ESOGU Faculty of Art and Design
Industrial Design Department
COURSE INFORMATION FORM

SEMESTER	Spring

COURSE CODE	1411xx	COURSE NAME	Self-Branding and Portfolio Design

SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Laboratory	Credit	ECTS	Type	Language
6	2	1	0	3	5	COMPULSORY ( ) ELECTIVE (x)	Turkish

COURSE CATEGORY				
Basic Education	Design	Natural and Applied Science	Social Science	Art
	X		X	

ASSESSMENT CRITERIA

	Evaluation Type	Quantity	%
MID-TERM	1st Mid-Term	1	40
	2nd Mid-Term		
	Quiz		
	Homework		
	Project		
	Report		
	Others (………)		
FINAL EXAM		1	60

PREREQUIEITE(S)	Completion of Digital Visualization course or ability to use graphic design programs.
COURSE DESCRIPTION	The Self-Branding and Portfolio Design course aims to prepare students for their professional life. The students realizing their abilities and strengths and thus discovering in which design area they suit in, in this course it will be researched and discussed how to apply for this area. After deciding on their unique presentation concept, the students will go through the self-branding process and design the specified portfolio items, for both use in print as well as in digital media. In addition to that the students will present their portfolios at the end of the course, to rehearse as well as to get feedback from everyone.
COURSE OBJECTIVES	The Self-Branding and Portfolio Design course aims to enable students to prepare a portfolio regarding the design field they want to enter, that can express themselves uniquely, paying attention to both analogue and digital job application methods, that can be expanded when new works are produced and that helps them to present themselves effectively.
ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	The professional advancement of a designer is largely based on the quality of the work he or she creates. To stand out as a designer, he or she must constantly prepare his/her designs in a way that will be presented best and to spread them using different media. After completing the Self Branding and Portfolio Design course, the student should have designed a portfolio that is self-expressive and can be spread out both analogue and digitally, showing his/her work at its best. This portfolio the student can use than for his/her job application as well as it is his/her first step for her own branding.

COURSE OUTCOMES	1. The student is aware of his/her unique abilities and strength. 2. The student develops an idea about his/her first steps he/she should take to enter his/her professional. 3. The student evaluates the quality of his/her design work and make a choice according to the field his/her wants to work in. 4. The student presents correctly his/her personal design identity verbally as well with the portfolio views.
TEXTBOOK	Stand Out: Design a personal brand. Build a killer portfolio. Find a great design job, *Denise Anderson,* Prentice Hall, 2016 Grafik Tasarım Rehberi Eğitim Kitabı, *Özge Mardi Bayar,* Kodlab Yayınları, 2021
OTHER REFERENCES	Creating a Brand Identity: A Guide for Designers, *Catharine Slade-Brooking,* Laurence King Publishing, 2015 How to Create a Portfolio & Get Hired: A Guide for Graphic Designers and Illustrators, *Fig Taylor,* Laurence King Publishing, 2nd edition, 2013 The LOGO Design Guide, *Umamah CK,* Independently published, 2019
TOOLS AND EQUIPMENTS REQUIRED	The student should own or must have access to a computer with graphic design programs.

WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Explanation of course content, purpose and method of teaching. Short introduction to corporate identity. Discussion the need of self-branding for a unique portfolio design.
2	Working on self-branding. What kind of designer identity does the student have? Strengths and weaknesses, talents and design style. Student's 'unique selling point': To create awareness with authenticity and differentness. How and where does the student try to enter the profession? Job opportunities research.
3	Personal portfolio concept creation: What is the student's brand story? With which media means is it told? Defining of personal application strategies and accordingly defining the portfolios authentic expression and its structure.
4	Creating personal visual identity: Moodboard technique. Typography and colour selection. Logo/brand creation.
5	Creating personal visual identity: Continuing with logo/brand. Collection of content: Curriculum vitae and letter of intent.
6	Creating personal visual identity: Business card and letterhead, curriculum vitae and letter of intent.
7	Report preparation with logo, business card, letterhead, resume and letter of intent.
8	**Midterm Exam**
9	Corrections. Deciding on the structural details of the portfolio, exact specification of print and digital items to design. Collection of content: Selection of works to be put and preparation of visuals.
10	Layout design of portfolio items. Collection of content images, if necessary, creating new ones.
11	Corrections. Portfolio preparation.
12	Corrections. Portfolio preparation.
13	Corrections. Portfolio preparation.
14	Portfolio realization (print, after print production, digital publishing).
15	Presentation of portfolio.
16	**Final Exam**

NO	PROGRAM OUTCOMES	Contribution Level		
		3	2	1
1	Within cultural, historical and artistic context the ability to integrate theoretical knowledge about production and consumption mechanisms into the design practice;			x
2	The ability to plan the design process, to choose and use appropriate methods and techniques;		x	
3	The ability to identify design problems and related sub-problems and to produce creative solutions with a critical and dialectical approach;		x	
4	The ability to design in terms of spatial thinking using design principles and elements;		x	
5	The ability to make applications in the interaction of aesthetics and function using design elements and means and to evaluate these applications;	x		
6	The ability to visualize and present using two and three dimensional design tools;	x		
7	The ability to follow and apply technological developments, current design approaches, sustainable production methods, materials and innovations in the field of informatics in design projects;			x
8	The ability to use field knowledge in industrial design projects by considering the needs and interests of the society and target users within the scope of environmental awareness, professional ethics and the laws;			x
9	The ability to carry out the design process effectively individually or in a		x	

	team;			
10	The ability to take an active role in discipline-specific or interdisciplinary studies at the national and international levels.			x
1: None. 2: Partial contribution. 3: Complete contribution.				

Instructor(s): Öğr. Gör. Stefanie Aydın

Signature: **Date:**