

PORTFOLIO REVIEW



INDUSTRIAL DESIGN

METROPOLITAN STATE UNIVERSITY OF DENVER

Transforming Lives!

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WHAT, WHEN & WHY

WHAT IS A PORTFOLIO?

A portfolio is the collection of a designer's best work. A designer's portfolio is the primary media for securing a job, attracting clients and marketing themselves. You will always be updating and improving your portfolio for the duration of your designing career. Upon graduation you will leave with a portfolio to help you with your job search and the quality of that portfolio will dictate the quality of job you get. This is why the faculty places such a great deal of importance on the portfolio development of students.

WHY IS A PORTFOLIO REQUIRED MID-PROGRAM?

This portfolio is a chance to provide evidence that students can succeed in the IND major, and subsequently in the profession. The emphasis is on potential as indicated by quality work submitted to address the key skills and competencies required in the program and profession. Students must pass the review in order to continue in subsequent advanced studio courses.

WHAT IS THE PURPOSE OF THE REVIEW?

There are several purposes for the portfolio review. The main purpose is to review the work of the student to see if they have a basic grasp of design concepts. Without these basic concepts, it is understood that the student will find it difficult to handle the rigors of the program and the professional field later on. The second purpose is in keeping with assessment standards set by the university. Assessment measures the growth of an individual studying in the Industrial Design program. Assessment is important when renewing accreditation by the National Association of School of Art and Design (NASAD).

WHEN IS PORTFOLIO REVIEW?

Portfolios can be submitted upon completion of all required course work. The deadline is Friday of finals week, by 4:00 pm. Portfolios submitted after the deadline will not be accepted.

FIRST THINGS FIRST

PREREQUISITE COURSES

Completion of the following courses is required before portfolios can be submitted. A minimum 3.0 current GPA for all courses taken in the ID core (as evidenced on official CAPP/Degree Progress Report) is required in order to submit a portfolio for review. This GPA must be maintained through the semester of review.

IND 1450-3	Technical Drawing and CAD
IND 1470-3	Design Drawing Techniques
IND 2100-3	Digital Composition
IND 1000-1	Introduction to Industrial Design
IND 2450-4	Beginning Industrial Design Studio
IND 1010-3	Woods: Materials & Fabrication
IND 2830-3	Manufacturing Materials & Processes
IND 1130-3	Plastics: Materials & Fabrication
IND 3480-3	Industrial Design Model Making
IND 1250-3	Metals: Materials & Fabrication
ART 1101-3	Studio Foundations: 2D
ART 1141-3	Drawing I: Black and White
ART 1501-3	Studio Foundations: 3D

Additionally, students must complete the following specific courses, regardless of any transfer of general studies credits. **NO SUBSTITUTIONS ARE ALLOWED FOR THESE COURSES.** If missing TWO during the semester of review, students will be allowed to participate in the portfolio review if they enroll in those classes for the following semester.

ENG 1010-3	Composing Arguments
PHY 1000-4	Introduction to Physics
ENG 1020-3	Freshman Comp. Research
ARTH 1500-3	Art and Visual Literacy
MTH 1210-4	Intro to Statistics
ARTH 1700-3	World Art History II
CAS 1010-3	Public Speaking

Students that receive blanket transfer credit from a previous degree need to meet with the department chair to analyze their transcripts. Transfer credits must be tied to the specific general studies classes required for the major and portfolio review. This must be accomplished in time to be reflected in the Official CAPP/Degree Progress report included with the portfolio submission.

THE PROCESS

WHEN CAN I SUBMIT MY PORTFOLIO?

Upon completion of IND 2450 (Beginning Industrial Design) and all prerequisite courses, students are eligible to submit a portfolio of their work. In accordance with NASAD requirements, and in order to maintain high quality standards, students with sub-standard portfolios will not be allowed to continue study in the ID major. Portfolios that do not score a composite average of at least 80 will be considered sub-standard. Faculty decisions on portfolio quality are not subject to appeal.

The student will leave their printed and PDF format portfolio to be reviewed by the Industrial Design faculty, but they will not be present during the review. Students will be notified about the results via campus email.

Completed portfolio evaluation forms will not be available for students to view directly, but the overall results may be shared with students during personal sessions with their departmental advisors.

A minimum 3.0 current GPA is required for all courses taken in the ID core and must be maintained through the semester of review. Because of this, the students will not be notified about the review results until after semester grades have been posted.

WHAT IF I DON'T PASS?

Portfolios that do not demonstrate the critical skills and proficiencies necessary to perform successfully in upper-division courses will not pass the review. Students who do not pass are not abandoned by the industrial design program, however they will be ineligible for upper level studio courses.

If the portfolio is not accepted, but shows potential, students may be allowed to attempt another review the following semester or subsequent semesters after the portfolio has been updated to better meet the required evaluation criteria. This is at the discretion of the ID program faculty. Students must consult with the faculty to re-enroll in selected major courses, rework their portfolio, or otherwise cooperate with the faculty recommendations.

EVALUATION

WHAT IS BEING EVALUATED IN THE REVIEW?

Student portfolios will be evaluated by the criteria delineated in the attached evaluation rubric. Work samples should be selected to address all the evaluation categories in the rubric. You are making a case for your potential to succeed in the ID profession!

Submit work that demonstrates your design and innovation abilities. Include examples of projects that show your process and how you develop your ideas into the project results. Of primary importance are exploratory sketches that show a variety of solutions and ideas for each product presented.

We look for abilities to:

- Think and operate within the scope of the projects.
- Take a systems approach to design solutions.
- Write and communicate effectively.
- Envision and produce broadly desirable 3D objects and projects.
- Produce a level of aesthetic sensibility in production; e.g., style, proportion, shape, material, color, etc.
- Draw and/or otherwise visualize new ideas.
- Identify important opportunities and needs.
- Research, investigate and analyze design topics.
- Experiment, think laterally and engage in creative idea generation activities.
- Develop desirable solutions for real needs and problems that create value for the human condition.
- Exploit and employ appropriate technologies.

Remember, a 3.0 GPA is a minimum requirement but it does not guarantee you will pass the review.

PREPARATION

WHAT CAN I DO NOW?

Development of your portfolio begins the first day of your first class. Don't wait until the end of your second year to start considering what to include. Treat every assignment as a portfolio piece because the more effort you put into all of your assignments the better your portfolio will be!

This booklet provides a listing of requirements, suggestions and comments to help students better prepare for the portfolio review. They include ways of presenting work, expectations of the faculty and insights on past successes. These strategies are only suggestions and following them does not guarantee acceptance of your portfolio.

Don't sit back and wait for a project to be assigned in class. Explore design and other interests on your own. Those pieces will stick out from the rest of your work.

You cannot design effectively in a vacuum. Talk to other designers. Ask them about design and how to improve and refine design skills. check out books and magazines. Peruse other student's works and portfolios.

Challenge the problem, don't just solve it. Push the limits of individual skills and those of design. Students will have the rest of their professional lives to make traditional designs. Be responsible for expanding the profession.

DOCUMENT EVERYTHING! Keep all of your sketches and record your thought processes.

While this is not a graphic design program, graphic design skills are essential to creating portfolios and class presentations. Present your work in a clean, well thought out composition. Photoshop is your friend. Learn it. Use it.

REQUIREMENTS

HOW SHOULD I PRESENT MY WORK?

The best approach is to present your work in a straightforward manner, organized according to the Portfolio Screening Evaluation Sheet. Each category should be clearly addressed with quality work that shows ability and potential for growth in that particular area.

THE FORMAT

The printed and bound portfolio MUST be in an 8.5"x 11" format in either a landscape or portrait orientation. Odd sized portfolios and materials will not be accepted. Pages must be organized in such a way that the faculty may easily view and access the work.

Portfolios are limited to 40 pages of content, excluding title pages, etc.

In addition to the printed portfolio, students must submit a PDF formatted portfolio on a USB drive. The portfolio must be properly packaged into a single file with your last name and the semester of submission in the file name.

All contents of the portfolio, including graphics and layout, must be completed by the student who is submitting it.

ADDITIONAL REQUIREMENT

1. Contacts and information
 - Full name
 - Portrait photo
 - Current address
 - Campus email
 - Semester/Year submitting
2. One page design statement
 - Why did you choose ID?
 - What is your design philosophy?
 - What are your future plans?
3. Print and Submit official MSU Denver CAPP/Degree Progress report
 - Current cumulative GPA
 - Adjustments current
 - Highlight required courses
4. Signed signature form (available in main office)

SUGGESTIONS

WHAT SHOULD BE IN YOUR PORTFOLIO?

The following sections deal with strategies students might take while preparing for the review. These strategies are only suggestions, and following them does not guarantee acceptance of your portfolio.

Students may include any works that relate to the areas of the evaluation and are encouraged to include design work from outside the classroom.

Suggested work to included in portfolio:

- Drawings
- 2-D and 3-D design
- 3D work
- Work from Metal, Plastic and Wood Labs
- Digital work
- Inventions
- Supplemental work

Suggested process for work selection

Take everything that you have ever done during your time in school and lay it all out so that you can view it all. Look at everything and pull out the strongest work. Set it aside. Look again and pull out the second strongest work and third strongest. When looking at the remainder of your work, select sets that fulfill the requirements of the various areas of the evaluation.

Suggested setup of the portfolio

Looking at the three sets of your strongest work consider placing them in a way that draws the viewer into your portfolio. One strategy is to place the best work on the first page to get the viewers attention. The third best can be placed half way through to keep the viewers interest and the second best is at the end of the portfolio, which will be the last thing the viewer remembers.

Suggested development of work

Work that is considered weak or not design-related should not be included in the portfolio. Likewise, 2D or 3D work that does not show off your best craftsmanship should not be included. If you have a project that shows promise, but that was not adequately executed, it could be worth your time to further develop it so it can be included in the portfolio.

CONSIDERATIONS

WHAT ELSE SHOULD I KNOW?

Remember, the portfolio development process begins NOW. Don't wait until submission time to find that you don't have enough material to create a comprehensive portfolio of your work. Don't wait until after you've submitted your portfolio to find out your work isn't up to snuff.

Look at other portfolios - either online or in the IND Department office - so you can see the standards being set by the department and the industry as a whole. Do this research now! It will guide you in your efforts to produce high-quality, portfolio-worthy work in all of your upcoming classes.

Portfolios are evaluated with the consideration of the range of student work across the curriculum plus the wider body of contemporary design. The department acknowledges that Sophomore work exists at a different level than that of truly experienced practitioners. However, for the sake of providing a realistic assessment of design work to-date, the bar for the review is intentionally set high.

There are no quotas involved in determining which students pass the review. Students are not 'competing' for a finite number of 'slots' within the industrial design program.

Although all students want to pass the review, it is likely that not all students will successfully do so. It is therefore both important and healthy to begin thinking about and planning for what next steps you might take in the event that your portfolio does not pass the review.

Although preparing a portfolio can be very rewarding and enlightening, it is also an extremely labor-intensive endeavor. Mastering one's time-management, remaining open to diverse feedback from peers, and taking personal responsibility for one's performance are crucial qualities to foster and maintain throughout the process.

Your portfolio is always a work in progress. The sooner you start, the more progress you will have made 2 years from now!

If you have ANY questions contact your IND faculty advisor or the main office.

PORTFOLIO EVALUATION RUBRIC

In addition to the requirements on the preceding pages, student portfolios will be evaluated by the criteria delineated in the evaluation rubric below. Work samples should be selected to address all the evaluation categories in the rubric. You are making a case for your potential to succeed in the ID profession!

Scores are assigned as follows:

4, 8 or 12 = proficient

3, 7 or 11 = developing

2, 5 or 8 = inadequate

1, 2 or 4 = unacceptable

Preliminary Sketches

sufficient insufficient

• Quantity is sufficient to make a judgment	4			1
• Demonstrates diverse solution concepts	4	3	2	1
• Demonstrates concept refinement	4	3	2	1
• Overall quality of sketches	4	3	2	1

Presentation Drawings

• Quantity is sufficient to make a judgment	4			1
• Demonstrates perspective drawing ability	4	3	2	1
• Demonstrates technical drawing ability	4	3	2	1
• Demonstrates rendering/illustrative ability	4	3	2	1

Form Development

sufficient insufficient

- | | | | | |
|--|---|---|---|---|
| • Functional refinement as exhibited by soft mockups, final models, and completed projects | 4 | 3 | 2 | 1 |
| • Aesthetic refinement as exhibited by soft mockups, final models, and completed projects | 4 | 3 | 2 | 1 |

Creative Potential

- | | | | | |
|--|----|----|---|---|
| • Demonstrates creative problem solving | 12 | 11 | 8 | 4 |
| • Demonstrates diverse solution concepts | 12 | 11 | 8 | 4 |

Technical Skills

- | | | | | |
|---|---|---|---|---|
| • Demonstrates technical execution in models and prototypes | 8 | 7 | 5 | 2 |
| • Demonstrates ability to work with diverse materials and processes | 4 | 3 | 2 | 1 |

Portfolio Quality

- | | | | | |
|--|---|---|---|---|
| • Demonstrates writing ability | 4 | 3 | 2 | 1 |
| • Visual presentation skills and portfolio quality | 8 | 7 | 5 | 2 |

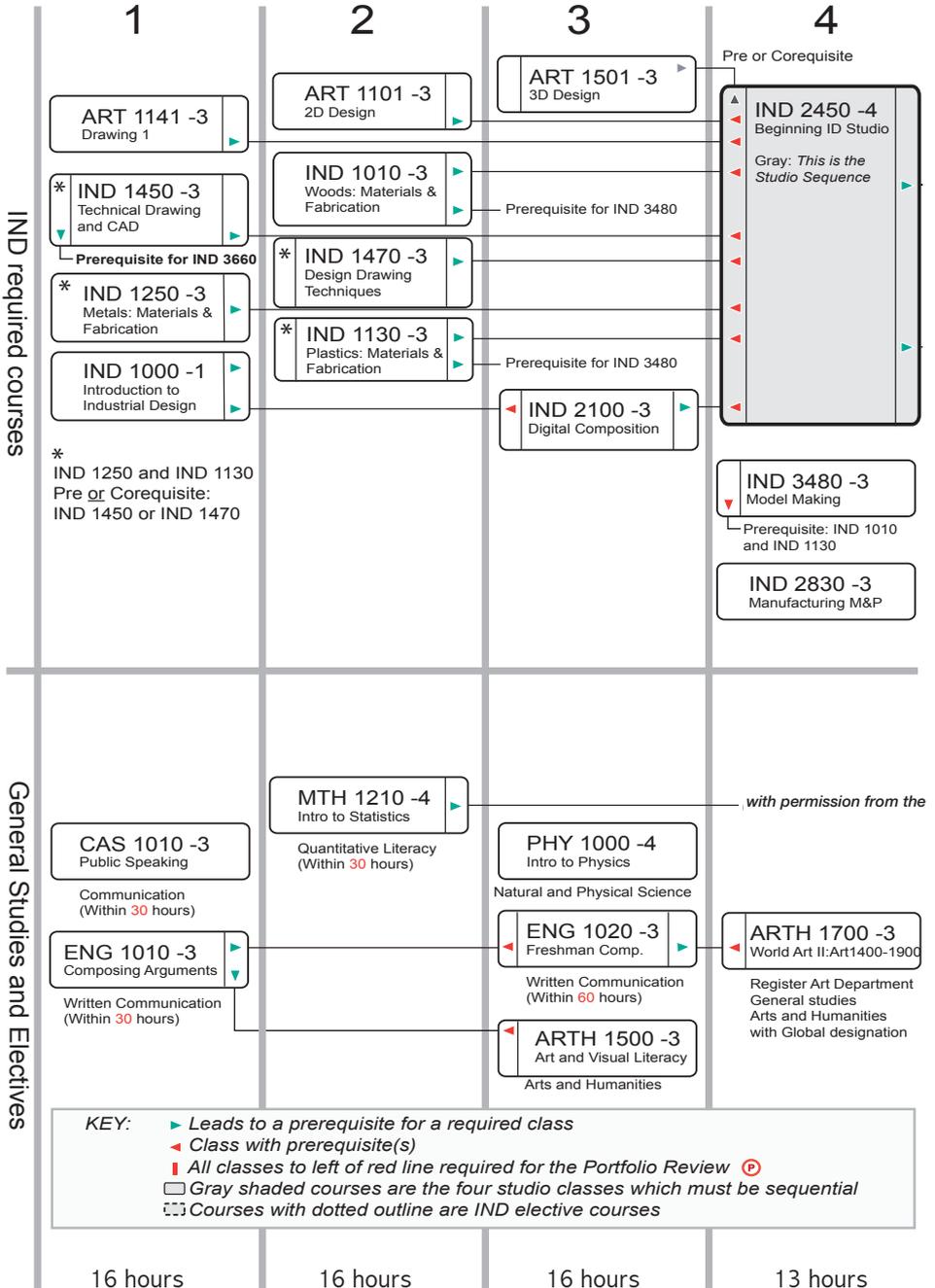
Overall

- | | | | | |
|--|----|----|---|---|
| • Communicates design processes and develops quality solutions | 12 | 11 | 8 | 4 |
|--|----|----|---|---|

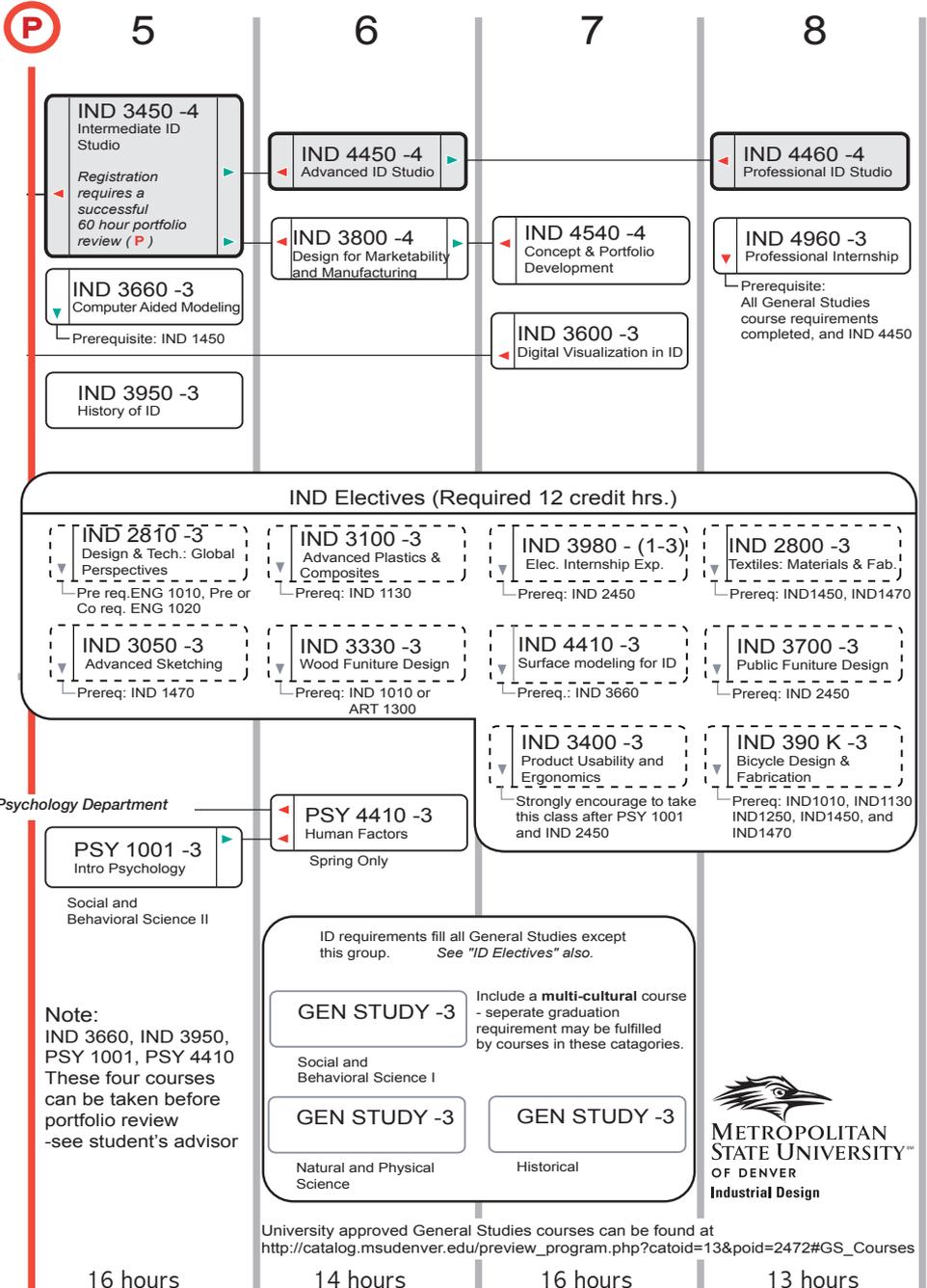
TOTAL SCORE ____/100

IND ADVISING MATRIX - A representative 8 semesters

This guide accounts for prerequisites and the current portfolio requirement.



The guide is for the advisor and the student to work out the student's specific needs. Transfer credits, the opportunity for summer and winterim classes, and course availability affect final schedules





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Industrial Design