University of Waterloo
Stratford School of Interaction Design and Business
GBDA 403 Extended E-portfolio 1
Fall 2020
This course will be delivered entirely online

Instructor Information

Instructor: Jonathan Baltrusaitis
Office Hours: TBD and by appointment
Email: jbaltrus@uwaterloo.ca

Teaching Assistant: TBD

You can expect email replies by the next business day.

Course Description

This course is intended to help you update and strengthen your application materials for jobs and/or further education. If you already have a strong portfolio, this is the time to update it to showcase your recent internship and skills development. If your portfolio doesn't represent you well yet, this is your opportunity to workshop and get feedback on your professional identity and how to express it persuasively.

Course Goals and Learning Outcomes

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

A. Articulate their current career goals and professional identity
B. Fine-tune their résumé to highlight their fit to a specific job posting or training opportunity
C. Write a clear, persuasive, professional cover letter fine-tuned to a specific job posting or training opportunity
D. Describe the professional value of their academic, extracurricular and workplace experiences
E. Show sector- and role-appropriate assets, such as a portfolio, to provide evidence of their skills and experience

Personalized, Independent Study

This course will be completed online through independent study, whether you are on campus in Stratford or studying abroad on exchange. You are responsible for checking the syllabus and email, visiting LEARN regularly, and completing all of the same assignments on time.

It is important that you personalize your learning in GBDA 403. Make intentional decisions about your near future, and use this course to prepare yourself for that future. Does your portfolio need an update, a refresh, or a complete rebuild? Or do you need something completely different? What might be a

powerful alternative to a portfolio for your specific ambitions? Your initiative, self-awareness, and time management will contribute greatly to your success.

- **Modules.**
  There are four main topics in GBDA 403: reflective writing, effective résumés and cover letters, design case studies, and portfolios and other assets. Each of them will be supported by an individual teaching module in the Content area of LEARN. Each module has its own specific deliverable(s).

- **Readings.**
  There will be suggested readings to support your independent study and assignments. Be intentional and selective about the readings. Not everything will be directly relevant to your career stage or plans. Not everyone needs the same topics or depth.

- **Discussion board**.
  I will answer questions of general interest—such as clarifications of deliverables or a rubric—on a discussion board on LEARN so that everyone benefits.

- **Coaching**.
  You can book one-to-one coaching appointments. We can meet in person at Stratford, or by Skype. People working on their major reflective report will have first priority booking coaching appointments during the first two weeks of September.

Textbook and course readings

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

Course materials are the intellectual property of your instructor and they are for your individual private use only. Please do not post them to off-campus resource-sharing sites. That would be a violation of academic integrity and my copyright. I do not grant you permission to upload or share my intellectual property, and I strongly encourage you to review [the University's policies on external organizations providing access to our course materials](#).
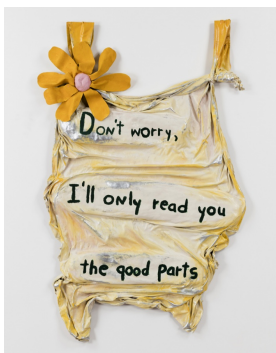
Course Requirements and Assessment

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

Assessment	Date of Evaluation	Weighting
Introductory reflection	June 15	5%
Reflective report	Sept. 21	25%
Updated résumé	Oct. 5	10%
Contrasting applications	Oct. 26	20%

Assessment	Date of Evaluation	Weighting
Updated portfolio (wrapper)	Nov. 16	20%
Updated portfolio (populated)	Dec. 7	20%
Total		100%

Please submit all written work in PDF format. 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 of one of your favourite artworks, with a citation in MLA style of where *and when* you found it online, to the dropbox on LEARN. For example:

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 January 2018.

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.

Introductory Reflection was DUE on LEARN on June 15

Short introductory reflection (250-300 words; PDF) about a personal strength that will have value in the workplace (as described in email during the spring term, and on LEARN). Late submissions will be accepted until September 14th, without late penalty. However, I strongly recommend you complete this short assignment on time. The feedback you get for your reflective writing will be helpful in preparing

your Major Reflective Report (which is worth 25% of your overall grade), and only Introductory Reflections submitted on time are guaranteed to get timely feedback.

Major Reflective Report DUE on LEARN on September 21

Reflective essay (6-10 pages; PDF) about your professional development (as described in email during the spring term, and on LEARN). Late submissions will be accepted until September 28th, subject to a 10% late penalty.

Updated Résumé DUE on LEARN on October 5

Application-ready résumé updated to include your 2019 employment history (details to be announced on LEARN and in class). Late submissions will be accepted until October 12th, subject to a 10% late penalty.

Contrasting job applications DUE on LEARN on October 26

Customized 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 November 2nd, subject to a 10% late penalty.

Updated Portfolio (wrapper) DUE on LEARN on November 16

Interview-ready portfolio wrapper (or equivalent assets; details to be announced on LEARN and in class). Late submissions will be accepted until November 23rd, subject to a 10% late penalty.

Updated Portfolio (populated) DUE on LEARN on December 7

Interview-ready populated portfolio (or equivalent assets; details to be announced on LEARN and in class). Late submissions will be accepted until December 14th, subject to a 10% late penalty.

Course Outline

Students will naturally vary widely in their interests, experience, and career goals. That is why your self-guided independent study is so important. Personalize the focus and depth of your reading to your own needs, and book time with the instructor for optional one-to-one coaching (especially if and when you are dissatisfied with your progress).

Module	Topic	Deliverables	Due on LEARN
1	Reflective writing	Introductory reflection	June 15, 2020
		Major reflective report	September 21, 2020
2	Effective résumés and cover letters	Updated résumé	October 5, 2020
		Contrasting applications	October 26, 2020
3	Design case studies		
4	Portfolios and other assets	Portfolio (wrapper)	November 16, 2020
		Portfolio (populated)	December 7, 2020

Late Work

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. Otherwise, late assignments will be penalized 10% and this cannot be recovered. I will only accept late assignments for one week after the due date. I cannot guarantee to provide detailed or timely feedback on late assignments.

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.