outcomes: <ul style="list-style-type: none"> - <u>Oral and laboratory</u>: oral with questions of verification and new questions with reworking laboratory experience
Assessment language	The same as the teaching language.
Evaluation criteria and criteria for awarding marks	No final mark only "passed" or "fail". <ul style="list-style-type: none"> • in relation to exam 2, the ability to collaborate, the creative capacity and critical originality, the ability to revise and readjust are evaluated; etc.

Required readings	-
Supplementary readings	Ralf de Jong Friedrich Forssman Detailtypografie

ISBN 978-3-87439-642-4

Josef Müller-Brockmann
Grid systems
ISBN-13: 978-3721201451

Manuals 2
ISBN: 978-0-9575114-7-7

Paula Scher: Works (concise)
ISBN: 978-0-9956664-7-4

How to - Michael Bierut
ISBN: 978-0500518267

The Graphic Work of Philippe Apeloig
ISBN: 978-0500517222