

COURSE SYLLABUS						
Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Portfolio Design	PLAS 411	7	Theory 2	Practice 2	3	5
Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Compulsor	Other
	x					
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate / Doctoral (Second / Third Cycle)	
			x			

<b>Language of Instruction</b>	English
--------------------------------	---------

<b>Course Instructor(s)</b>	Asst. Prof. Dr. Raif DİMİLİLER	E-mail : raif.dimililer@arucad.edu.tr Office : DA-OFF02
<b>Course Objectives</b>	<p>The portfolio design course is all about directing students in the quest to create their own style of presenting their prior creative works and resumes. A portfolio needs to be personal and unique to reflect the designer's style, but it also needs to inherit the basic principles of design to communicate effectively.</p> <p>Students will learn that the use of typography, imagery and the page layout design are significant features to create the desired effect on the client. The course also develops English for Specific Purposes (ESP) related to art, focusing on the professional written and spoken self-presentation (artist statement, CV, cover letter, and client pitch) required in the field.</p>	

	<b>Course Learning Outcomes (Students will be able to...)</b>	<b>Bloom Level</b>	<b>Teaching Methods</b>	<b>Evaluation Methods</b>
<b>Course Learning Outcomes</b>	Identify the types, components, and design principles of an effective professional portfolio (hard-copy, digital, and online).	<b>Remember/ Understand</b>	Lecture, visual presentation, classroom discussion	Open-ended questions
	Explain how audience, purpose, and narrative shape the structure and content of a professional portfolio.	<b>Understand</b>	Lecture, visual analysis, discussion	Reflection paper
	Plan and structure a portfolio around a target client or audience and a clear concept.	<b>Apply / Analyze</b>	Group discussion, case studies	Mid-term project evaluation
	Produce professional self-presentation documents in English (English for Specific Purposes, ESP, related to art) — an artist/designer statement, a CV/résumé, and a cover letter — using appropriate register and field-specific terminology.	<b>Evaluate</b>	Debate, critique sessions	Class presentations, peer evaluation
	Apply typography, imagery, and page-layout principles to design coherent hard-copy and digital/online portfolios.	<b>Create</b>	Studio practice, workshop sessions	Final project evaluation
	Present and pitch a portfolio to a client or audience in English, justifying design and communication choices.	<b>Apply / Create</b>	Studio practice, presentations	Final portfolio submission
	Evaluate and critique one's own and peers' portfolios against professional and communicative criteria.	<b>Apply / Analyze</b>	Hands-on workshop, individual guidance	Process evaluation, instructor feedback
	Create a finalized professional portfolio, with an exhibition	<b>Evaluate / Understand</b>	Seminar discussions, project critique	Final evaluation and oral presentation

	booklet/poster, that communicates a personal artistic and professional identity.			
<b>Course Content</b>	<ul style="list-style-type: none"> <li>• Learning how to plan for a portfolio.</li> <li>• Learning how to present their work effectively.</li> <li>• Learning how to prepare resumes and cover letters.</li> <li>• Design methods for self-promotion.</li> <li>• Design hard-copy portfolio and presentation.</li> <li>• Design soft-copy portfolio and presentation.</li> <li>• Utilising online portfolio sites and social media.</li> <li>• Utilising video and animation for stronger presentation.</li> </ul>			

<b>COURSE OUTLINE/SCHEDULE</b>			
<b>Week</b>	<b>Topic</b>	<b>Implementation (theory/practice)</b>	<b>Required Reading, Preliminary preparation</b>
1	Introduction to Portfolio Design for visual artists. Types of portfolio (hard-copy, digital, online). Reviewing and selecting one's own artworks; documenting studio practice. Concept-creation workshop.	T	Myers (2014); Welsh (2013).
2	Artist statement and personal manifesto. Defining one's artistic identity and the narrative of the body of work. Writing the statement in English.	T / P	Myers (2014); Welsh (2013).
3	Researching hard-copy portfolio models. Personal visual identity and signature for the artist.	T / P	Myers (2014); Welsh (2013).

4	Documentation and reproduction of artworks: photographing, scanning and print-preparing two- and three-dimensional works. Printing-techniques research.	T / P	Xia (2014); Witkowski (2012).
5	Visual identity for the artist's portfolio. Typography, sequencing and image editing for presenting artworks.	T / P	Myers (2014); Welsh (2013).
6	Hard-copy portfolio and exhibition-booklet mock-up workshop. Die-lines, cardboard, paper and various materials.	T / P	Xia (2014); Witkowski (2012).
7	Mock-up workshop (cont.). CV/résumé and cover/enquiry letter in English for exhibitions, residencies and open calls; S.W.O.T. analysis of one's artistic profile.	T / P	Taylor (2010); Witkowski (2012).
8	MIDTERM.	T / P	
9	Key-visual and layout design of portfolio contents; curating the order and grouping of artworks.	T / P	Myers (2014); Welsh (2013).
10	Hard-copy portfolio and exhibition booklet: final design and implementation of the visual identity.	T / P	Myers (2014); Welsh (2013).
11	Hard-copy portfolio/booklet: final production. Craftsmanship, paper and printing-techniques application.	T / P	Xia (2014); Witkowski (2012).
12	Digital and online presence for artists. Online portfolio sites, artist platforms and social media.	P	Clazie (2010); Myers (2014).

13	Documenting work in time-based media: video/animation of process and artworks for the online portfolio.	P	Clazie (2010); Myers (2014).
14	Publishing the complete portfolio on selected digital platforms. QR-code linking for exhibition and print materials.	P	Clazie (2010); Myers (2014).
15	Finalising the portfolio and exhibition booklet; preparing the artist statement and the spoken presentation in English.		Taylor (2010); Welsh (2013).
16	FINAL. Portfolio presentation and evaluation.		Clazie (2010).

<b>Required Course Material(s) / Reading(s)/ Text Book(s)</b>	Myers, D. (2014). <i>The Graphic Designer's Guide to Portfolio Design</i> . Hoboken, NJ: Wiley. [NC1001 .M94 2014] Welsh, C. (2013). <i>Design Portfolios: Self-Promotion at Its Best</i> . Beverly, MA: Rockport Publishers. [NC1001 .D47 2013] Xia, J. (2014). <i>Printing Technology: Print the World, Read the Heart</i> . Artpower.
<b>Recommended Course Material(s)/ Reading(s) /Other</b>	Avella, N. (2009). <i>Paper Engineering: 3-D Design Techniques for a 2-D Material</i> . RotoVision. Witkowski, T. (2012). <i>Paper Folding Templates for Print Design</i> . Cincinnati, OH: HOW Books. Clazie, I. (2010). <i>Creating Your Digital Portfolio: The Essential Guide to Showcasing Your Design Work Online</i> . Cincinnati, OH: HOW Books. [NC1001 .C53 2010] Taylor, F. (2010). <i>How to Create a Portfolio and Get Hired: A Guide for Graphic Designers and Illustrators</i> . London: Laurence King Publishing.

<b>ASSESSMENT</b>		
<b>Learning Activities</b>	<b>NUMBER</b>	<b>WEIGHT in %</b>
Mid-Term	1	40
Quiz		

Assignment		
Project		
Field Study		
Presentation / Seminar		
Studio Practice		
Other		
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>	1	60
<b>TOTAL</b>		100

<b>CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES</b>						
No	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5-highest)				
		1	2	3	4	5
1	Explains the fundamental knowledge of art history, art theory, and the historical development of art, and interprets artworks within cultural, social, and theoretical contexts.					
2	Applies the basic elements and principles of art and design, considering color theory and color relationships in two- and three-dimensional visual compositions.					
3	Represents objects, figures, and space through drawing in accordance with the principles of proportion, perspective, and light–shadow.					
4	Uses different materials, techniques and studio methods in accordance with occupational health and safety rules and sustainable production approaches, and produces original artistic works.					

5	Analyzes works of art through a critical perspective within aesthetic, cultural, social and ethical contexts and evaluates them in relation to contemporary art discussions.					
6	Conducts research in artistic production processes and integrates conceptual thinking into creative practice.					
7	Develops both independent and collaborative art projects and gains the ability to plan, implement, and evaluate artistic production processes.					
8	Communicates artistic works effectively using written, oral, and visual presentation methods.					
9	Uses digital tools, contemporary technologies, and new media opportunities in artistic production processes.					
10	Develops interdisciplinary approaches in art production and establishes relationships with different artistic fields.					
11	Prepares a portfolio as part of professional development, gains awareness of the professional functioning of the art world and copyright issues, and follows current developments in the field.					
12	Designs, produces, and presents an independent graduation project, demonstrating artistic practice in a comprehensive manner.					






ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	15		4	60
Preliminary Preparation and self- study	15		4	60
Mid-Term	1		4	4
Quiz				













Assignment				
Project				
Field Study				
Presentation / Seminar				
Studio Practice				
Final Examination/ Final Project/ Dissertation	1		4	4
Other				
<b>TOTAL WORKLOAD</b>				128
<b>TOTAL WORKLOAD / 25</b>				5.12
<b>ECTS</b>				<b>5</b>

**ETHICAL RULES WITH REGARD TO THE COURSE**
**Plagiarism Disclaimer**

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional lives.

Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

	SDG 1: No Poverty	
	SDG 2: Zero Hunger	
	SDG 3: Good Health and Well-Being	
	SDG 4: Quality Education	X
	SDG 5: Gender Equality	

	SDG 6: Clean Water and Sanitation	
	SDG 7: Affordable and Clean Energy	X
	SDG 8: Decent Work and Economic Growth	
	SDG 9: Industry, Innovation and Infrastructure	
	SDG 10: Reduced Inequalities	
	SDG 11: Sustainable Cities and Communities	
	SDG 12: Responsible Consumption and Production	X
	SDG 13: Climate Action	
	SDG 14: Life Below Water	
	SDG 15: Life on Land	
	SDG 16: Peace, Justice and Strong Institutions	
	SDG 17: Partnership for the Goals	X

**ASSESSMENT DETAILS AND EVALUATION CRITERIA:**

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply by the Education and Examination Regulation set forth by the University.

**Mandatory attendance rate**

\* According to the updated Senate decision as of the 2023-2024 academic year, mandatory attendance for all of our courses is 70%, regardless of medical reports. Reports will only be valid if exams cannot be attended. Students who cannot take the exam due to health reasons must submit a report to the faculty secretary within three working days following the exam.

<b>PREPARED BY</b>	Asst. Prof. Dr. Raif DİMİLİLER
<b>UPDATED</b>	
<b>APPROVED</b>	Approved by the department board on 28.04.2026