

University of Waterloo

Term and year of offering: Winter 2021

Course number and title: GBDA 212 Portfolio and Professional Communication

Lecture times, building and room number: Online

Instructor Information: Dr. Jinuk Oh

jinuk.oh@uwaterloo.ca (available online by appointment)

TA Information: TBA

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 objectives:

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

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

Required text: 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.

Required Skills: As part of your online experience, you are expected to use a variety of technology as part of your learning:

- Manage files and folders on your computer (e.g., save, name, copy, backup, rename, delete, and check properties)
- Install software, security, and virus protection
- Use office applications (e.g., Word, PowerPoint, Excel, or similar) to create documents

- Be comfortable uploading and downloading saved files
- Communicate using email (e.g., create, receive, reply, print, send, download, and open attachments)
- Navigate the LEARN learning environment and use the essential tools, such as **Dropbox**, **Discussions**, and **Grades** (the instructions for this are given on LEARN)
- Access, navigate, and search the Internet using a web browser (e.g., Chrome, Safari etc.)
- Perform online research using various search engines (e.g., Google) and library databases.

Course Requirements and Assessment

Assignment details will be explained on LEARN. You will find also find assignment rubrics, grades, and personalized feedback on LEARN throughout the term. There are ten small and manageable assignments. All assignments are to be completed individually and will be graded individually.

The following table presents the grade breakdown of this course.

Assessment	Submission Deadline	Weighting
SWOT analysis	January 22, 11:59 p.m.	5%
CV of failure	January 22, 11:59 p.m.	5%
Basic Résumé and cover letter 1	January 29, 11:59 p.m.	10%
Design case study	February 12, 11:59 p.m.	10%
Basic Résumé and cover letter 2	March 5, 11:59 p.m.	5%
Contrasting applications	March 5, 11:59 p.m.	15%
Portfolio (wrapper)	March 12, 11:59 p.m.	10%
Portfolio (populated)	April 9, 11:59 p.m.	10%
Presentation 1	April 2, 11:59 p.m.	10%
Presentation 2	April 9, 11:59 p.m.	20%
Total		100%

***Unfortunately, LEARN cannot preview .pages format files for marking. Please submit all written work in **PDF format** unless you have made other arrangements with me in advance (no .pages, no links to Google docs). Please submit all slide decks in **PowerPoint (PPTX) or PDF format** unless you have made other arrangements with me in advance (no Keynote, no link to cloud storage). **I will not grade your submission if you do not follow this simple rule.**

Course Policies

Communicating with Your Instructor

During the course, your instructor will interact with you on various course matters on the course website using the following ways of communication:

- **Announcements:** The instructor will use **Announcements** on LEARN to provide you with course reminders and updates. Please check this section frequently for course updates from your instructor.
- **Ask Your Instructor Discussion:** Use this discussion forum to ask questions of your instructor about content or course-related issues with which you are unfamiliar. If you encounter difficulties, the instructor is here to help you. Please post general course-related questions to the discussion forum so that all students have an opportunity to review the response. To access this discussion forum, select **Discussions** from the Connect dropdown menu.
- **Email:** If you have a conflict that prevents you from completing course requirements, or have a question concerning a personal matter, you can send your instructor a private message by email. The instructor will respond to your email within 48 hours Monday to Friday. For example, if you post or email a question on Friday evening, then the professor will respond by Tuesday (2 business days). With that in mind, the course has been designed to have assignments due on Friday.
- **Teams/Zoom/Google Meet:** If you have a complex question you would like to discuss with your instructor, you may book an online meeting. Online meetings depend on the availability of you and the instructor, and are booked on a first come first served basis.

Late Policy

If you choose to submit your individual assignments to the **Dropbox** tool late, the full allocated mark will be reduced by 10% per day after the deadline for the submission of the assignment to a limit of six days at which time access to the **Dropbox** folder will be closed.

Extensions will be considered for medical reasons or other extenuating circumstances. If you require an extension, discuss this with the instructor as soon as possible and well before the due date. Barring exceptional circumstances, extensions will not be granted once the due date has passed. These rules are not designed to be arbitrary, nor are they inflexible. They are designed to

keep you organized, to ensure that all students have the same amount of time to work on assignments, and to help to return marked materials to you in the shortest possible time.

Unacceptable Reasons

Forgetting, misunderstanding the instructions, not checking due dates, travelling, visiting family members, outside work commitments, other engagements, etc., are not accepted as valid reasons for missing assignments. Also, any technical issues will never be acceptable reasons to fail to complete an assignment. It is your responsibility to check IT devices and internet connections you use for the course. Please try to avoid last minute problems.

Submission Times

Please be aware that the University of Waterloo is located in the **Eastern Time Zone** (GMT or UTC-5 during standard time and UTC-4 during daylight saving time) and, as such, the time that your activities and/or assignments are due is based on this zone. If you are outside the Eastern Time Zone and require assistance with converting your time, please try the [Ontario, Canada Time Converter](#).

Mental Health Support

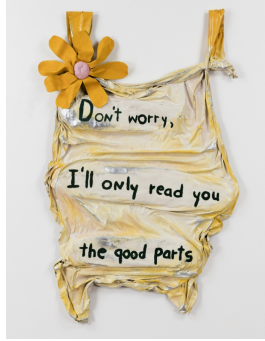
All of us need a support system. We encourage students to seek out mental health support if they are needed. Full details on how to [Get mental health support when you need it](#) can be found online from the Faculty of Arts.

Academic Integrity

In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect, and responsibility. **If you have not already completed the online tutorial regarding academic integrity you should do so as soon as possible.** Undergraduate students should see the [Academic Integrity Tutorial](#) and graduate students should see the [Graduate Students and Academic Integrity](#) website.

Proper citations are part of academic integrity. 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 favorite 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*, www.artbasel.com/catalog/artwork/52354/Ree-Morton-Don-t-worry-I-ll-only-read-you-the-good-parts. Accessed 13 December 2020.

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, illusionoftheyear.com/2019/12/dual-axis-illusion. Accessed 26 December 2020.

For further information on academic integrity, please visit the [Office of Academic Integrity](#).

Turnitin

Turnitin.com: Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students’ submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due notice, in the first week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin® in this course.

It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit the alternate assignment.

[Turnitin® at Waterloo](#)

Discipline

A student is expected to know what constitutes [academic integrity](#) to avoid committing an academic offence, 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 instructor, academic advisor, or the undergraduate Associate Dean. For information on categories of offences and types of penalties, students should refer to [Policy 71 - Student Discipline](#). For typical penalties, check [Guidelines for the Assessment of Penalties](#).

Appeals

A decision made or penalty imposed under [Policy 70 - Student Petitions and Grievances](#), (other than a petition) or [Policy 71 - Student Discipline](#), may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to [Policy 72 - Student Appeals](#).

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. When in doubt please be certain to contact the department's administrative assistant who will provide further assistance.

Final Grades

Students must go to [Quest](#) to see all final grades. Any grades posted in Waterloo LEARN are unofficial.

AccessAbility Services

[AccessAbility Services](#), located in Needles Hall, 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 accommodation to lessen the impact of your disability, please register with AccessAbility Services at the beginning of each academic term and for each course.

Accessibility Statement

The Centre for Extended Learning strives to meet the needs of all our online learners. Our ongoing efforts to become aligned with the [Accessibility for Ontarians with Disabilities Act \(AODA\)](#) are guided by University of Waterloo accessibility [Legislation](#) and policy and the [World Wide Web Consortium's \(W3C\) Web Content Accessibility Guidelines \(WCAG\) 2.0](#). The majority of our online courses are currently delivered via the Desire2Learn Learning Environment. Learn more about [Desire2Learn's Accessibility Standards Compliance](#).

Use of Computing and Network Resources

Please see the [Guidelines on Use of Waterloo Computing and Network Resources](#).

Copyright Information

UWaterloo's Web Pages

All rights, including copyright, images, slides, audio, and video components, of the content of this course are owned by the course author and the University of Waterloo, unless otherwise stated. By accessing this course, you agree that you may only download the content for your own personal, non-commercial use. You are not permitted to copy, broadcast, download, store (in any medium), transmit, show or play in public, adapt, or change in any way the content of these web pages for any other purpose whatsoever without the prior written permission of the course author and the University of Waterloo, Centre for Extended Learning.

Other Sources

Respect the copyright of others and abide by all copyright notices and regulations when using the computing facilities provided for your course of study by the University of Waterloo. No material on the Internet or World Wide Web may be reproduced or distributed in any material form or in any medium, without permission from copyright holders or their assignees. To support your course of study, the University of Waterloo has provided hypertext links to relevant websites, resources, and services on the web. These resources must be used in accordance with any registration requirements or conditions which may be specified. You must be aware that in providing such hypertext links, the University of Waterloo has not authorized any acts (including reproduction or distribution) which, if undertaken without permission of copyright owners or their assignees, may be infringement of copyright. Permission for such acts can only be granted by copyright owners or their assignees.

If there are any questions about this notice, please contact the University of Waterloo, Centre for Extended Learning, Waterloo, Ontario, Canada, N2L 3G1 or extendedlearning@uwaterloo.ca.

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.