

## PORTFOLIO

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Code: 333048

Main Scientific Area: Communication and graphic art

Lecturer: Hugo Miguel Palmares Leite

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 30h Total Workload: 70h

ECTS: 3,0

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### Objectives

The subject promotes to the students an importance of having a good professional portfolio to demonstrate the work carried out over the academic and professional background in order to disseminate technical and personal skills to potential customers or companies. Assuming the portfolio, in a contemporary perspective, is a document for individual registration of housing for presentation of the designer, this requires acquisition of knowledge visual, graphic and technical to create and structure the professional document. Thus, this subject aims expose the possibilities of formats to present the work and monitor students in individual construction of the portfolio.

### Learning Outcomes

- Understanding the professional importance of a portfolio;
- Structuring content for creation of the portfolio;
- Distinguish portfolio formats;
- Select a style/format suitable to the needs of the professional;
- Construction the portfolio document;
- Good presentation and communication of personal and professional qualifications;
- Paper printing;
- Presentation of the Portfolio.

### Course Contents

Introduction to the criteria for create a portfolio:

Research and exploration of visual and graphic design;

Filtering the relevant information for each case study;

Delimiting assumptions for the presentation and communication of the portfolio;

Stimulate for creation the personal style to show and sell work.

Development work:

- Structuring the content to create a portfolio;
- Review all the work done throughout the course;
- Create a communication and presentation style;
- Develop a A4 booklet in Illustrator;
- Printing;
- Presentation of the Portfolio magazine.

### **Recommended Bibliography**

•Choklat, A. (2013). Footwear design. London: Laurence King.

•McLaren, T., Armstrong-Gibbs F., Meacher C., (2016). Marketing Fashion Footwear: The Business of Shoes. Bloomsbury Academic.

•Miller, S. T. (2012). Drawing fashion accessories. London: Laurence King Publishing.

### **Learning and Teaching Methods**

Through this curricular unit students acquire practical knowledge in the area of portfolio, stimulates and equates the fundamental factors of portfolio as a means of own's work communication.

### **Assessment Methods**

Evaluation criteria:

- Use the correct techniques for creating a professional portfolio;
- Planning and work organization;
- Ability of oral, written and graphic communication;
- Creativity;
- Ability to respond to the problems;
- Attendance and punctuality.

In case the UC works remotely, the assessment must take place in person, even if combined with online mid-term assessment methods.

This curricular unit does not include exam in its evaluation regime.

The calculation formulas:

Normal conditions:

Final score = (Portfolio with works of the first semester x 0.20) + (Portfolio with works of the second semester x 0.20)  
+ (Final Portfolio with works of the first, second and third semester x 0.40) + (commitment x 0.10) + (assiduity x 0.10)

Legend:

Portfolio with student works related to the 1st semester corresponds to 20% of the final grade.

Portfolio with student works related to the 2nd semester corresponds to 20% of the final grade.

Final Portfolio with student works related to the 1st, 2nd and 3rd semester corresponds to 40% of the final grade.

Participation and commitment in class corresponds to 10% of the final score.

Assiduity; corresponds to 10% of the final score.

Special conditions:

Final score = (Portfolio with works of the first semester x 0.30) + (Portfolio with works of the second semester x 0.30)  
+ (Final Portfolio with works of the first, second and third semester x 0.40)

Legend:

Portfolio with student works related to the 1st semester corresponds to 30% of the final grade.

Portfolio with student works related to the 2nd semester corresponds to 30% of the final grade.

Final Portfolio with student works related to the 1st, 2nd and 3rd semester corresponds to 40% of the final grade.

In this discipline does not exist exam.