

SALT LAKE COMMUNITY COLLEGE

FASHION INSTITUTE

Fashion 2460- Portfolio Development

Spring 2023 | Online edition

****SPECIAL CONDITIONS & IMPORTANT INFO | PLEASE READ :**

This class will be conducted ONLINE ONLY. Classes and course work will be done asynchronously – meaning that I will upload videos, materials, and assignments for you to review and complete each week, at your own pace, at the time of your choosing. There will be no regularly scheduled class meeting time, but there are assignment due dates, and you are expected to participate and engage weekly with your classmates through feedback and class discussions.

Classes will be posted to this class' Canvas 'Discussions' page each week by Monday. For those of you that find yourselves struggling this semester – please communicate with me – keep in touch and let me know how to help you succeed. I can only help you if you will first communicate. I can optionally even extend assignment deadlines or meet with you for by phone or Zoom.

****A note for iPhone & iPad Users**** Please make sure that all your assignments and submissions are submitted in universal (non-Apple) formats such as PDF, Word, Google Slides, Google Docs, Open Office, Power Point, etc. Apple uses several proprietary files such as .pages, .HEIC photo files, .key files, etc. that DO NOT WORK with Canvas – or PCs, or anything other than Apple products. These files will not read in Canvas, and will not be accepted.

Also – it is important to note that *Canvas will not fully function on your phone* – regardless of Android or iPhone. It will also not work on an iPad. You will not see videos,

photos etc. To use Canvas – please use a full computer – a laptop, desktop etc. If you have questions on file types, troubleshooting, software, or other technical issues with Canvas – please reach out to help.desk@slcc.edu.

In addition – there will be several assignments this semester that require a video reply to class discussions. This is best done through Kaltura on Canvas. For help – please read up on the basics here :

<https://slcconline.helpdocs.com/media-services/how-do-i-embed-media-from-my-media-in-a-canvas-page>

Pronoun Changes and Canvas

We have had the pronoun feature turned on since it was first made available by Instructure. If students click on their profile or pic in the left-hand navigation, they'll see options to change their notifications, file, settings, or shared content. If they choose settings, the first dropdown menu under their name is “pronouns.” They may choose whichever pronoun or set of pronouns they would like, and then click “update settings.” Here is a tutorial on this process:

<https://community.canvaslms.com/t5/Student-Guide/How-do-I-select-personal-pronouns-in-my-user-account-as-a/ta-p/456>

Name Changes and Canvas

Canvas is tied to Banner, so there is a process in place for students to change their name in College systems. However, it's not as simple as just changing it in Canvas, as many faculty need to determine who is on their roll—and it should match the student record with registration, as well. Imagine having names in Canvas that had no correlation to the student record? As a faculty member, it would be difficult to see who was registered for your class and which names tied to those on your roll. So we set up a process quite sometime ago for students to submit their preferred names, legal names, SSN, birthdate, sex/gender, etc. that also tied this to the student record: <http://www.slcc.edu/registrar/change-personal-info.aspx> Once a student fills out the form, the information is updated in the student record, Banner, and in Canvas. This process ties all of those critical systems together. We worked with student services and the Gender and Sexuality Student Resource Center to make sure this was a process was respectful of students, while also maintaining a clear academic record.

As you work your way through the material, you may find points in which you'll need my direct help. Please feel free to email me anytime at _____ with any questions, or to set up a Zoom call for some one-on-one consultation time. Times are weird – but we've got this! And – I'm here for you, so reach out, and let's make this a fun and successful semester!

REQUIRED TEXT BOOKS:

- ***Stand Out***, Denise Anderson, Peachpit Press, 978-0-13-413408-6
- ***Developing and Branding the Fashion Merchandising Portfolio***, Janace Bubonia-Clarke and Phyllis Borcharding, Fairchild Publications, 978-1563674273

MATERIALS AND SUPPLIES:

- *****subject to change – wait for assignment details before running out to purchase supplies!***
- Portfolio binder – suitable for your brand identity and area of job searching. More information will be given in class as to specifics in this regard.
- Additional materials may vary for each student as selecting materials is part of the creative process of completing a portfolio and personal branding image.
- Sketchbook

INTRODUCTION: Welcome to ***FASH 2460 – Merchandising Portfolio Development***. A capstone course for second-year Fashion Design, Technical Apparel, & Merchandising major students. The portfolio development process involves creativity, personal branding, design, computer and visual presentation skills, organization, and professionalism. A variety of methods will be used to create an engaging learning experience, including class activities, discussions, projects, lectures and critiques. This course syllabus will provide you with the course schedule, learning outcomes, homework expectations, grading policies, and instructor contact information. Please read through it carefully. You should have a thorough familiarity with the schedule and process of the course.

PREFERRED PREREQUISITES: ART 1280 or ART 2412

COURSE DESCRIPTION: Students will develop professional grade portfolios in both traditional and digital formats. Previous projects will be analyzed and revised for portfolio inclusion and new projects will be tailored to individual strengths and career goals. Students will define their personal brand identity and create self-promotional materials, job specific resume and cover letter, and portfolio website.

COURSE REQUIREMENTS: Grades will be determined on a point system using: class participation and attendance, weekly assignments, midterm projects and final projects. Students are expected to attend class prepared to participate in discussions stemming from reading assignments. Professional presentation and neatness count on assignments.

Attendance is required for this class as instruction pertinent to each class and assignments will not be repeated. Lectures may or may not represent information available from readings or other sources. Therefore, if a student misses a class, it is his/her responsibility to make arrangements for notes from a classmate. All assignments are due at the beginning of class on the date due. As both class projects have an oral presentation part, your attendance on that day is absolutely mandatory for completion of the assignment. Missed attendance on the due date or late assignments will not be accepted or graded without documentation of extenuating circumstances, due the same day of assignment submission. Students may check their grades on Canvas.

GRADING POLICY: Grades will be assigned for performance in accordance with the policy outlined in the college catalog. The final grade is based the total number of points received in several areas. The final grade will be computed as follows:

Attendance/Participation	100 Points
Weekly Assignments	175 Points
Midterm Project	100 points
Final Project	225 points
Total =	600 Points

CHEATING POLICY: Students found cheating on an exam will be given a zero for the first offense. If it happens again, the student will receive an E for the entire course. **There will be no tolerance for cheating.**

INCOMPLETE: An incomplete is a conditional grade given only in extraordinary cases where a student has completed a major portion of the class but is unable to complete course work due to circumstances beyond their control such as major illness/injury or a death in the family. Written documentation from your physician will be required.

STUDENT LEARNING OUTCOMES:	
FASH 2460 COURSE LEARNING OUTCOMES After completing this course, students will be able to successfully:	*Refer to the SLCC Outcome Key Below
1 Identify and discuss merchandising portfolio types, portfolio concentrations, and portfolio focus toward specific areas.	1, 2, 4, 7
2. Demonstrate and compile research skills needed for defining specific career positions, and then produce and gather work that demonstrates those skills.	1, 2, 4, 7
3. Analyze and improve previously completed projects and develop new projects tailored to individual strengths and career goals.	1, 2, 3, 4, 7
4. Create both physical and digital professional merchandising portfolios that communicate who the student is and what they can do.	1, 2, 4, 7
5. Design self-promotional materials including a website, business cards and individual marketing pieces.	1, 2, 4, 7
6. Develop a brand identity, and incorporate their brand image into their portfolio with accompanying self-promotional materials.	1, 2, 4, 7
7. Edit and revise final portfolio content and formatting in preparation for employment interviews and/or applications for advanced education.	1, 2, 4, 7
8. Create job specific resumes and cover letters, as well as develop presentation and interview skills.	1, 2, 4, 5, 7

<p>monstrate an understanding of critical thinking through presenting and ying critiques. Analyze and discuss work using industry specific nology.</p>	<p>4, 6, 7</p>
<p>is committed to fostering and assessing the following student learning outcomes programs and courses:</p> <ul style="list-style-type: none"> Acquire substantive knowledge Communicate effectively Develop quantitative literacies Think critically Develop the knowledge and skills to be civically engaged Work with others professionally and constructively Develop computer and information literacy 	

EMERGENCY EVACUATION PROCEDURES: In case of an emergency please walk to the nearest exit, using the stairs (**DO NOT** take the elevator), and out of the building. Please meet with your class a **SAFE DISTANCE** from the building.

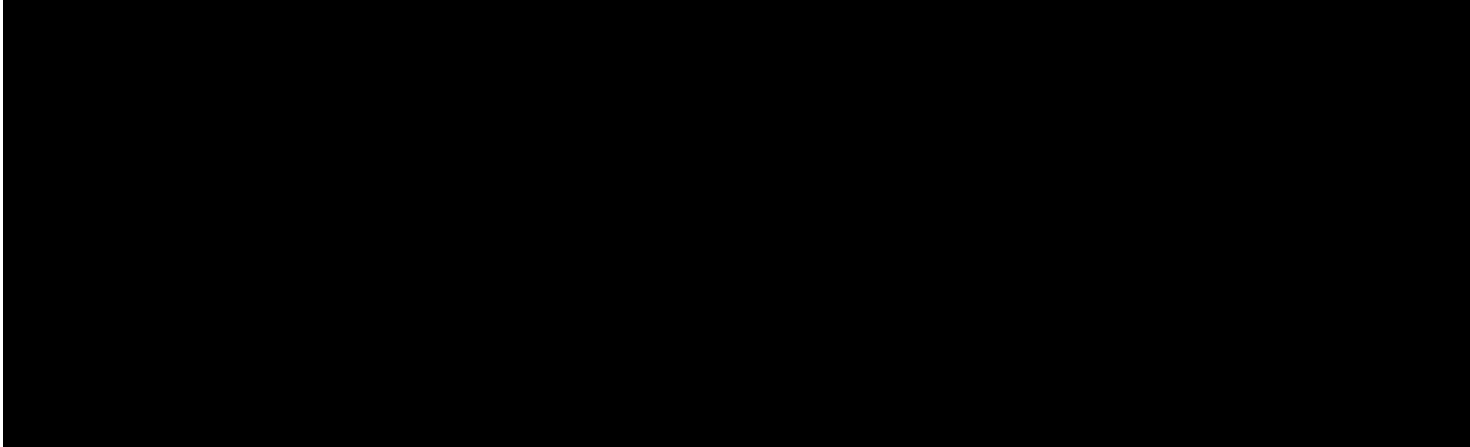
SEVERE WEATHER CONDITIONS: If weather conditions are severe enough to cause concern regarding the open/closed status of the college, everyone can get timely and accurate information by calling the Information Hotline, 801-957-INFO or 801-957-4636. Information is posted on this hotline at 5:00 a.m. and will be updated as conditions change. Major media may also provide information about school closures.

SLCC EMERGENCY INFORMATION: “If you SEE something, SAY something”

If you witness:

- Theft
- Accident
- Violence
- Suspicious Activity
- Life, Safety or Emergency

- Call 911!



PORTFOLIO DEVELOPMENT - ePORTFOLIO ASSIGNMENT:

It is a requirement in this class for you to add your final project from our FASH 2460 course to your ePortfolio, accompany it with reflective writing; assignment details can be found in canvas and will be discussed in greater detail during the semester.

If you don't already have an ePortfolio, please set one up, see below for instructions. Your ePortfolio will allow you to include your educational goals, describe your extracurricular activities, and post your resume. When you finish your time at SLCC, your ePortfolio will then be a multi-media showcase of your educational experience. For detailed information visit <http://www.slcc.edu/gened/eportfolio>

***Drop-in ePortfolio Support Lab /** You may visit one of our ePortfolio Support Labs. Staff there can help you get started, organize your ePortfolio properly, connect to Learning Outcomes, link your ePortfolio URL to MyPage, and help you showcase your coursework in meaningful and dynamic ways. For more information go to: <http://eportresource.weebly.com>

We have a resource available to all *SLCC Fashion Institute* students, a subscription to the ***University of Fashion***. This subscription is a valuable supplemental information source. Please be sure to sign up and take advantage of this departmental subscription by following the instructions below (you will need to use your SLCC Bruinmail to register):

****For more SLCC resources and information go the SLCC [Institutional Syllabus](#) that may be found at our class canvas site in the left-hand menu.**

CLASS SCHEDULE AND HOMEWORK: Following, are schedules and lists of assignments (one for merchandising students, one for design students). This schedule will be followed as closely as possible however; some modifications may be necessary during the semester. Students should be prepared to spend time outside of class reading and completing the assignments.

FASH 2450/60 – Portfolio Development | Merchandising Majors

Date	Text Sections and Assignments
Week One	Intro to course Assignment due next week: Inspiration journal <i>Stand Out</i> – Read chapter 1: Get Personal with Your Brand <i>Portfolio book</i> – Read chapter 1: Introduction to the Merchandising Portfolio
Week Two	Assignment due next week: Brand Development worksheets <i>Stand Out</i> – Read chapter 2: Develop Your Brand Story <i>Portfolio book</i> – Read chapters 2 & 7: Merchandising Portfolio Model, Portfolio Presentation

<p>Week Three</p>	<p>Assignment due next week: Brand Mood Board, Job Objectives</p> <p><i>Stand Out</i> – Read chapter 3: Design Your Brand Identity</p> <p><i>Portfolio book</i> – Read chapter 3: Portfolios</p>
<p>Week Four</p>	<p>Assignment due next week: Brand Strategy worksheets</p> <p><i>Stand Out</i> – Read chapters 4 & 5: Promote Your Brand, Case Studies Brand Identity</p>
<p>Week Five</p>	<p>Assignment due next week: Portfolio introduction page</p> <p><i>Stand Out</i> – Read chapters 6 & 7: Prepare to Build Your Portfolio, Select Killer Work</p> <p><i>Portfolio book</i> – Read chapter 4: Organization and Contents</p>
<p>Week Six</p>	<p>Assignment due next week: Portfolio projects list</p> <p><i>Stand Out</i> – Read chapters 8 & 9: Create New Projects, Develop Your Presentation</p> <p><i>Portfolio book</i> – Read chapter 5: Presentation Formats and Layout</p>
<p>Week Seven</p>	<p>Assignment due next week: Portfolio pages: two pages project 1</p> <p><i>Stand Out</i> – Read chapters 10 & 11: Make Images That Show Off Work, Produce Your Pieces</p>
<p>Week Eight</p>	<p>Assignment due next week: Portfolio pages: two pages project 1</p> <p><i>Stand Out</i> – Read chapter 12: Case Studies Student Portfolios</p> <p><i>Portfolio book</i> – Read chapter 6: Use of Technology in Portfolio Development</p>
<p>Week Nine</p>	<p>Assignment due next week: Midterm Project</p> <p><i>Portfolio book</i> – Read chapter 7: Portfolio Presentation</p>
<p>Week Ten</p>	<p>Midterm Project Presentations</p>

	<p><i>Stand Out</i> – Read chapter 14: Employ the Tools for a Dynamic Job Search</p> <p><i>Portfolio book</i> – Read chapters 8 & 9: Resume Development, Interview, Cover Letter</p>
Week Eleven	No Class – Spring Break
Week Twelve	<p>Assignment due next week: Resume</p> <p><i>Stand Out</i> – Read chapters 15 & 16: Launch Your Job Search, Manage Your Career</p>
Week Thirteen	<p>Assignment due next week: Cover Letter</p> <p><i>Stand Out</i> – Read chapter 17: Case Studies Design Careers</p>
Week Fourteen	<p>Assignment due next week: Portfolio pages: two pages any project</p> <p><i>Portfolio book</i> – Read chapter 10: Maintaining and Updating the Portfolio</p>
Week Fifteen	Assignment due next week: Portfolio pages: two pages any project
Week Sixteen	Final Project review and work day
Week Seventeen	Final Project Presentations