

**NIRMA UNIVERSITY**  
**COMMUNICATION DESIGN PROGRAMME**  
**Bachelor of Design, Department of Design**  
**Year IV, Semester VII**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>6</b>	<b>4</b>

<b>Course Code</b>	<b>CDSK 412</b>
<b>Course Title</b>	<b>Portfolio Making (Analog and Digital)</b>

**Course Learning Outcomes (CLO):**

At the end of the course the student will:

1. Develop an understanding of both Analog and Digital portfolios and its relevance in the industry.
2. Identify and categorize their own work
3. Learn to evaluate and assess their work as a constant ongoing process.
4. Produce one sample deliverable (project portfolio sample)

**Syllabus:**

**Total Teaching hours: 90**

The aim of this course is to familiarize the students to the types of portfolios relevant to the current industry standards through sample portfolios and presentations. As a portfolio is every individual's asset to future opportunities, grants, employment and a representation of themselves, it becomes essential to make a place in a rapidly growing industry. Hence this course will help them understand the importance and how it's relevant to their field of work.

It would entail drafting statements, applying their skills to communicate, create an impression, identify artistic methods and prepare themselves for work in the competitive industry. By the end of it they should be able to understand that building a portfolio is a continuous process of self-awareness, learning and development.

**Unit 1:**

**Teaching hours: 30**

- 1.1 Overview of what is a portfolio and its types.
- 1.2 Understand how each type (Analog and Digital) works and its relevance in the industry.

**Unit 2:**

**Teaching hours: 35**

- 2.1 Identifying future roles/industry/opportunities:
- 2.2 Writing statements:
- 2.3 Categorizing work/projects: 2

**Unit 3:**

**Teaching hours: 25**

- 3.1 Presenting the final outcome (i.e. One sample portfolio)

**Suggested Readings:**

1. *Grid systems in graphic design* By Josef Müller-Brockmann, Publisher: Niggli Verlag; Bilingual edition (October 1, 1996)
2. *How to Be a Graphic Designer without Losing Your Soul* By Adrian Shaughnessy, Publisher: Laurence King Publishing

w.e.f. Academic year 2020 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit