

University of Waterloo
Stratford School of Interaction Design and Business
GBDA 212 Portfolio and Professional Communication
Winter 2020

DMS 2129; Tuesdays and Thursdays
LEC 001 and LAB 101: 9:00 a.m. to 10:20 a.m.
LEC 002 and LAB 102: 12:00 p.m. to 1:20 p.m.
LEC 003 and LAB 103: 3:30 p.m. to 4:50 p.m.

Instructor Information

Instructor: Dr. Linda Carson

Office: DMS 2008

Office Phone: 38383

Office Hours: By appointment or happenstance, generally Tuesdays and Thursdays between classes.

Email: lccarson@uwaterloo.ca

Teaching Assistants:

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Kiera McMaster kebmcmaster@edu.uwaterloo.ca

Please put your course code, GBDA 212, in the subject line of all course-related email. You can expect email replies by the next business day.

Course Description

In this course you will learn to effectively present yourself and your work through the development and presentation of a professional portfolio. Using projects completed in previous courses, you will prepare a portfolio to communicate the process, outcomes, and impact of your work and practice presenting that work to different audiences.

Course Goals and Learning Outcomes

Upon completion of this course, students should be able to:

- A. Write succinct, informative, workplace-appropriate email,
- B. Write a clear, persuasive cover letter fine-tuned to a specific opportunity,
- C. Write a design case study describing the problem, stakeholders, process, outcomes, and impact of a project,
- D. Design sector- and role-appropriate assets, generally a portfolio, to provide evidence of their skills and experience, and
- E. Deliver informative, persuasive, well-organized presentations, solo and as part of a team

Textbook and course readings

There is no textbook for this course. Look for links on LEARN to readings and activities that will support your skill development and assignment completion.

Course Requirements and Assessment

Assignment details will be explained in class and on LEARN. You will also find assignment rubrics, grades and personalized feedback on LEARN throughout the term.

Assessment	Date of Evaluation	Weighting
Basic résumé & cover letter	Tuesday, January 21 st	10%
Design case study	Tuesday, January 28 th	10%
Briefing & recommendation	In class, February 4 th -13 th	10%
Better résumé & cover letter (optional)	Thursday, February 13 th	
Contrasting applications	Tuesday, March 3 rd	10%
Portfolio (wrapper)	Tuesday, March 10 th	10%
Pitch	In class, March 17 th -19 th	10%
Portfolio (populated)	Thursday, April 2 nd	10%
Participation and practice	Daily, in class	30%
Total		100%

Unfortunately, LEARN cannot preview .pages format files for marking and I cannot open them on my Windows system. Please submit all written work in PDF format unless you have made other arrangements with me in advance. If I need to ask you to resubmit work because it's not a PDF, I may apply the late penalty.

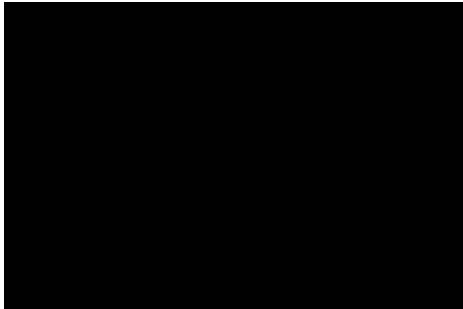
As always in academic writing, when you mention the ideas or work of others, you must attribute those ideas and work to their sources with both an in-text citation and a reference in the Works Cited list. Here is [one of many places to learn about MLA style](#), which is well-suited to most academic writing in the arts and humanities. When you have read the syllabus, you can earn a bonus mark by uploading a picture found online of one of your favourite artworks, with a reference in MLA style, to the dropbox on LEARN. You need to provide both the picture and a complete, correctly-formatted reference to earn the full bonus mark.

Here is an example of an image found online; the reference includes both the "real-world" location of the artwork and the website where I found this particular photograph of it:



Morton, Ree. *Don't worry, I'll only read you the good parts*. 1975. Annemarie Verna Galerie, Zurich. *Art Basel*, <https://www.artbasel.com/catalog/artwork/52354/Ree-Morton-Don-t-worry-I-ll-only-read-you-the-good-parts>. Accessed 12 January 2018.

Here is another example, one where the image is purely digital. Because there is no “real-world” location, my reference would follow a slightly different format in order to cite the entire website:



Force, Frank. “Dual Axis Illusion.” *Best Illusion of the Year Contest*. Neural Correlate Society, 2019, <http://illusionoftheyear.com/2019/12/dual-axis-illusion>. Accessed 18 December 2019.

Text matching software (Turnitin®) will be used to screen assignments in this course. This is being done to verify that use of all materials and sources in assignments is documented. You have the opportunity to pre-screen your own work and use the feedback from Turnitin® to find and fix any errors in quotation and citation before your final submission. Students will be given an option if they do not want to have their assignment screened by Turnitin®. Approach me in the first week of the term if you prefer to make alternative arrangements to the use of Turnitin® in this course.

Participation and practice “DUE” in class daily

30% of your grade will be based on participation and practice (details to be announced on LEARN and in class), marks that can only be earned in the classroom. To allow for occasional extenuating circumstances, I will drop your two lowest participation and practice grades at the end of the term, but extended or frequent absences will have an impact on your grades.

Basic résumé and cover letter DUE on LEARN on January 21st

Application-ready résumé and general-purpose cover letter (details to be announced on LEARN and in class). Late submissions will be accepted until January 28th, subject to a 10% late penalty.

Design case study DUE on LEARN on January 28th

Written case study of a completed design project (details to be announced on LEARN and in class). Late submissions will be accepted until February 4th, subject to a 10% late penalty.

Briefing & recommendation DUE in class, by appointment, February 4th to 13th

Solo presentation to a small audience (details to be announced on LEARN and in class). Missed presentations may have to be rescheduled outside of class time, and will be subject to a 10% late penalty.

Better résumé and cover letter DUE on LEARN on February 13th

Students who want to use their feedback to improve their résumé and general-purpose cover letter can revise, annotate, and resubmit for credit (details to be announced on LEARN and in class). No late submissions will be accepted.

Contrasting applications DUE on LEARN on March 3rd

Customized, annotated cover letters and résumés for two real-world job postings or further education (details to be announced on LEARN and in class). Late submissions will be accepted until March 10th, subject to a 10% late penalty.

Portfolio (wrapper) DUE on LEARN on March 10th

Online portfolio brand and navigation (details to be announced on LEARN and in class). Late submissions will be accepted until March 17th, subject to a 10% late penalty.

Pitch DUE in class, by appointment, March 17th to 19th

Group presentation to a larger audience (details to be announced on LEARN and in class). Missed presentations may have to be rescheduled outside of class time, and will be subject to a 10% late penalty.

Portfolio (populated) DUE on LEARN on April 2nd

Online portfolio populated with project work (details to be announced on LEARN and in class). Late submissions will be accepted until April 9th, subject to a 10% late penalty.

Course Outline

The timing of the topics may change slightly but the due dates for course deliverables will not.

Class	Date	Topic	Deliverables
1	Tuesday, January 7	Welcome & #HiddenCurriculum	
2	Thursday, January 9	Clear explanations	
3	Tuesday, January 14	Résumés and cover letters	
4	Thursday, January 16	Slides	
5	Tuesday, January 21	Design case studies	Basic résumé and cover letter
6	Thursday, January 23	Public speaking	
7	Tuesday, January 28	Decks and projectors	Design case study
8	Thursday, January 30	Constructive criticism	
9	Tuesday, February 4	Peer feedback	Briefing & recommendation
10	Thursday, February 6	Peer feedback	Briefing & recommendation
11	Tuesday, February 11	Peer feedback	Briefing & recommendation
12	Thursday, February 13	Peer feedback	Briefing & recommendation Better résumé and cover letter (optional)
	Tuesday, February 18	Reading Week	
	Thursday, February 20	Reading Week	

13	Tuesday, February 25	STAR and job postings	
14	Thursday, February 27	Portfolio design	
15	Tuesday, March 3	Portfolio design	Contrasting applications
16	Thursday, March 5	Portfolio design	
17	Tuesday, March 10	Pitch clinic	Portfolio (wrapper)
18	Thursday, March 12	Public speaking in teams	
19	Tuesday, March 17	Peer feedback	Pitch
20	Thursday, March 19	Peer feedback	Pitch
21	Tuesday, March 24	Master class on pitches	
22	Thursday, March 26	Defending your work	
23	Tuesday, March 31	Defending your work	
24	Thursday, April 2	Defending your work	Portfolio (populated)

Late Work

Except for the *Better résumé and cover letter*, which is optional and must be delivered on time, I will accept late work for up to one week after the due date. There will be a 10% penalty and I cannot guarantee to provide detailed or timely feedback on late assignments. Missed presentations may have to be rescheduled outside of class time.

If you encounter extenuating circumstances—such as illness, injury, or a family emergency—that could delay your work or interfere with your progress, please talk to me privately so we can negotiate appropriate accommodations to keep you on track and thriving.

I will stop accepting late assignments after April 9th.

No re-submissions or make-up projects

Please read assignment descriptions and rubrics carefully in order to prepare to deliver your best work, on time, the first time. If you are not confident in your preparation, come see me or a TA for some coaching in advance.

Your overall grade in the course represents my assessment of your ability to demonstrate your mastery of the learning outcomes of the course accurately, thoroughly, carefully, on time, independently, and with minimal oversight. When you earn a high grade, I am asserting to your future professors, employers, and teammates, that you can be trusted to demonstrate similar mastery in the future. That is why I do not accept re-submissions or offer make-up projects at the end of the term. It would be misleading, and unfair to your classmates.

I want to be clear that re-submissions and make-up projects are not the same thing as accommodations. If you have a disability or there are other circumstances that may put you at a disadvantage academically, approach me privately in advance so we can work out what sort of accommodation will set you up for success.

Electronic Device Policy

Cell phone conversations are disruptive in class; if you need to take a call, please leave the room. Mute your cell phone, laptop and other devices before you arrive so as not to interrupt the class or disturb your classmates. Thank you.

Attendance Policy

This is not distance education. Come to class. This is a practical course that includes a lot of hands-on exercises. Your practice builds skills and your participation contributes to the success of your classmates.

Territorial Acknowledgement

The Faculty of Arts acknowledges that we are living and working on the traditional territory of the Attawandaron (also known as Neutral), Anishinaabe and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, the land promised to the Six Nations that includes six miles on each side of the Grand River. The Stratford School of Interaction Design and Business is situated on the traditional territory of the Anishinaabe, Haudenosaunee, and the Ojibway/Chippewa peoples. This territory is covered by the Upper Canada Treaties.

Institutional-required statements for undergraduate course outlines approved by Senate Undergraduate Council, April 14, 2009

Cross-listed course

Please note that a cross-listed course will count in all respective averages no matter under which rubric it has been taken. For example, a PHIL/PSCI cross-list will count in a Philosophy major average, even if the course was taken under the Political Science rubric.

Academic Integrity

Academic Integrity: In order to maintain a culture of academic integrity, members of the University of Waterloo are expected to promote honesty, trust, fairness, respect and responsibility.

Discipline: A student is expected to know what constitutes academic integrity, to avoid committing academic offences, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course professor, academic advisor, or the Undergraduate Associate Dean. When misconduct has been found to have occurred, disciplinary penalties will be imposed under Policy 71 – Student Discipline. For information on categories of offenses and types of penalties, students should refer to [Policy 71 - Student Discipline](#).

Grievance: A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read [Policy 70 - Student Petitions and Grievances, Section 4](#).

Appeals: A student may appeal the finding and/or penalty in a decision made under Policy 70 - Student Petitions and Grievances (other than regarding a petition) or Policy 71 - Student Discipline if a ground for an appeal can be established. Read [Policy 72 - Student Appeals](#).

Other sources of information for students

[Academic integrity](#) (Arts)

[Academic Integrity Office](#) (uWaterloo)

Accommodation for Students with Disabilities

Note for students with disabilities: The [AccessAbility Services office](#), located in Needles Hall Room 1401, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with the AS office at the beginning of each academic term.

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