



UNIVERSITI TEKNOLOGI MARA

IDE656: PROFESSIONAL PORTFOLIO

Course Name (English)	PROFESSIONAL PORTFOLIO APPROVED
Course Code	IDE656
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 industrial design 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 report writing and documentation skills. This course will also refresh students' knowledge about the initial stages of the industrial design process. The final outcome will determine the student to present their overall project with confidence and able to deliver their ideas sufficiently.
Transferable Skills	Professional Portfolio, Professionalism Ethics & Knowledge, Design Professionalism, Design management & Creative Portfolio Skills
Teaching Methodologies	Lectures, Blended Learning, Studio, Demonstrations, Practical Classes, Discussion, Presentation, Workshop, Supervision
CLO	<p>CLO1 • Refresh students' understanding of industrial design practice, prospective and influences on design professionalism. (A3) (P3) (LO6)</p> <p>CLO2 • Develop an understanding of how to manage the verbal and non-verbal presentation for final assessment.(A2) (P3) (LO4)</p> <p>CLO3 • Develop visual presentation work and concepts based on professional creative approaches and techniques. (A4) (P5) (LO7)</p> <p>CLO4 • Organize work for use in personal portfolios and produce a final portfolio piece that involves report, panel, slide and overall presentation. (A5) (P5) (LO8)</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. INTRODUCTION TO COURSE STRUCTURE AND OBJECTIVES 1.1) i. Introduction to course outline, objective and structure. 1.2) ii. Brief on assessment and teaching materials 1.3) iii. Course overview	
2. INTRODUCTION TO INDUSTRIAL DESIGN PROSPECTIVE 2.1) i. Introduction to industrial design prospective	
3. DESIGN THINKING, ATTITUDE & ATTRIBUTES 3.1) i. Design thinking, design realm, attitude and attributes.	
4. DESIGN PROFESSIONAL, DISCIPLINES & CONTRIBUTION 4.1) i. Introduction to Industrial Design professional, disciplines & contribution	
5. PROFESSIONAL DESIGN ETHICS & PRACTICE 5.1) i. Professional design ethics and code of practice	
6. VERBAL COMMUNICATION 6.1) i. Professional verbal communication methods, techniques & approaches.	
7. NON-VERBAL COMMUNICATION 7.1) i. Professional non-verbal communication methods, techniques & approaches.	

8. WRITTEN COMMUNICATION 8.1) i. Professional written communication methods, techniques & approaches.
9. PRODUCT BRANDING & IDENTITY 9.1) i. Introduction to product branding & identity.
10. ADVERTISING & PROMOTION 10.1) i. Introduction to advertising and promotion in industrial design field
11. PORTFOLIO PRESENTATION 11.1) i. Introduction to portfolio presentation
12. FINAL WORK/PROJECT 12.1) i. Compilation of final presentation material (digital) 12.2) ii. Development of written report/journal 12.3) iii. Proposal of product branding/image 12.4) iv Strategy of promotion, marketing & costing 12.5) v. Methods of advertisement 12.6) vi Proposal of ideas/concept protection – IP, copyright, etc 12.7) vii. Final project Exhibition & display proposal

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 1- Report/Journal - Research on existing industrial design field dominion.(choose one existing product) - Study on the phenomenon and design attributes.	10%	CLO1
	Assignment	Assignment 3- Critique session & case study - Each group of students needs to conduct a case study, selecting one renowned brand that has lucid identity as their reference. - They need to present all principles and elements that contributed to successful of that particular brand.	10%	CLO3
	Assignment	Assignment 2- Professional Presentation - Each student need to prepare a comprehensive and effective verbal presentation on concept proposal (related area). - The presentation should apply latest technology or medium to deliver their content, message or ideas. Learning Outcomes To relate and comprehend techniques and skills of non-verbal communication with professional ethics.	20%	CLO2
	Assignment	Assignment 4- Professional Portfolio Presentation - Each student need to prepare a comprehensive and effective portfolio presentation on their final project - The presentation should apply all the knowledge of professional portfolio principles.	20%	CLO4
	Assignment	Final Project Work – Submission and compilation of final presentation material (digital), written report/journal, proposal of product branding/image, strategy of promotion (with supported items), marketing & costing, methods of advertisement and conduct of ideas/concept protection – IP,copyright,etc	40%	CLO4

Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Rodgers, P 2004, <i>Inspiring Designers</i>, Ed., , Black Dog Publishers [ISBN:] • Potter.N 2008, <i>What is a Designer: Things ,Place, Messages</i>, Ed., , Hyphen Press [ISBN:] • Pink.S 2001, <i>Doing Visual Ethnography : Images, Media and ,</i> Ed., , Sage Publications [ISBN:] • Lorenz C 1986, <i>The Design Dimensions: Product Strategy and T</i>, Ed., , Blackwell Publishers [ISBN:] • Boucharenc, C. 2013, <i>A Design and Innovation Consulting Firm.</i>, National University of Singapore. Singapore
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	