BOSTON
ARCHITECTURAL
COLLEGE

SCHOOL OF DESIGN STUDIES

Attached is information regarding the Bachelor of Design Studies Segment II Portfolio (PRV0002) including:

1. **BDS Segment II Portfolio Pilot Instructions (2 pages)**
2. **BDS Segment II Portfolio Content Requirements (2 pages)**
3. **BDS Segment II Portfolio Evaluation Criteria (2 pages)**

Note: The BDS Segment II Portfolio requirements are under development and being evaluated. The following information provides students with a general understanding of the intent of the portfolio, its contents and how it will be evaluated.

This information is subject to change and students who are preparing their PRV0002 portfolio will be advised accordingly.

BDS Segment II portfolio
Spring 2014 Pilot   **Instructions to Students**

To: Advanced BDS Studio Students (DST1001)
From: Don Hunsicker

Date: 25 March 2014

You are participating in the first BDS advanced studio in the new curriculum. As part of this studio, we are piloting key questions about the BDS Segment II portfolio. These questions include 1) what material should be required in the portfolio, 2) when should it be developed and submitted, 3) how should the portfolio be evaluated and by whom, and 3) how should the portfolio affect your progress through the curriculum.

First and foremost, it is our intention to make the portfolio requirements and the review process consistent with the educational goals of the BDS curriculum. We welcome your feedback and suggestions as we move this forward.

The curriculum in Bachelor of Design Studies program has four main education goals:

1. That you will develop a **Design** process (a method of investigation and critical analysis, creative thinking, and problem solving) and that you be able to implement and apply your design process in most any situation;
2. That you will develop an appropriate level of **Expertise** and be proficient in your major and/or concentration(s);
3. That you will be able to **Communicate** your design ideas and your subject matter expertise in writing, orally, and visually; and
4. That you will be able to **Apply** your design methodology and your theoretical program of study expertise in "real world" situations.

As part of your work in this studio, you will be required to produce a portfolio that demonstrates to what extent you have reached these four goals.

As you complete your studio project in the next eight (8) weeks and as you assemble your portfolio, you are to

*   Examine and consider how you design – what is your **design** methodology? How do you do your work; how do you approach a design problem; how do you interact and collaborate with your colleagues (very few designs are done independently by one person); how do you research information related to a design problem; how do explore and iterate possible solutions; what tools and resources do you use? In essence, explain in words and images the method(s) you use to develop your design.

- As you describe your design method(s) and your project, you will be demonstrating your ability to **communicate** in written and visual form. As you present your work in class and as you work with your colleagues you will be demonstrating your ability to communicate orally. Likewise you will be demonstrating your **expertise** and mastery of your program of study subject matter and how you have **applied** your design ability and expertise in a "real world" situation (even though your studio project is a simulated situation).

How will your project and portfolio be evaluated?

Your studio instructor, Chip Piatti, will evaluate your overall performance in the course including your portfolio and your oral presentation. Not only will Chip be evaluating your final "work product" (portfolio and oral presentation), he will have seen your development throughout the semester. As such he will be able to grade you on your effort, growth over the course of the semester, class participation, homework, and any other criteria he feels is appropriate.

In addition, your final presentation and your portfolio will be evaluated by at least one independent reviewer. I might be that reviewer or your program director and / or an assigned faculty member might be the reviewer.

Chip and the independent reviewer will jointly determine your studio grade. Successfully passing this studio is a pre-requisite to entering the first semester of degree project – SSH1101 Degree Project Research.

Why do we think an independent review is appropriate?

While Chip will be able to grade the work you have done throughout the semester, the independent reviewer is assessing the quality of your work as a **stand-alone "object"** – much like a client or employer will review your portfolio or submission to win a design commission.

Over the next week to two weeks, we will give you more guidance regarding the contents of the portfolio and the criteria we will use for evaluating your oral presentation and your portfolio.

Please let me know if you have questions. And as stated above, do not hesitate to give me your feedback, suggestions for improvement, and / or whatever concerns you might have about how this process is working.

Portfolio Contents – your portfolio is to include the following (at a minimum):

1. A brief statement explaining your design methodology (how you design; the process you use in approaching and solving a design problem)

2. A brief statement summarizing at least one substantive aspect of what you have learned from the course work you have completed in your major/concentration (see the reverse side of this sheet for relevant topics in each program)

3. Your project presentation: in presenting your project you are to explain and show how you applied your design methodology and your subject matter expertise in developing the project design.

The thinking behind requiring these specific contents requirements is:

That students should be able to
- Think critically
- Conduct research and investigate issues thoroughly
- Evaluate and analyze issues and situations based upon their research and investigation
- Reach reasonable conclusions resulting from such analysis
- Communicate the analysis and conclusions clearly and effective in writing and orally.

Additionally, as a result of your education in Design Studies, we want you to be able to
- design – which in the broadest terms means that you can go beyond research, analysis and critical thinking to ***create solutions***.

Likewise, we want you to be able to
- communicate your solutions in visual form as well as in writing and orally, and
- apply your specific program of study expertise to your design solutions.

Consequently, in order to demonstrate whether you have reached these education goals, you are to explain and illustrate 1) how you design (the process you use to *create solutions*, 2) what you know about your subject matter, and 3) how you apply your design methodology and knowledge of your subject matter to a particular project solution.

Portfolio Assessment – your portfolio will be assessed using these criteria:

Communication: are your written, oral and visual communications clear and effective?

Design Methodology: is your design methodology clearly articulated and reasonably comprehensive?

Subject matter expertise: does your subject matter summary address a substantive issue in a reasonably comprehensive manner?

Application: in presenting and describing your project, do you demonstrate that you have applied your design methodology to the project problem and that you have applied your subject matter expertise to project in a way that contributes beneficially to the project solution.

Note: a more detailed assessment rubric will be provided to explain these criteria more fully.

Program of Study Critical Subject Matter: your project and your portfolio should address at least one of the critical topics listed below for your program of study:

If your program of study is **Architectural Technology**, your project and your portfolio should address
- How buildings are assembled and/or how buildings function;
- Building components and/or systems;
- Methods and/or processes of the production of buildings from design through occupancy;
- Long term occupancy, performance and maintenance of buildings.

If your program of study is **Digital Design and Visualization**, your project and your portfolio should
- Address the use of technology in the context of a design setting as it affects the social fabric of the workplace, as interaction between people, how they relate, communicate and/or collaborate with one another;
- Relate to the use of technology as a methodology and/or workflow informing the design process;
- How technological means assist in the actual production of objects, from "cradle-to-cradle" diagramming, documenting, simulation, analysis, and/or fabrication of designs;
- How technological means inform or assist in any combination of or between the social fabric, the process/workflow and the production of objects in the context of a design setting.

If your program of study is **Design History, Theory and Criticism**, your project and your portfolio should:

- situate the objects and problems you have studied or addressed in your work within a larger field of economic, social, political, theoretical, technological and/or aesthetic conditions
- articulate the relevance of your object(s) in relation to the history and theory of design
- establish an original argument or reading of these objects in relation to other objects or ideas
- reflect on the historical or theoretical methods applied in your research
- offer conclusions regarding the potential impact of your analysis on other people's understanding of your topic or of design in general.

If your program of study is **Historic Preservation**, your project and your portfolio should:
- Articulate and defend a personal historic preservation philosophy and how that philosophy contributes to a sustainable quality of life for human beings in context of the built environment;
- Demonstrate a clear understanding of how appropriate assessment, design, and intervention methodologies contribute to the preservation of the historic artifact;
- Address the importance of research and documentation in historic preservation practice;
- Critically examine the approaches to determining the historic significance, cultural value, and interpretation of historic places.

If your program of study is **Sustainable Design**, your project and your portfolio should:
- Critically define a definition of sustainability in the context of this project;
- Articulate and defend a defined problem from a range of scales;
- Demonstrate how the solution or knowledge generated contributes to a larger system;
- Identify a defined "audience" (user group, natural system, product, material, etc);
- Demonstrate your assessment methodology for evaluating measurable impact.

Note: each criterion will be reviewed on a scale of 1 to 4:
1 (unacceptable), 2 (unsatisfactory), 3 (satisfactory), and 4 (good to excellent)

Content: Design Methodology Statement – your portfolio is to include a brief statement explaining your design methodology (how you design; the process you use in approaching and solving a design problem).

There is no universally accepted design methodology and no single "right" way to design. Your design methodology statement, therefore, must be your own. Using words and images provide a brief description of the method(s) you use to design.

<u>Assessment</u>: To assess your design statement we will ask
1. Does your statement provide a coherent and comprehensible approach to design: do you describe the steps you take and how you progress from a design brief (problem statement) to design solution?
2. Is your statement reasonably "complete" in that it includes appropriate considerations that are important to the design process: do you make clear the factors you consider in developing a design solution so that you explore a problem in sufficient depth?
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Content: Subject Matter Expertise – your portfolio is to include a brief statement summarizing at least one substantive aspect of what you have learned from the course work you have completed in your major/concentration.

<u>Assessment</u>: To assess your subject matter expertise we will ask these questions:
1. Does your summary address a substantive and relevant issue in your program of study?
2. Do you demonstrate that you are knowledgeable about and have sufficient depth of understanding about this aspect of your program of study?
3. Do you demonstrate that you are able to explain this aspect of your program of study in a clear and comprehensive way?
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Content: Project Presentation – your portfolio is to present your studio project.

In presenting and describing your project, you are to demonstrate that you have applied your design methodology to the project problem and that you have applied your subject matter expertise to the project in a way that contributes beneficially to the project solution.

<u>Assessment</u>: To assess how your have applied your design methodology and your knowledge of your subject to the project, we will ask the following questions:

Does your project presentation
1. reflect and illustrate your design methodology
2. provide a clear statement of the project goal(s)
3. make clear that appropriate research and investigation were conducted into the elements that would influence the design process and design solution
4. illustrate that design iterations were developed and options were explored to an appropriate depth
5. provide a clear conceptual approach to the development of the design
6. demonstrate creativity and innovation in the design development and solution
7. indicate how you tested (or would test) your proposed design solution to determine its effectiveness?

Does your project presentation explain and illustrate
8. how you contributed to and collaborated with your project team
9. how your subject matter expertise influenced the final design outcome?
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Written and Visual Communication – your portfolio should make clear that you are able to communicate your design ability and your subject matter expertise in writing and visual form.

Assessment: To assess the clarity and effectiveness of your written and visual communication we will examine the following:

Does **your writing** demonstrate the ability to
- o communicate clearly about complex issues
- o explain your critical thinking and show how you use develop your ideas
- o present and support a point of view?

Is **your writing** well-structured with appropriate transitions?

Is **your writing** grammatically correct without typographical, spelling or syntax errors?

Do **your images and visual representations**
- o demonstrate the ability to
  - o support and give meaning to your concepts
  - o highlight important elements within the subject matter
  - o demonstrate the ability to illustrate and explain ideas and concepts with appropriate images
  - o combine images and text to create a strong verbal-visual expression
- o demonstrate a mastery of visual communication through the
  - o placement of elements on the page to emphasize what is important
  - o organization of images and text to guide the reader through the work
  - o effective combination of strategically used white space and color choices to enhance the meaning of the work.

Comments about your written and visual communication for each section of the portfolio:
- o Design methodology statement

- o Subject matter statement

- o Application of design method and subject matter content in the project presentation.

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Oral Communication – your class presentation should make clear that you are able to communicate your design ability and your subject matter expertise orally.

Assessment: To assess the clarity and effectiveness of your oral communication we will evaluate the following as you make your presentation:

Your **oral presentation** is effective because you

- o are knowledgeable about and have a firm command of the information and facts you present
- o emphasize key points
- o present your material in a way that I could follow and understand
- o use the visual material in a way that enhances and makes your oral presentation understandable
- o engage and hold my attention by
  - o facing me and making eye contact
  - o being enthusiastic
  - o being confident and well prepared
  - o speaking in sentences that were not interrupted with "thought-spacers" (such "like," "um," "you know," "okay").