

AD461 -- PORTFOLIO

Instructor: Emily Weltman	e-mail: weltman@gmail.com
	Term:
Voice mail: 503.680.2840	Total class hours: 36
Office hours:	Class meets: Spring Tuesdays

Course description: Create a portfolio suitable for applying for an apparel industry job or a major fashion design school. Use it to enter competitions. Select a project. Create a cohesive story around that project using a mood board, fashion illustrations and photographs of garments you've created. End the class with a hard copy as well as digital version.

Course objectives: Upon completion of the class, students will:

- Complete 1 successful portfolio-ready project
- Understand what makes a successful portfolio
- Explore different ways of presenting work and presenting as a job applicant
- Create a professional resume
- Create an online presence with LinkedIn and a portfolio website

Competencies being assessed:

- How to create a cohesive project by completing one project that solve problems for the target company or target market. Use additional projects to round out portfolio and demonstrate good editing and layout skills.

Class format: Class time is divided between lecture, studio time, and student presentations.

Recommended text: *Portfolio Presentation for Fashion Designers*; Tain, Linda; 2013, ISBN 978-1563678172.

Required supplemental materials:

- Apple/PC laptop loaded with CS4 or above and mouse or tablet
- USB device (2 GB recommended)
- Previous design work and photographs of garments you have made
- Sketchbook (see below)
- 1-3 pencils
- Croquis (scanned into your computer)
- Portfolio (Purchased from Grossenbacher. 1166 NE 31st, Portland, Oregon, 97232)

Fashion Journal/ Sketchbook: Students will keep a sketchbook/notebook for this class. 8x11 or 9x12. Composition notebooks are great and cheap. Moleskins are a nice option but pricier. Not too small. Spiral is great for flipping and tearing. You will add to this book weekly and share with your peers. This is your idea book, so use it.

Standards of conduct: Complete and on-time attendance is mandatory.

- **No student can miss three or more classes and expect to pass this class.**
- Attendance is at the beginning of each class period. If you are late, you will lose half the attendance points for the day. If you arrive late, it is your responsibility to make sure you have been counted present. If you arrive more than 15 minutes after the beginning of a part of the class period, you will be counted absent for that part of the period.

- If you are absent, you lose the attendance points for that day. If you know ahead of time that you will not be in class, make arrangement with the instructor the night *before* class (by 10 p.m. and by telephone). Please text instructor if running late so class is not held up.
- It is the student's responsibility to keep track of assignments and turn them in on time should the students miss the class or arrive late.
- Professionalism means: Turn off your cell phone. Attend the full class. Focus and follow-through during classroom work. Have respect and work well with classmates. Use the same behavior in the classroom as you would on the job in the apparel industry.
- Late work will result in a one letter grade deduction.

Labeling Policy: All student work must be turned in with the following information: Name, Course Name/Number, Instructor, Term/Date, Project/Assignment, Contact Info (phone or e-mail). Work may not be accepted for full credit without the required information. PFI cannot guarantee the return of student work that is not labeled with the required information.

Incomplete: A student who, due to medical or other exceptional causes, cannot complete the required class work must document his/her situation and submit a written request for an incomplete grade to be entered. The instructor, the academic advisor and director must approve the grade and assign a time line for the work to be completed. Incompletes must be requested and approved no later than the end of the quarter for which the incomplete is requested. To remove an incomplete, a student must complete the required course work before the next quarter commences. If a student does not comply within the time line or does not complete the work, an "F" grade, or the grade calculated by the instructor on the incomplete form, will be entered to replace the incomplete.

To initiate a request for an incomplete grade, the student must fill out an incomplete form and submit it to his/her instructor. The instructor will obtain the required signatures and submit the completed form with final grades.

Withdrawal (W/WF): The student who withdraws from a course or from the program during the first six weeks of the quarter will be assigned a "W" code for each course. The "W" code is not used in computation of the student's grade point average; however, "W" credits are counted toward total credits attempted. The student who withdraws from a course or from the program after the ninth week of the quarter will be assigned a "WF" code for each course. The "WF" code is the equivalent of a grade of "F" and is used in computing the student's grade point average.

Students wishing to withdraw from PFI must file an official status change form with the Academic Advisor.

Last day to withdraw from the class is 48 hours before class starts.

Lab Policies: Leave food and drink outside the classroom. Disciplinary action will be taken toward any student found using the equipment in an inappropriate manner. Disruptive, disrespectful, rude behavior is not tolerated.

Plagiarism: Presenting the writings, images or paraphrased ideas of another as one's own, is strictly prohibited. Properly documented excerpts from other's works, when they are limited to an appropriate amount of the total length of a student's paper, are permissible when used to support a researched argument.

Attendance Policy: Students who are absent from all scheduled classes over a 14-day period (2 weeks) are subject to automatic attendance suspension—from PFI, not just from this course. This means the student is administratively withdrawn from all courses and cannot attend classes or continue in the current quarter unless he/she successfully appeals for reinstatement. Students who anticipate violating the attendance policy should contact the academic advisor immediately to discuss options such as withdrawing from PFI or navigating the appeals process.

Picking up Work: Please pick up your work no later than the first Friday of the following quarter. If you cannot retrieve your work by this date please make arrangements with me. All work not picked up by this date will be recycled.

Students with Disabilities: It is PFI policy not to discriminate against qualified students with a documented disability in its educational programs, activities or services. If you have a disability-related need for adjustments contact the academic advisor.

Evaluation:

Attendance/Professionalism/Participation	10 %
Presentations/critiques	10 %
Resume	20 %
Project/mock collection #1	20 %
Final portfolio/hard copy	10%
Final portfolio/digital	30 %
TOTAL	100 %
Bonus collection ?	+10%

Grade Scale

Letter	Number	Rating
A	95-100	Excellent
A-	90-94	
B+	87-89	Good
B	83-86	
B-	80-82	
C+	77-79	Satisfactory
C	73-76	Fair
C-	70-72	
D+	67-69	Marginal
D	62-66	
F	<62	Failure

COURSE CALENDAR

This syllabus is subject to change at the instructor's discretion.

WEEK/DATE	TOPIC	ACTIVITY	ASSIGNMENTS
1/	Design Schools and Foundation of Portfolio	<p>Bring supplies to every class.</p> <p>LECTURE:</p> <ul style="list-style-type: none"> Design Schools and building a foundation What are they looking for and how can schools help you? Benefit of online portfolio and importance of digital work <p>IN CLASS WORK:</p> <ul style="list-style-type: none"> Mock collection #1: Think of a way to work to include garments you may have made. What company? What about them? What season? Show your process What company? What about them? What season? Show your process. <p>Mood board-using web images. Flickr creative commons-give credit. Google Choose colors to inform mood. Begin hand sketches.</p>	<p>Finish mood board.</p> <p>Find 2-3 collections that you feel are cohesive. Write 5-10 bullet points about each collection. What makes them work/what could be better?.</p> <p>Locate Material swatches-local sources..</p> <p>Do more research about company (jobs, philosophy, market, where it sells).</p>
2/	Working for a Design House	<p>PRESENTATIONS:</p> <ul style="list-style-type: none"> Homework/ critique <p>LECTURE</p> <ul style="list-style-type: none"> Sketching, fabrics, color and materials. . 	<p>Finalize fabrics and colors..</p> <p>Continue Hand Sketches. Locate Material swatches.</p> <p>Do more portfolio research-find 3 great</p>

		IN CLASS WORK: <ul style="list-style-type: none"> Finalize materials and color. Begin computer sketching 	examples of cohesive projects.
3/	Bringing it all together	LECTURE: Putting the project together. EDITING. Complete one or more fashion croquis figures. PRESENTATIONS IN CLASS WORK: <ul style="list-style-type: none"> Work on lay out. Digital presence. Sites to use-setting up accounts 	Research a company of choice-competition or inspiration. What are they doing well? Working/not working? Begin computer flats
4/	Know your customer. Presenting yourself	PRESENTATIONS: <ul style="list-style-type: none"> Share homework LECTURE: <ul style="list-style-type: none"> Resumes Graphic examples Tailoring to jobs. Cover letters IN CLASS WORK: <ul style="list-style-type: none"> Begin Project 2 if you are doing accelerated track. Mood board, colors, materials begun. Work on resume, sketching and color exploration. Present collections in small groups. 	Finalize sketching. 1 st draft of resume. Start croquis illustrations.
5/	Refining/ Editing	PRESENTATIONS: <ul style="list-style-type: none"> Critique and resume sharing LECTURE: <ul style="list-style-type: none"> How to show other work. What to include. IN CLASS WORK: <ul style="list-style-type: none"> Mock interviews. Share 1st draft of resume in pairs. Finishing touches on collection. 	Finalize croquis Update final resume. Catch up on any missed work. Edit personal previous work-scan/ photograph
6/	Finishing touches	LECTURE & IN CLASS WORK: <ul style="list-style-type: none"> Layout, putting it all in order. Getting it bound or using sleeves PROFESSIONAL CRITIQUE	Digital Portfolios due at end of class. Printed portfolios due the following week?