FSH202 PORTFOLIO AND PRESENTATION SYLLABUS

Course Information:
- Course Number and Title: FSH202 Portfolio and Presentation.
- Semester and year:
- Course Section:
- Class Meeting Day and Time:
- Course Location:
- Credits: 3.
- Course Length: 15 weeks
- Pre-requisites: FSH106, FSH105.
- Co-requisites:

Instructor Information:
- Name:
- Email:
- Office Location:
- Office Hours:
- Phone:

Catalog Course Description:
In this course, Fashion Design and Merchandising students will practice the skills they have learned in previous classes to create a professional portfolio. They will apply knowledge of design principles and elements to create works in both digital and traditional media. Students will evaluate past work, edit and update contents to display their skills. They will practice career preparation, job seeking and presentation techniques to prepare for future employment or further education.

Student Learning Outcomes:

Core:
1. Employ effective oral and written communication skills in a variety of contexts.

Program:

1. **Marketing:** Employ strategic marketing tactics grounded in a deep understanding of consumer behavior and market segmentation over both digital and traditional channels

2. **Trend Analysis:** Analyze and predict trends based upon detailed knowledge of fashion cycles, theories of adoption and market research.

3. **Visual Merchandising:** Apply principles of visual merchandising to create compelling displays that enhance the shopping experience and maximize sales in both online and in-person environments

Course:

1 .Demonstrate concepts that are central to design and merchandising, the elements and principles of design and color and will utilize those concepts to create personal branding to enhance their professional portfolio. PLO1, PLO2, PLO3

2. Create, compile and revise a body of design and merchandising works for their professional portfolio. PLO1, PLO2, PLO3

3. Practice career building and job seeking skills to prepare for employment in the fashion Industry. PLO1, PLO2, PLO3

4. Prepare and practice their presentation skills in order to confidently engage in further education or future job opportunities. PLO1, PLO2, PLO3

Textbooks, Materials, and Technology:

Required Textbooks:

1. Linda Tain, Portfolio Presentation for Fashion Designers, Conde Naste, ISBN 978-1-56367-817-2 (Fashion Design Students).

2. Bubonia-Clarke, Janice – Developing and Branding the Fashion Merchandising Portfolio, Fairchild Publishers, ISBN 978-1-56367-427-3(Fashion Merchandising Students).

Bibliographical & Digital Resources:

Technology and Supplies Needed:

Computer, Adobe Creative Suite

Access to Color Printer

Digital Camera or Phone
Presentation Case – 11 x 14

Sheet Protectors

    Lined notebook

o   Pens and Pencil

USB Flash Drive – at least 1G

Instructional Methods:

Demonstration, videos, some reading and writing, online research, class discussion, studio work and group critique. You will have required workshops with Consultant in Residence, Angela Edmonds on certain Fridays. On those weeks, your Thursday classes will be canceled.

Criteria and Methods of Evaluating Students:

Grading Scale:

A.	95 to 100	(4.0)
A. minus	90 to 94	(3.7)
B. plus	87 to 89	(3.3)
B.	83 to 86	(3.0)
B. minus	80 to 82	(2.7)
C. plus	77 to 79	(2.3)
C.	73 to 76	(2.0)
C. minus	70 to 72	(1.7)
D. plus	67 to 69	(1.3)
D.	63 to 66	(1.0)
D. minus	60 to 62	(0.7)
F.	Below 60	(0.0)

Methods of Evaluation:

* Critiques are an essential method of evaluation. They can involve the entire class, a smaller panel, or be implemented one-on-one.

*Rubrics are provided for all assignments.

Method:	Grade Percent:
Weekly Action Plan Grades	15%
Portfolio	35%
Website	20%
Presentation	20%
Critique Participation	10%
Total:	**100%**

OUTLINE:

Meeting	Course Outcome Supported	Description of Content	Out of Class Assignments	Quizzes/Tests/ Projects Due
Week 1	CLO # 1	Introduction, Supply list and syllabus Introduction to the workspace, sketchbook and course material What is a Portfolio • Purchase a portfolio case and archival sleeve protectors 1. GOAL SETTING 2. Values Sort Card 3. Discover Your Passion 4. Long Term Goals	Read Tain , 1 - 29 The Portfolio – A statement of Style Read Bubonia-Clark, , pp 1-9 Introduction to the Merchandising Portfolio *Bring in $40.00 for portfolio 1. Bring in all work from previous semesters 2. Bring in Flash Drive 3. Complete Values Sheet, Discover Your Passion and Long Term Goals	
Week 2	CLO # 2	Organization, Content and Formats for Portfolios ● Design vs Merchandising ● Purchase Portfolio ● Quiz on Reading CRITIQUE OF ALL WORK •Create a Portfolio Plan •Create an Action Plan Time Management Chunking, Kanban, Pomodoro	Read Tain , pp 45- 74 Organization and Contents Read Bubonia-Clark, pp 43-56 Organization and Contents 1. CREATE PORTFOLIO PLAN 2. CREATE ACTION PLAN	Bring in All Work from Previous Classes Values Sheet, Discover Your Passion and Long Term Goals

Week 3	CLO # 3 CLO# 4	BEGINNING YOUR FINAL PROJECT, BRANDING Branding • Introduction to Branding Workbook Begin Research on Collection/ Merchandising Plan (Pinterest) WORKSHOP: Collection and Production	1. Finish Branding and Bio 2. 3 Pinterest BoardS for Collection/Merchandising project 3. FOLLOW ACTION PLAN	Portfolio, Portfolio Plan and Action Plan

Week 4	CLO # 2
	
	CLO # 1
		Presentation and Critique
		
		Class Critique – Pinterest Boards
		
		Managing Online Brand
		
		      • Evaluate online brand
		      • Create LinkedIn profile
		
		Creating a website
		
		     • Introduction to tools on Squarespace
		     • Backgrounds and images
		     • Pages
		     • Uploading work and creating galleries
			Read Tain , pp 159- 173
			
			Presentation Boards
			
			Read Bubonia-Clark, pp 61 - 81
			
			Presentation Formats and Layout
			
			1. Mood Board for Final Collection
			
			2. Do Website with background for main page
				Pinterest Boards Due
				
				Branding Workbook
				
				Action Plan Due

WEEK 5	CLO # 1 CLO # 2 CLO# 4	Class Critique – Mood Boards Work in Studio on websites and LinkedIN	*Read Tain , pp 245- 260* *The Digital Portfolio* *Read Bubonia-Clark, pp 81-91* *Use of Technology in Portfolio Development* Work on Websites	Mood Boards Due Action Plan Due
WEEK 6	CLO # 1 CLO # 3 CLO# 4	Logo Creation Color Research Font Choices Photographing and Scanning Work	Three variations on logo	Websites Due Linked In Profile Due and Optimized
WEEK 7	CLO # 1 CLO # 2 CLO # 3	Critique Roughs Design Title Pages and Dividers Design Resume format Design Business cards Resume Workshop	1. Order Business Cards 2. Complete titles and dividers 3. Bring in Portfolio in progress	Logos Due Roughs for Collection
WEEK 8	CLO # 2	Group Critique - Midterm Portfolio Review WORKSHOP: Branding and your Target Market Creating Flats	*Read Tain , pp 121- 145* *Flats and Specs* Flats for Final Project	Final Collection Figures Title Pages Resume

Week 9	CLO # 1 CLO # 2 CLO# 4	Creating a Leave-Behind Piece Mastering Interviews	Finish Final Collection Board Work on Leave Behind	
Week 10	CLO # 2	Group Critque – Final Collection Guest Critic WORKSHOP: Marketing, Promotion and Social Media	*Read Tain , pp 275 - 287* *Resume and Cover Letter* *Read Bubonia-Clark, pp 137-149* *The Interview and the Cover Letter* Work on Resume	
Week 11	CLO # 2 CLO# 4	Careers in Fashion Creating Networks – Linked In, Facebook, Instagram, Behance	*Read Tain , pp 265 - 271* *The Job Market* Update all networks Write Cover Letter	Resume Due Business Cards Due
Week 12	CLO # 2 CLO# 4	Guest Speaker and Critics – Career and Transfer Services Mastering the Elevator Speech Job Hunting Applying to Colleges	*Read Tain , pp 289 - 301* *Organizing Your Job Hunt* Create Elevator Speech	Flats for Collection Cover Letter Network Check
Week 13	CLO # 1 CLO# 4	Work in Studio WORKSHOP: Presentation and Pitching	Start Instagram, prep Elevator Speech	Elevator Speech FINAL COLLECTION DUE

Week 14	CLO # 2	FINAL PORTFOLIO CRITIQUE Group Critique		FINAL PORTFOLIO DUE FOR CRITIQUE WEBSITE DUE RESUME BUSINESS CARD COVER LETTER
Week 15	CLO # 12	Individual Critiques Advising – Next steps		

Note: The above class outline is subject to change at the instructor's discretion.

College Policies:

Accommodations:

If you are a student with a documented disability needing accommodations, please contact the Office of Disability Services at 610-526-6036, or disabilityservices@harcum.edu. Staff offices and testing room are located in the lower level of the Academic Center, Suite B6, within the Bryn Mawr campus. Disability Services staff can also meet one on one with students electronically or via Zoom. While requests for disability services may be made at any time, students are strongly encouraged to submit requests as early in the semester as possible. Doing so will facilitate the timely provision of accommodations approved by the Office of Disability Services.

Lab practical exams in a lab setting with the lab instructor are considered an essential function of the course or program and may not be able to be modified.

Academic Integrity:

Personal integrity is a goal that Harcum fosters. Students should be guided by the fundamental ideals of honor and integrity in the personal conduct of their lives. The Harcum degree represents not only the fulfillment of academic requirements but also the development of character and personal conduct.

A student who is dishonest in any assignment, test, or examination, receives a grade of "F," and the incident is reported to the Vice President of Academic Affairs. The penalties for such violations are cumulative. A second violation will result in failure of the course; the third, expulsion from the college.

Attendance:

Students are expected to attend all classes. Online course attendance is defined as regular interaction with the instructor, student peers, and content. Students are expected to log into the learning management system every day and check email every day.

Course Drop-Add:

Registration is a process at Harcum College beginning with the student's first day to register and continuing through the end of the drop-add period. Once the semester begins, courses can be added or dropped during the course drop-add period each semester (consult Academic Calendar for specific dates).

Course Withdrawal:

After the course drop-add period has passed, students may withdraw from a course up to one week following the posting of midterm grades (see Academic Calendar).

Electronic Devices:

All students must put their cell phones on silent status during classroom instruction and activities. No student will be permitted to use electronic devices (cell phone, iPod) during instructional or testing times.

Students are not permitted to use cellular phones or other electronic devices during labs, clinical experiences, or exams unless explicitly told to do so by their instructor. All personal belongings must be stored away from the student's work area when testing is in progress. Students will not be permitted to access electronic devices under any circumstances during testing.

Recording of course or lab content without the express consent of the course instructor is prohibited. If the instructor provides permission to record any portion of the course content, said recording is intended for the student's personal use, as a study tool, only.

Any use or recording of curriculum content must be approved by instructor and Harcum College.

Distribution, sharing or public posting (via any electronic forum, including screenshots) is prohibited. Any evidence that this has occurred may result in immediate dismissal from the program. In the event of a grade or performance dispute, only audio and video clips that are approved and posted by the Harcum College program faculty will be accepted for review during a grade appeal process.

Emergency Notification - E2Campus:

Harcum College's emergency notification system is E2Campus. This notification system will provide information to all registrants via text messaging and email. It will be mandatory practice for the instructor or an instructor-designated student to keep his or her phone on ring to regularly review text messages during class time for a potential emergency. The instructor or student is not expected to respond to any messages except to notify the instructor, and-or students of a potential emergency from e2campus.

All Harcum students must register for the **Omnilert - E2Campus** emergency notification system which connects students instantly to significant events that affect campus classes and activities. The notification system sends announcements regarding emergency conditions, weather cancellations and delays, and other urgent campus-wide information instantly and simultaneously.

Go to the Harcum College website. Under the tab "About Us," click on Emergency Alert System. This will bring you to an emergency alert system link to the Omnilert E2 Campus Registration Page where you can subscribe to receive emergency alert messages.

Student Code of Conduct:

Conduct that a reasonable person would view as substantially or repeatedly interfering with the conduct of a class is prohibited. Such conduct includes, but is not limited to, repeatedly leaving and entering a classroom without authorization, making loud or distracting noises, persisting in speaking without being recognized, or resorting to physical threats or personal insults. Students are responsible to comply with an instructor's individual requests regarding appropriate classroom behavior as listed in the class syllabus.

Program Policies:

Policies stated in the program handbooks supersede policies stated within the syllabus.