

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Portfolio Design	VCDE 302	VI	Theory 2	Practice 2	3	5
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	YES					
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		YES		-	

Language of Instruction	English
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Course Instructor(s)	Korhan Akbaytogan	E-mail : korhan.akbaytogan@arucad.edu.tr Office : 1069 Printmaking Studio		
Course Objectives	This course enables students to develop and refine their personal portfolio by applying foundational design principles to the presentation of their creative work and professional background. Students will analyze and evaluate effective uses of typography, imagery, and layout to ensure their portfolios communicate their individual design identity clearly and persuasively. Through guided critiques and iterative design, they will construct unique, well-organized portfolios that demonstrate both their personal style and their ability to meet industry standards in visual communication.			
Course Learning Outcomes	Students will able to:	Teaching Methods	Evaluation Methods	
	Plan a cohesive portfolio structure by identifying personal strengths, goals, and creative direction.	Brainstorming session	Project Evaluation	
	Conduct a S.W.O.T. analysis to evaluate personal strengths, weaknesses, opportunities, and threats related to professional development.	In-class exercises	Project Evaluation	

	Define a personal design narrative and compose a compelling visual story to guide portfolio structure and content.	Narrative-building workshops	Project Evaluation
	Demonstrate professional presentation skills by organizing and delivering verbal and visual explanations of creative work.	In-class exercises	Project Evaluation
	Create resumes and cover letters tailored to specific job roles by applying professional writing conventions.	Resume and cover letter writing workshop	Project Evaluation
	Apply self-promotion strategies using visual design methods that align with industry expectations and personal branding.	Case study reviews and design-your-brand exercises.	Project Evaluation
	Design and construct a hard-copy portfolio using suitable materials, layout principles, and tactile presentation techniques.	Studio sessions for material exploration, mock-ups, and printing demonstrations	Project Evaluation
	Develop a digital (soft-copy) portfolio using industry-standard software and user experience design principles.	Software tutorials	Project Evaluation
	Utilize online platforms and social media strategically to showcase professional work and build a design presence.	Research and implementation through digital platforms.	Project Evaluation
	Integrate video and animation techniques to enhance portfolio storytelling and visual engagement.	Video editing workshop	Project Evaluation
	Present their complete portfolio confidently in mock job interviews and critique sessions.	Simulated interview sessions and roleplaying	Project Evaluation
Course Content	This course guides students through the process of developing a professional design portfolio by applying critical thinking, creative skills, and industry practices. Students will analyze their personal strengths and goals through SWOT analysis, synthesize a personal design narrative, and create cohesive physical and digital portfolios using design principles and industry-standard software. They will apply self-promotion strategies, including resume writing and social media presence, to build their personal brand. The course further emphasizes evaluating portfolio designs through peer critiques and demonstrating professional presentation skills in mock job interviews. Students will develop motion design techniques to enhance portfolio storytelling and apply effective visual communication to present their work confidently.		

Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Introduction to Portfolio Design. Types of Portfolio. Specifications for hard-copy and soft-copy portfolios. Analysis of possible portfolio contents and classification of prior works. Workshop for a concept creation.	T	Myers, D. (2014). <i>The graphic designer's guide to portfolio design</i> . Hoboken, New Jersey: Wiley. Welsh, C. (2013). <i>Design portfolio: self-promotion at its best</i> . Beverly: Rockport Publishers.
2	Cover Letter design. Highlighting personal features and using S.W.O.T. analysis and AI tools to turn weaknesses and threats into strength and opportunities.	T/P	Myers, D. (2014). <i>The graphic designer's guide to portfolio design</i> . Hoboken, New Jersey: Wiley. Welsh, C. (2013). <i>Design portfolio: self-promotion at its best</i> . Beverly: Rockport Publishers.
3	Designer Manifesto/Statement design. Creating a Portfolio story. Utilising designer quotes.	T/P	Myers, D. (2014). <i>The graphic designer's guide to portfolio design</i> . Hoboken, New Jersey: Wiley. Welsh, C. (2013). <i>Design portfolio: self-promotion at its best</i> . Beverly: Rockport Publishers.
4	Hardcopy portfolio blank mock-up workshop. Using dielines, cardboard, paper and various materials.	T/P	Xia, J. (2014). <i>Printing technology: Print the world, Read the heart</i> . Artpower. Witkowski, T. (2012). <i>Paper folding templates for print design: Formats, techniques and design considerations for innovative paper folding</i> . HOW Books.
5	Visual identity design for personal branding and self-promotion portfolio story. Typography and imagery for visual identity and personal branding.	T/P	Myers, D. (2014). <i>The graphic designer's guide to portfolio design</i> . Hoboken, New Jersey: Wiley. Welsh, C. (2013). <i>Design portfolio: self-promotion at its best</i> . Beverly: Rockport Publishers.
6	Visual identity design for personal branding and self-promotion portfolio story. Typography and imagery for visual identity and personal branding.	T/P	Myers, D. (2014). <i>The graphic designer's guide to portfolio design</i> . Hoboken, New Jersey: Wiley. Welsh, C. (2013). <i>Design portfolio: self-promotion at its best</i> . Beverly: Rockport Publishers.
7	Visual identity design for personal branding and self-promotion portfolio story. Typography and imagery for visual identity and personal branding.	T/P	Myers, D. (2014). <i>The graphic designer's guide to portfolio design</i> . Hoboken, New Jersey: Wiley. Welsh, C. (2013). <i>Design portfolio: self-promotion at its best</i> . Beverly: Rockport Publishers.
8	Midterm.	P	

9	Introduction to Key-visual and layout design of the portfolio contents.	T/P	Myers, D. (2014). <i>The graphic designer's guide to portfolio design</i> . Hoboken, New Jersey: Wiley. Welsh, C. (2013). <i>Design portfolio: self-promotion at its best</i> . Beverly: Rockport Publishers.
10	Hard-copy portfolio contents (with selected Key-visuals) final design. Implementation of the visual identity design.	T/P	Myers, D. (2014). <i>The graphic designer's guide to portfolio design</i> . Hoboken, New Jersey: Wiley. Welsh, C. (2013). <i>Design portfolio: self-promotion at its best</i> . Beverly: Rockport Publishers.
11	Hard-copy portfolio contents (with selected Key-visuals) final design. Implementation of the visual identity design.	T/P	Myers, D. (2014). <i>The graphic designer's guide to portfolio design</i> . Hoboken, New Jersey: Wiley. Welsh, C. (2013). <i>Design portfolio: self-promotion at its best</i> . Beverly: Rockport Publishers.
12	Analysis of digital platforms. Analysis and use of online portfolio sites, social media and specialized software.	T/P	Myers, D. (2014). <i>The graphic designer's guide to portfolio design</i> . Hoboken, New Jersey: Wiley. Welsh, C. (2013). <i>Design portfolio: self-promotion at its best</i> . Beverly: Rockport Publishers.
13	Video (or an Animation) design for your portfolio. Craftsmanship for online version.	T/P	Myers, D. (2014). <i>The graphic designer's guide to portfolio design</i> . Hoboken, New Jersey: Wiley. Welsh, C. (2013). <i>Design portfolio: self-promotion at its best</i> . Beverly: Rockport Publishers.
14	Video (or an Animation) design for your portfolio. Craftsmanship for online version.	T/P	Myers, D. (2014). <i>The graphic designer's guide to portfolio design</i> . Hoboken, New Jersey: Wiley. Welsh, C. (2013). <i>Design portfolio: self-promotion at its best</i> . Beverly: Rockport Publishers.
15	Implementation of all personal portfolio contents on to selected digital platforms. QR code generation.		Clazie, I. (2010). <i>Creating your digital portfolio: the essential guide to showcasing your design work online</i> . Cincinnati, Ohio: HOW Books.
16	Revising your “self promotion-portfolio” for final presentation. Paper size, folder/case size, layout and structural design for the portfolio contents. Craftsmanship for both hard-copy and online versions. Finalizing.		Xia, J. (2014). <i>Printing technology: Print the world, Read the heart</i> . Artpower. Witkowski, T. (2012). <i>Paper folding templates for print design: Formats, techniques and design considerations for innovative paper folding</i> . HOW Books.
17	Final. Portfolio presentation and Evaluation of Portfolio		

Required Course Material(s) / Reading(s) / Text Book(s)	<p>Myers, D. (2014). <i>The graphic designer's guide to portfolio design</i>. Hoboken, New Jersey: Wiley.</p> <p>Welsh, C. (2013). <i>Design portfolio: self-promotion at its best</i>. Beverly: Rockport Publishers.</p> <p>Xia, J. (2014). <i>Printing technology: Print the world, Read the heart</i>. Artpower.</p>
Recommended Course Material(s) / Reading(s) / Other	<p>Avella, N. (2009). <i>Paper engineering: 3-D design techniques for a 2-D material</i>. RotoVision.</p> <p>Witkowski, T. (2012). <i>Paper folding templates for print design: Formats, techniques and design considerations for innovative paper folding</i>. HOW Books.</p> <p>Clazie, I. (2010). <i>Creating your digital portfolio: the essential guide to showcasing your design work online</i>. Cincinnati, Ohio: HOW Books.</p> <p>Taylor, F., (2010). <i>How to Create a Portfolio and Get Hired: A Guide for Graphic Designers and Illustrators (Portfolio Skills)</i>. London: Laurence King Publishing.</p>

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	-	-
Studio Practice	-	-
Other	-	-
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60
TOTAL		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES					
	PROGRAMME LEARNING OUTCOMES				
	Level of Contribution (1- lowest/ 5-highest)				
	1	2	3	4	5

1	Knows the historical development of the field of communication, basic concepts, theories and research methods.					X
2	Knows the principles and elements of basic design.					X
3	Knows the history, theories and theorists of visual communication.					X
4	Knows advanced practical skills in various commercial and creative contexts, including graphic and audiovisual multimedia design.					X
5	Knows national and international ethical rules, standards and legal documents on communication and visual communication design.					X
6	Able to use the tools, methods and techniques and computer software required for visual communication design applications.					X
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity					X
8	Has the knowledge and skills to transform creative and innovative ideas into graphic, photographic, typographic, illustrative, 2 and 3-dimensional, animated and interactive visual expressions.					X
9	Applies visual communication design techniques with design technologies in developing and changing media environments.					X
10	Has the competence to create visuals with designs that emphasize aesthetics in design processes.					X
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.					X
12	Has the ability to use research methods and techniques in the field of Visual Communication.					X
13	Has the competence to research, plan, implement and report during the project phase.					X
14	Has the competence to establish the connection between design and aesthetic values.					X
15	Has the competence to interpret universal visual culture and associate the ties of symbols with universal visual culture.					X
16	Has the competence to analyse, understand and interpret projects in the field of visual communication design with a critical and independent approach.					X
17	Knows how to integrate and use digital technologies and artificial intelligence based/supported design tools creatively and innovatively in visual communication design and production stages.					X
18	Knows how to integrate and use digital technologies and artificial intelligence-based/ supported design tools creatively and innovatively in visual communication design and production stages.					X
19	Evaluates artificial intelligence applications in design studies with a critical approach in terms of aesthetics and originality, and uses them in accordance with ethical rules.					X

ECTS / STUDENT WORKLOAD

ACTIVITIES	NUMBER	UNIT	HOURLY	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	15		4	60
Preliminary Preparation and self- study	15		1	15
Mid-Term	1		25	25
Quiz				
Assignment				
Project				
Field Study				
Presentation / Seminar				
Studio Practice				
Final Examination/ Final Project/ Dissertation	1		25	25
Other				
TOTAL WORKLOAD				125
TOTAL WORKLOAD / 25				5
ECTS				5

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 life.

Plagiarism is easy to avoid if you make sure you thoroughly identify and recognize your sources and do not copy from visual examples, designs or notes taken directly from your sources word for word. The maximum citation limit cannot exceed 20%. Artificial intelligence citations are also considered within this scope. If proven otherwise, the student will fail the course.

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 with the Education and Examination Regulation set forth by the University.

Throughout the course, the related design principles of the discipline will be put into practice. Students will be given conceptual mini assignments and will be asked to choose and utilise varying tools for designing their own portfolios. They will need to utilise both digital and hand-crafted techniques for the creation process. They will be monitored and directed through the whole process both conceptually and practically, for each case.

70% attendance to courses is compulsory. Health reports belong to 30% absenteeism right.

PREPARED BY	Korhan Akbaytogan
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APPROVED	