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Course Number and Title
ID 4900 PFD / Portfolio Development
School of Industrial Design, College of Architecture
Georgia Institute of Technology
Samuel Harris   678-471-5406   samh@f-square.com
Summer 2011/Course Times: MWF 1:20 p.m. to 3:55 p.m.

Course Objectives
The designer's portfolio is one of the most important and influential factors in the hiring process. The portfolio development course provides students with a structured approach to preparing a professional visual record of their work in print and digital formats to help ensure their success in career placement.

Relationship of Course to your own Research and Practice/Creative work
A graduate of Tech's ID program, Sam Harris has been in professional design practice since 1978. Mr. Harris has worked nationally in new product development, packaging, advertising and promotion, art direction, training, and exhibit design. Mr. Harris has been on our adjunct faculty in ID studio since 2007. He maintains his professional practice in the Atlanta area.

Course Procedure and Organization
The course will include lectures, workshops, in-class discussions, analysis based on readings and research, peer review and demonstrations. Students will have out of class assignments to prepare and bring back for review and discussion. Topics will include how to relate elements of a professional document including page layout and dynamics, typography, color, statistical graphics, managing images, and editing copy for content and clarity. Paper types will be studied. Students will develop their own print and web-based portfolios, as well as a business card to present a consistent image to promote themselves and their work.

Required / Suggested Readings
- Josef Müller-Brockmann, Grid Systems in Graphic Design
- Edward Tufte: The Visual Display of Quantitative Information
- Emil Ruder: Typographie
- H.L. Cooke: Painting Techniques of the Masters
- Johannes Itten: The Art of Color
- Theodore Bernstein: Watch Your Language
- L. Sabin-Wilson: Wordpress for Dummies

Course Requirements
Students are expected to prepare samples for in-class discussion and review.

You will develop your portfolio in four stages:

Grading Distribution:

Project 1	20%	Publication Design
Project 2	20%	Print Portfolio
Project 3	20%	Web Site
Project 4	20%	Final Presentation
Participation	20%	Participation in discussions, presentations, etc.