# PORTFOLIO DESIGN

| 1 | Course Title: | PORTFOLIO DESIGN |
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| 2 | Course Code: | IYS4114 |
| 3 | Type of Course: | Optional |
| 4 | Level of Course: | First Cycle |
| 5 | Year of Study: | 4 |
| 6 | Semester: | 8 |
| 7 | ECTS Credits Allocated: | 6.00 |
| 8 | Theoretical (hour/week): | 3.00 |
| 9 | Practice (hour/week): | 0.00 |
| 10 | Laboratory (hour/week): | 0 |
| 11 | Prerequisites: | - |
| 12 | Language: | Turkish |
| 13 | Mode of Delivery: | Face to face |
| 14 | Course Coordinator: | Öğr. Gör. YELİZ OKŞAK |
| 15 | Course Lecturers: | Öğr. Gör. Yeliz OKŞAK |
| 16 | Contact information of the Course Coordinator: | Öğr. Gör. Yeliz OKŞAK yelizoksak@uludag.edu.tr |
| 17 | Website: | |
| 18 | Objective of the Course: | The aim of this course is to introduce the basic aspects of visual communication technique; to create a general fashion portfolio in print and on the web. Getting to know the presentation programs used today and making use of these techniques in their portfolio. |
| 19 | Contribution of the Course to Professional Development: | Developing a general fashion portfolio in print and on the web, and the ability to recognize and use these techniques in a portfolio |
| 20 | Learning Outcomes: | |

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| | | 1 | Gain the ability to create a portfolio in line with their abilities |
| | | 2 | To be able to apply digital media techniques in print and on the web |
| | | 3 | Being able to write a professional CV |
| | | 4 | To be able to prepare content in accordance with the structure of their portfolio |
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| 21 | Course Content: | |
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| Course Content: | |
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| Week | Theoretical | Practice |
|---|---|---|
| 1 | Personal presentation techniques. Preparing CV and letter of intent. | |
| 2 | Job interview techniques. body language. Ways of personal presentation on social media | |

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|---|---|---|
| 3 | portfolio. Portfolio types. Digital portfolio. Digital portfolio media. Digital portfolio software. | |
| 4 | Preparing presentations with various computer software. | |
| 5 | Digital portfolio design processes. | |
| 6 | Selection of digital portfolio medium. | |
| 7 | Study selection for presentation. Forms and technical features of the works. | |
| 8 | Midterm | |
| 9 | Creation of digital portfolio flowchart. | |
| 10 | Digital portfolio interface design. | |
| 11 | Typography in digital portfolio. | |
| 12 | Use of color and image elements in a digital portfolio. | |
| 13 | Use of audio elements in a digital portfolio | |
| 14 | Multimedia features in a digital portfolio. Page Layout | |
| | | |
| 22 | Textbooks, References and/or Other Materials: | 1.Introduction to Adobe Creative Suite, Gerhard Koren, Video 2 Brain (DVD+Book) 2.Kişisel Sunum Açısından Dijital Portfolyonun İncelenmesi ve Dijital Portfolyo Denemeleri (Hatice Öz-Yayımlanmamış Yüksek Lisans Tezi), 3. Designing Creative Portfolios (Gregg Berryman), 4. Portfolio Design (Harold Linton), 5. Graphic Design |

| Activites | Number | Duration (hour) | Total Work Load (hour) |
|---|---|---|---|
| Theoretical | 14 | 3.00 | 42.00 |
| Practicals/Labs | 0 | 0.00 | 0.00 |
| Self study and prepreation | 1 | 30.00 | 30.00 |
| Homeworks | 0 | 0.00 | 0.00 |
| Projects | 1 | 30.00 | 30.00 |
| Field Studies | 0 | 0.00 | 0.00 |
| Midterm exams | 1 | 30.00 | 30.00 |
| Others | 0 | 0.00 | 0.00 |
| Final Exams | 1 | 48.00 | 48.00 |
| Total Work Load | | | 180.00 |
| Total work load/ 30 hr | | | 6.00 |
| ECTS Credit of the Course | | | 6.00 |
| Measurement and Evaluation Techniques Used in the Course | Lecture,Discussion,Education-Practice,Homework,Monitoring | | |

**23** Assesment

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| Midterm Exam | 1 | 40.00 |
| Quiz | 0 | 0.00 |
| Homework project | 0 | 0.00 |
| Final Exam | 1 | 60.00 |
| Total | | 100.00 |
| Contribution of Term (Year) Learning Activities to Success Grade | | 40.00 |
| Contribution of Final Exam to Success Grade | | 60.00 |
| Total | | 100.00 |

| 24 | ECTS / WORK LOAD TABLE |
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| 25 | CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PQ1 | PQ2 | PQ3 | PQ4 | PQ5 | PQ6 | PQ7 | PQ8 | PQ9 | PQ10 | PQ11 | PQ12 | PQ13 | PQ14 | PQ15 | PQ16 |
| ÖK1 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ÖK2 | 0 | 3 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ÖK3 | 0 | 4 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

| ÖK4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 |
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**LO: Learning Objectives    PQ: Program Qualifications**

| Contrib ution Level: | 1 very low | 2 low | 3  Medium | 4 High | 5 Very High |
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