
PORTFOLIO DESIGN

IE University

Professor: **WENCESLAO SANZ ALONSO**

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Academic year: 22-23

Degree course: FOURTH

Semester: 2^o

Category: COMPULSORY

Number of credits: 3.0

Language: English

PREREQUISITES

There are no special prerequisites for this subject. It is a subject focused on final year students on how to prepare for their professional career.

SUBJECT DESCRIPTION

This course will cover different important aspects when starting as a design professional. How to focus a professional career, advice on how to establish professional networks, personal and soft skills, and personal positioning.

It will also talk about the news in the world of design, practical tools to optimize resources and time, and how to prepare the application for job offers and subsequent interviews.

OBJECTIVES AND SKILLS

The main objective of this class is to produce a personal and graphical identity of one's own professional profile. By the end of the semester students will acquire the skills for them to own their design "platforms" and to identify when they need to use someone else's.

Students will also learn to write a CV, a letter of interest, or a proposal for a master's degree, a statement of practice, etc...

They will be able to build their own website and how their personal brand should be displayed on different media (social media).

METHODOLOGY

Teaching methodology	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	40.0 %	30 hours
Discussions	26.67 %	20 hours
Exercises	26.67 %	20 hours
Group work	0.0 %	0 hours
Other individual studying	6.67 %	5 hours
TOTAL	100.0 %	75 hours

PROGRAM

SESSION 1 (LIVE IN-PERSON)

Individual presentations, including the teacher.
Starting the conversation – what do you want as a professional?
Brainstorming and expanding and refining their goals.

SESSION 2 (LIVE IN-PERSON)

Discussing routes: Corporate, Independent, Academic. How those vary in different countries? What the future of different ones might be? Building a career on the overlap of things.
Manifesto writing in-class or assignment.
Creating a mood board about your personal brand. Tools.

SESSION 3 (LIVE IN-PERSON)

Considerations about how you present yourself online. Is it necessary to have a personal website or a professional one? both of them?
Advice on different platforms and tools available. Purpose. Content. Examples.
Students present, and get a chance to get feedback from others.

SESSION 4 (LIVE IN-PERSON)

Networking. National and international event references. How to apply to participate in these events. Taking advantage of your assistance can help us to know profiles related to us.

SESSION 5 (LIVE IN-PERSON)

Social Media Strategy. Tone of voice. Target.

SESSION 6 (LIVE IN-PERSON)

Design Studio visit*. A trip to a prestigious design studio will be organized so that the professionals who work there can tell what it is like to work there, case studies, Q&A...
*Depending on the schedule of the design studio.

SESSION 7 (LIVE IN-PERSON)

Inspiration I. We will observe different works of professionals, both design studios and large companies and freelancers around the world to discuss their strategy.

SESSION 8 (LIVE IN-PERSON)

Inspiration II. We will observe different works of professionals, both design studios and large companies and freelancers around the world to discuss their strategy.

SESSION 9 (LIVE IN-PERSON)

How to make ourselves known using other means: podcasts, streaming video channel or newsletters.

SESSION 10 (LIVE IN-PERSON)

Discussion on the use of design trends in our own work.

SESSION 11 (LIVE IN-PERSON)

Class focused on design bibliography, both books and magazines.

SESSION 12 (LIVE IN-PERSON)

How to prepare and submit our application for different job options. Portfolio, resume, cover letter...

SESSION 13 (LIVE IN-PERSON)

Presentation of the personal site of each student. Discussion.

SESSION 14 (LIVE IN-PERSON)

Presentation of the personal portfolio/resume/cover letter of each student. Discussion.

SESSION 15 (LIVE IN-PERSON)

Final Presentations. Farewell.

EVALUATION CRITERIA

Criteria	Percentage	Comments
Portfolio	70 %	
Exercises	20 %	
Class Participation	10 %	

PROFESSOR BIO

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WENCESLAO SANZ ALONSO

Wences Sanz-Alonso is a recognized professional in the field of design and creativity in Spain. Graduated in Advertising and Public Relations from the European University and the Complutense University of Madrid, he has also worked in the field of education being Director of the Digital Graphic Design Program at the Miami Ad School in Madrid, Director of the Art and Design Area of the European University of Madrid and currently collaborates with the U-tad university as external design advisor. In recent years he has worked with consultancy companies like Fjord (Accenture), Chazz (everis), UST, and NTT Disruption (NTT Group).

He has worked in leading companies in the advertising and design sector for more than 20 years and is an important figure in the design scene in Spain for being one of the founders of Domestika, the most important Spanish-speaking design community in Spain. world level. Domestika has a large number of users, becoming a milestone and an essential meeting point for new generations of professionals in the sector. It currently has the category of unicorn, that is, its value is greater than one billion euros.

He is also the founder and former director of MadinSpain, one of the most important design and creativity events in Europe.

Apart from this massive event, he created smaller ones, called Domestika Meetings, which were held throughout Spain and which brought together great professionals in a more informal way. He currently organizes other monthly events in various cities called Play Restart, which take place in Madrid and is also held in Valencia and Barcelona.

He has been a jury member for awards such as the c de c Yearbook, the Select F of Index Book, the Laus Awards, and has participated as a speaker at numerous conferences and events related to design creativity and innovation. He is a jury member of Awwwards and a board member of the ADG-FAD.

On the occasion of the World Design Capital València 2022 I was the curator of one of the Signature Events called Experience Valencia, which took place in June with world-class national and international speakers.

OTHER INFORMATION

Great fan of cinema and music, especially jazz and black music in general. I regularly attend live concerts as well as basketball games. I play tennis and basketball every week. And I love to discover new specialty coffee shops in Madrid.