UNIVERSITY OF BORÅS

Portfolio and presentation technique
Portfolio och presentationsteknik

7.5 credits
7.5 högskolepoäng

Ladok Code: AX1PR1
Version: 2.0
Established by: Artistic Research and Education Board 2020-12-10
Valid from: Spring 2021

Education Cycle: First cycle
Main Field of Study (Progressive Specialisation): Fashion Design (G1N)
Disciplinary Domain: Design
Prerequisites: General entry requirements and artistic ability (or equivalent).
Subject Area: Design
Grading Scale: Fail (U) or Pass (G)

Content

The course aims to develop the student's skill and ability to communicate and visually present their design ability through the application of photography, layout, text and image management of own work. Furthermore, the course intends to train the student in their understanding and ability for visual communication towards specific fashion area and target group through adaptation of portfolio. The main content of the course is:

- Practical exercises and discussions regarding styling and photography of own design work
- Image analysis and selection of own design work
- Exercises in software in reference to image and page composition as well as layout
- Studies and discussions around different fashion areas and target groups
- Studies and discussions around different portfolio examples and their purposes

Learning Outcomes

After completing the course, the student will be able to;

1. demonstrate knowledge and understanding in terms of applying styling to own design work,
2. demonstrate the ability to apply skills within layout, text and image composition in relation to own artistic expression,
3. demonstrate the ability to visualize and clearly communicate own design work,
4. demonstrate the ability to account for and motivate their personal profile and portfolio based on the intended target group and purpose,
5. demonstrate the ability to account for others' personal profile and portfolio based on target group and purpose,
6. demonstrate the ability to reflect on and explain strategies for own future artistic and technical development.

Forms of Teaching

The teaching consists of lectures, exercises and supervision.

The language of instruction is English.

Forms of Examination

The course is examined through:

- Portfolio (Learning outcome 1-4) 6 credits. Grading scale: Pass/Fail
- Written submission (Learning outcome 5-6) 1,5 credits. Grading scale: Pass/Fail

  For the grade passed on the entire course, an approved grade is required for all parts.

  If the student has received a decision/recommendation regarding special pedagogical support from the University of

Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Materials

Malmgren de Oliveira, Stefanie. (2018). *Acts of seeing: seeing as a methodological tool in fashion design*. Diss. Borås: Högskolan i Borås. urn:nbn:se:hb:diva-14350
Tain, Linda. (2018). *Portfolio presentation for fashion designers*. Fourth edition. New York: Fairchild Books, An imprint of Bloomsbury Publishing Inc

Other literature and material are chosen in consultation with the course coordinator.

Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås, in which student perspectives are to be collected. The course evaluation report is published and made available to participating and prospective students in accordance with the above guidelines and forms the basis for the future development of courses and educational programmes. The course coordinator is responsible for ensuring these guidelines are followed.

Miscellaneous

The course is primarily a programme course in the Fashion Design Program.
The main focus of the course is on the following learning objectives of the programme: 1b, 3a-b, 4a.
The course can be conducted in Swedish if no international students are admitted.
This syllabus is a translation from the Swedish original.