UNIVERSITI TEKNOLOGI MARA
PCT333: PORTFOLIO PREPARATION AND PRESENTATION

Course Name (English)	PORTFOLIO PREPARATION AND PRESENTATION APPROVED
Course Code	PCT333

MQF Credit	2

Course Description	This course will include the development of designing a photo book and business card. It is also a compilation of all the assignments for the final semester. The course begins with a core in basic layout design to expose students on the use of proper applications as part of the process in developing a high quality portfolio.

Transferable Skills	Student should be able to apply the acquired knowledge to create layout design as well as to prepare them with the essential skills and creativity, to construct the layout and develop their skills with self-sufficiency to sustain their technical efficiency in preparing their portfolio, and able to complete the task given alongside their final portfolio in accordance to the industry standards

Teaching Methodologies	Lectures, Demonstrations, Practical Classes, Presentation

CLO	CLO1 Student should be able to apply the acquired knowledge to create layout design as well as to prepare them with the essential skills and creativity.(C3) CLO2 Student should be able to construct the layout and develop their skills with self-sufficiency to sustain their technical efficiency in preparing their portfolio.(P4) CLO3 Student should be able to complete the task given alongside their final portfolio in accordance to the industry standards.(A3)

Pre-Requisite Courses	No course recommendations

Topics
1. Phase 1: Introduction to Basic Portfolio Information 1.1) Various Kind Of Portfolio 1.2) Sample Preview
2. Collecting And Review A Reference 2.1) Reference studies 2.2) Style And Direction 2.3) Layout Design Arrangement 2.4) Typography
3. Data And Art work Collection 3.1) Data collection 3.2) Image Selection 3.3) Categories the Image by journre
4. Sketching Layout For Biography Design 4.1) Introduction Of self-Biography 4.2) Interpreted idea to visualize layout and arrangement. 4.3) Text And Typography Design
5. Biography design 5.1) Start Designing
6. First Preview 6.1) Design Preview 6.2) Critic session
7. Business Card Design 7.1) Adobe In design/Adobe Photoshop

8. Phase 2: Sketching Layout For Photobook 8.1) Layout Arrangement 8.2) Typography selection
9. Start Designing The Photobook 9.1) Adobe InDesign/Adobe Photoshop 9.2) Arrangement
10. Progress 10.1) Progress
11. Critic Session-Second Preview 11.1) Business Card Design 11.2) Photobook Design
12. Progress 12.1) Progress
13. Progress 13.1) Progress
14. Final Assessment And Submission 14.1) Final presentation 14.2) Critic session 14.3) Creativity/ Media/ Quality

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Portfolio Photobook and Business Card	20%	CLO1
	Assignment	Progress Marks	20%	CLO2
	Assignment	Photobook	60%	CLO3

Reading List	Reference Book Resources	• Robert L. Wyatt, Sandra K. Looper 2008, *So You Have to Have a Portfolio: A Teacher's*, Corwin Press,Inc,A sage Publication Company • Diane M. Bende 2008, *Design Portfolios: Moving from Traditional to Digital*, A division of conde nast • Cynthia L Baron 2004, *Designing A Digital Portfolio*, Stephanie Wall,Executive Acquisition And Development Editor
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	