IDE667: PROFESSIONAL PORTFOLIO

Course Name (English)	PROFESSIONAL PORTFOLIO APPROVED
Course Code	IDE667

MQF Credit	3

Course Description	A critical element in the professional background of any graduating industrial designer is a demonstrated ability to work with peers to design any products that meets a customer's needs and expectations. Developing an excellent design requires a broad range of skills - including the ability to practice the public relation process, to communicate effectively, to work in a team, to present the ideas sufficiently and to exercise imagination and innovation at both technical and non-technical levels. This course aims to introduce students about the techniques to make effective presentations with presentation skills covering design and delivery techniques with tips for controlling nerves and public speaking. Students will also learn the way in writing Curricular Vitae, writing an application job letter, Portfolio and documentation skills. The final outcome will determine the student to present their overall project with confidence and able to deliver their ideas sufficiently.

Transferable Skills	Communication Skill Portfolio Management Curricular Vitae Management

Teaching Methodologies	Lectures, Blended Learning, Practical Classes, Tutorial, Language Enrichment Activities, Presentation, Workshop, Supervision

CLO		
	CLO1	Defend the conceptualization of design project presentation through a professional portfolio.
	CLO2	Demonstrate good work ethics in managing visual presentation work and concepts based on professional creative approaches and techniques
	CLO3	Demonstrate curation of specific design area in organized and impact final works compilation portfolio and presentation

Pre-Requisite Courses	No course recommendations

Topics
1. Industrial Design Prospective 1.1) Attitude and Attribute. The Application and Preparation for the world of work.
2. Introduction for Curricular Vitae and Resume 2.1) Preparation for Job Application. Preparation for Curricular Vitae and things to include.
3. Design Professional 3.1) Discipline and Contribution
4. Written Communication 4.1) Professional written communication methods, techniques & approaches.
5. Verbal Communication 5.1) Professional verbal communication methods, techniques & approaches.
6. Non Verbal Communication 6.1) Behavior and elements of speech aside from the words themselves that transmit meaning. Non-verbal communication includes pitch, speed, tone and volume of voice, gestures and facial expressions, body posture, stance, and proximity to the listener, eye movements and contact, and dress and appearance.
7. Personal Branding and Identity 7.1) Introduction to creating personal branding & identity.
8. Professional Design Ethic and Practice 8.1) Professional design ethics and code of practice

9. Portfolio Presentation
9.1) Introduction to Portfolio Presentation

10. E-Portfolio
10.1) Digital Portfolio

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Preparation for Curricular Vitae	20%	CLO1
	Assignment	Mock Interview	20%	CLO2
	Assignment	Three Minutes Design Presentation	20%	CLO2
	Final Project	Compilation of Final Portfolio Project	40%	CLO3

Reading List	Reference Book Resources	• **Boucharenc, C.,A 2013**, *Design and Innovation Consulting Firm*, **National University of Singapore Singapore** • **Koos Eissen,Roselien Steur 2014**, *Sketching Product Design Presentation*, **Bis Pub [ISBN: 9789063693299]** • **Nor Azlaily Azwal 2013**, *The Study on How Colour Affect your Mood in Advertising*, **Universiti Teknologi MARA Malaysia** • **Patrick Chia**, *Design Incubator*, **Laurence King Publishing London** • **Dalian University of Technology Electronic & Audio-Visual Press**, *Commercial Display* **[ISBN: 9787561170861]** • **Nancy Duarte 2015**, *The Art and Science of Presentation Design*, **O'Reilly Media USA** • **Garr Reynolds 2013**, *Presentation Zen Design: Simple Design Principles and Techniques to Enhance your Presentation*, **Pearson Education US** • **Alina Wheeler 2012**, *Designing Brand Identity : An Essential Guide for the Whole Branding Team*, **Fourth Edition Ed., John Wiley & Sons Inc** • **Ellen Lupton 2010**, *Thinking with Type 2nd revised and expanded edition: A Critical Guide for Designers*, **Writers, Editors, & Students**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	