

**The Ohio State University
First-Year Seminar Program
Course Proposal**

Course Information

1. Attach a syllabus that includes the following (sample syllabi can be found at <http://firstyearseminars.osu.edu>):

- the course goals
- a brief description of the content
- the distribution of meeting times
- a weekly topical outline
- a listing of assignments
- grade assessment information (A-E or S/U)
- required textbooks and/or reading list
- the academic misconduct and disability services statements (sample statements can be found at <http://ascas.osu.edu/curriculum/asc-syllabus-elements>)

Instructor Information

2. Attach a brief biographical paragraph that includes the current research interests, teaching awards and honors, and undergraduate courses taught by the participating instructor(s).

Alexandra Suer – Department of Education and Human Ecology; Program: Fashion and Retail Studies

Proposer's Name and Primary Academic Unit (please print)

Make a Portfolio: GET HIRED!

Proposer's Title

Suer.15@osu.edu

Proposer's e-mail Address

March 1st, 2024

Submission Date

Requested – Erik Porfeli

Approval of Department Chair of Academic Unit (please print)

Please return this form and any attachments to Todd Bitters, bitters.4@osu.edu, no later than MARCH 1.



Make a Portfolio, GET HIRED!

FIRST YEAR SEMINAR - FALL TERM 2024, 1 CREDIT HOUR, UG

Instructor: Alexandra Suer

Email: Suer.15@osu.edu

Office Hours: By Appointment

Course Information

Course time and location: TBD

Mode of delivery: In Person, Columbus Campus

Course Overview

Description

The title will tell you everything. Make a portfolio, GET HIRED! By participating in this course you will learn the basic tools to build a foundation in portfolio creation. What is a portfolio? A portfolio is a collection of ideas, objects, art, qualifications, skills, experiences and more, that embodies who you are and what is most important to you. A portfolio is a visual resume that can be printed in a packet, bound in a book, delivered via email, or live on the web. In this course you will take a multidisciplinary approach to portfolio making and define what type of platform will best to highlight the work you will produce over your college career. You will learn how to curate your work and accomplishments in order to tell the story of what matters most to you. Not only will you work toward developing your personal brand and research what content will make you the most marketable to future employers in your respective fields, but you will learn the basics of the Adobe Illustrator in order to create the framework of a professional and attractive portfolio that will eventually, GET YOU HIRED.

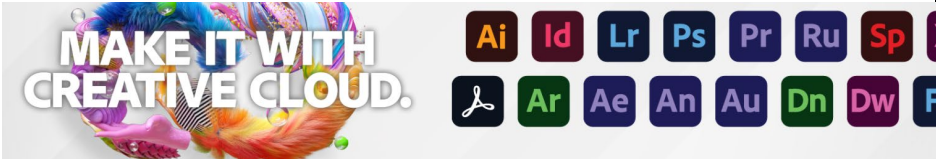
Prerequisites: No prerequisites - open to all majors and minors

Learning Objectives

By the end of this course, students will be able to:

1. Define what a portfolio is, understand its major components and how to leverage the power of visual story telling.
2. Identify and describe what portfolio elements will be most relevant to include and highlights a student's strengths through self-reflection and market research.
3. Learn how to design and create a professional and visually appealing portfolio in a platform, which best suits each individual's career path by using Adobe Creative Suite software.
4. Demonstrate the ability to effectively brand and market their creatively designed portfolio to industry professionals in order to secure future jobs relevant to their career path.

Course Materials

Required		
Mark w. Smith	Design Portfolios: A Recruiter's View 1st	ISBN 978-1394150465 Amazon: https://www.amazon.com/Design-Portfolios-Recruiters-Mark-Smith/dp/1394150466/ref=asc_df_1394150466/?tag=hyprod-20&linkCode=df0&hvadid=647187309489&hvpos=&hvnetw=g&hvrnd=2831533388060155516&hvpone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmld=&hvlcint=&hvlocphy=9014872&hvtargid=pla-1914588530633&psc=1&mcid=15a6c65ff2af354e95924fb9799778a1
Adobe Creative Cloud	<u>Adobe Ps</u> <u>Adobe Illustrator is required out of all of the options.</u>	<p>** SO exciting, OSU has purchased licenses for ALL students to download for FREE!! This is a HUGE saving in this course!!</p> <p>https://it.osu.edu/adobe</p> <p>Go to the below link and follow the instructions to opt into the Adobe Cloud and then download the apps. You will have access to the entire adobe creative suite but for this class we will only use Ai – Adobe Illustrator:</p> <p>https://it.osu.edu/get-started-adobe-creative-cloud</p> 
1 Computer Mouse		Available at most bookstores or local retailer where computers are sold (A mouse makes navigating Adobe Illustrator – SO MUCH EASIER!! I promise, get one!) It is required for a reason ;)

A.R. Suer	<u>Class Notes & Readings</u>	Available on Canvas
Recommended		
#GroupMe	<u>Phone App</u>	You're invited to my new group 'Make a Portfolio_GET_HIRED' on GroupMe. Click here to join: https://groupme.com/join_group/95952787/TcWII5Sn

Course Requirements/Evaluation

Late Assignments

Assignments will not be accepted later than one day after original due date, which will result in a 50% deduction. Assignments submitted two days after the original due date will not be accepted and will result in a 0% grade.

***When submitting word documents, please note that .pages files cannot be accepted. Please be sure these files are sent as .doc, .pdf or files otherwise specified in your assignment details.

Grading Scale

A	93-100	B+	87-89.9	C+	77-79.9	D+	67-69.9
A-	90-92.9	B	83-86.9	C	73-76.9	D	60-66.9
		B-	80-82.9	C-	70-72.9	E	Below 60

Assignment Descriptions

Attendance

Students are expected to listen to all lectures and videos and participate in any online activities associated with the weekly modules.

**Note: Participation in this online course is expected to be consistent and in keeping with the deadlines outlined in the course. Please see Assignments section for guidelines on make-up work. Please see the instructor in instances of emergency and absence for extended periods of time and advise within 72 hours prior to class or 24 hours after class of circumstances.

More Support in the Adobe Creative Suite

OSU Digital Union: The Digital Union is more than just a high tech computer lab. They offer free 3-D printing, state of the art video and audio studios, meeting space and more. They can help with things like manipulating images in Photoshop, merging PDF files, editing video, graphing data in excel, formatting a lab report, recording a voiceover, and scanning photos. All resources and assistance are free, with the exception of printing. Please see the OSU Digital Unions website for hours of operation and locations.

<https://odee.osu.edu/digital-union>

Lynda Photoshop Tutorials: The Digital Union no longer offers free access to Lynda.com, however, The Columbus metropolitan Library offer access to library cardholders and can be applied for online. See link for additional details:

<https://odee.osu.edu/online-tutorials>

Course Policies

Course Academic Integrity / Academic Misconduct

In addition to Ohio State's Academic Integrity Policy, listed below, please review my course-specific policies:

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>.

Students with Disabilities

The university strives to maintain a healthy and accessible environment to support student learning in and out of the classroom. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion.

If you are isolating while waiting for a COVID-19 test result, please let me know immediately. Those testing positive for COVID-19 should refer to the [Safe and Healthy Buckeyes site](#) for resources. Beyond five days of the required COVID-19 isolation period, I may rely on Student Life Disability Services to establish further reasonable accommodations. You can connect with them at slds@osu.edu; 614-292-3307; or slds.osu.edu.

Technology

For help with your password, university email, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://it.osu.edu/help>, and support for urgent issues is available 24 hours and 7 days a week.

Self-Service and Chat Support: <https://osuitsm.service-now.com/selfservice/>

Phone: 614-688-HELP (4357)

Email: 8help@osu.edu

TTY: 614-688-8743

Technology necessary for this course:

You will be required to have Adobe Photoshop installed on a laptop computer for this course to use in class and at home for assignments. If you do not have a laptop computer, please let me know to see if we can get you a loaner from the University.

Student Resources

TECHNOLOGY

[EHE Tech Help](#)

ACADEMICS

[EHE Homepage](#)

[OSU Advising](#)

[Dennis Learning Center](#)

OSU Office of Research

STUDENT LIFE

OSU Student Health Services

OSU Student Life

[OSU Tech Support](#)

[EHE Advising Resource Guide](#)

[OSU Thompson Library](#)

EHE Office of Research

EHE Office of Undergraduate Education

OSU Student Advocacy Center

Course Schedule

Please see Canvas for specific due dates and times.

	COURSE STRUCTURE	
Week	Topics, Readings & Activities	Assignments & Assessments
Week 1	Syllabus Review & Introduction What is a portfolio? Define the hiring process and resume building. Review example portfolios	Download the Adobe Creative Suite: Adobe Illustrator & Start Practicing!
Week 2	How can a portfolio work for me? What are your future employers looking for? Continue reviewing portfolio examples	Chapter Reading TBD Portfolio Market Research
Week 3	LABOR DAY – Monday Adobe Illustrator: Class introduction to software. How to download. Basic navigation and resources.	Chapter Reading TBD Portfolio Market Research
Week 4	What should I include in my portfolio? Content Review.	Chapter Reading TBD Adobe Illustrator Skill Exercise

Week 5	How to define your personal brand. Review foundational design aesthetics and complete assessment.	Chapter Reading TBD Adobe Illustrator Skill Exercise
Week 6	What portfolio platform is best for me? Reviewing multiple options such as online (wix/adobe), powerpoint, pdf, physical etc.	Chapter Reading TBD Adobe Illustrator Skill Exercise
Week 7	Finalizing your choice of portfolio platform.	Chapter Reading TBD Adobe Illustrator Skill Exercise
Week 8	<i>FALL BREAK – end of the week</i> Begin Portfolio building: Review essential components About me, resume, curated content, showing a range of skills, include the type of work you want to do in the future, personality, skills, etc	
Week 9	Portfolio building: Layouts / Formatting	Chapter Reading TBD Portfolio Building
Week 10	Portfolio building: Organization and navigation	Chapter Reading TBD Portfolio Building

Week 11	Portfolio building: Thought process and storytelling	Chapter Reading TBD Portfolio Building
Week 12	Portfolio building: Incorporating schoolwork and resume	Chapter Reading TBD Portfolio Building
Week 13	Portfolio building: Personal projects	Chapter Reading TBD Portfolio Building
Week 14	HAPPY THANKSGIVING!	
Week 15	Portfolio building: Finalize & edit (peer feedback session)	Portfolio Project due
Week 16	Final Portfolio Presentations	

***The schedule above is subject to change based on course and participant needs. Any changes in schedule will be posted in Carmen.*

ALEXANDRA RUIZ SUER

ABOUT ME

Hello! My name is Alexandra Ruiz Suer and I am a senior lecturer with nearly a decade of experience teaching full time in the Fashion and Retail Studies program at The Ohio State University. I received my undergraduate degree in Architectural design from Miami University and went on to earn a Master's degree from the Knowlton School of Architecture at The Ohio State University. During my education within the Architectural design discipline, I learned to master my design eye and creativity through a number of 2D and 3D technologies, which allowed for the rendering of creative concepts to come to life both visually and spatially. I dabbled not only in multiple facets of design including architectural home, office, educational, and retail design but also ventured into furniture design, interiors and most importantly – fashion which in my eyes became a form of realizing “miniature architecture”. After participating in a number of student fashion design shows namely through an organization called the Fashion Production Association during my graduate studies, I decided to continue my education with a slight shift in design direction, focusing on fashion. I then went on to obtain an associate's degree in fashion design from Parsons the New School of Design located in one of the fashion capitals of the world, New York City. During this aspect of my education I learned flat patterning, draping, sewing, garment construction, and continued to refine my creativity and design skills using technology and computer aided design software. After having secured an extensive education in the field of design, I returned to Columbus, Ohio to work at the Express Corporate offices as a part of its' total quality management team. In this position, I worked cross functionally with all aspects of the business including sourcing and production, merchandising, marketing, technical and design team members. In addition to working in-house across corporate disciplines, I worked with third party vendors and a multitude of national and international garment manufacturing facilities and their factories to support in the quality production of garment designs. In addition to my experience in quality management at Express, I was both a colorist and textile technologist working on the raw materials team doing daily reviews of color and fabric submittals from dye house and textile manufacturers while collaborating with Express team members to ensure timely design quality product approvals.

Upon entering into higher education, I have utilized my industry experience and made an effort to bring my “real world” experience into the classroom and course content. I now advise the very same Fashion Production Association organization that I was a part of in my graduate school days and am constantly inspired by the students who work tirelessly to put on an annual fashion production. I have made it a priority to work with students and faculty outside of my discipline as a mentor through the STEP (sophomore transitional experience program) and General Education Launch programs and courses. Additional extra-curricular mentorship positions I have held include advising the student run organization, Scarlette Magazine, The Fashion Scholarship Fund case study competition, and as the Fashion and Retail Studies programs speaker series coordinator.

Currently my teaching is focused on design aesthetics, garment manufacturing and product development and includes topics concerning technology, 2D & 3D software, portfolio making and branding within the fashion and design industries. I deeply value my role as an educator and want to continue to support students in understanding and utilizing the fast-paced technology that is constantly affecting the world of design, retail and product development, and because of this, I recently created an e-book called “Seeing Beyond: An Introduction to Design Aesthetics and Adobe Photoshop”! I am passionate about teaching and design in all its forms and my goal is to teach students to understand the process of creating and that every visual decision they make has the potential to tell a story, affects someone and most importantly - matters.

<https://ehe.osu.edu/news/listing/fashion-and-retail-studies-alex-suer-distinguished-teacher>

“Art is not what you see, but what you make other's see” – Edgar Degas

ALEXANDRA RUIZ SUER

RESUME OF WORK

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(c) 614.218.5002

EDUCATION

Harvard Business School Online
Entrepreneurship Essentials: Certificate of Completion, 2022

Parsons The New School for Design New York City, New York
AAS of Fashion Design, 2013

Knowlton School of Architecture Columbus, Ohio
The Ohio State University
Master's of Architecture, 2012

Miami University Oxford, Ohio
Bachelor's Degree of Arts in Architecture, 2009

EXPERIENCE

The Ohio State University Columbus, Ohio
Fashion + Retail Studies Senior Lecturer, 2015 - Current

-Lecturer for courses 2370 Aesthetics of Fashion & Retail; 3470/4570 Product Development I & II; 3471 Textile Product Quality; 4990 Design Practicum/The Fashion Production Association; 5193 Ind. Study; GENED 1201 Launch Seminar, 7992 Teaching Practicum in Consumer Sciences

-9th year Speaker Series Coordinator

-FRS Advisory Board Student Experience & Student Placement Committee Member

-6th year S.T.E.P Mentor, advising 15-18 students each year

-1 year Buckeye's Together Faculty Lead

-8th year YMA Fashion Scholarship Fund Advisor Y2D winners 30 = \$252, 550 total scholarship awards

-Scarlette Magazine Advisor

"Seeing Beyond: An Introduction to Design Aesthetics & Adobe Photoshop"
Published Author Great River Learning, 2023

After recognizing a gap in the content needs of the 2370 Aesthetics for Fashion & Retail course, I developed a 10 chapter e-book which covers an introduction to the elements and principles of design, foundational aesthetics, and Adobe Photoshop in order to support students in understanding the power they have as future designers.

Express Corporate Office Columbus, Ohio
Assistant Textile Technologist & Colorist, 2014 - 2015

Assumed ownership over six departments including dual gender sweaters, outerwear, knit tops and assumed responsibility for wash approval for these departments. Worked daily to review and approve bulk submissions from overseas vendors to confirm fabric, garment and color quality consistency.

Total Quality Management Coordinator, 2013 - 2014

Responsibilities included managing and undertaking daily audits in store and within the home office. Worked with cross functional partners such as technical design, production, and merchant teams to ensure Express quality.

Knowlton School of Architecture Columbus, Ohio
Graduate Assistant, 2010 - 2012

Assisted in the instruction of the ARCH 201-202 Architectural Design I & II. Topics include creative building and landscape design, hand media, presentation techniques, and 3D modeling.

SKILLS**Architectural Design**

2D and 3D Computer Skills

AutoCAD, SketchUp, Rhino, Adobe Illustrator, Photoshop, architectural drafting, hand rendering, Wix Website content creation, Glowforge laser cutting, CNC routing, and basic wood shop machines.

Fashion Design

2D and 3D Design Creation Skills

Knowledge of garment fitting and construction, pattern making, drafting, measuring, sewing, draping, fashion drawing/hand rendering, Gerber YuniquePLM + Accumark, U4ia/Kaledo textile design, Adobe Creative Suite including Photoshop, Illustrator + InDesign, Microsoft Office.

**AWARDS/
RECOGNITION****Recipient - Provost's Award for Distinguished Teaching by a Lecturer**

The Ohio State University 2021

Semi-Finalist & Nominations for Distinguished Teaching by a Lecturer

The Ohio State University in 2016 , 2017, 2018

Nominations are made by students, faculty or staff , with the purpose to recognize the excellent and important work that auxiliary faculty in all the colleges on all campuses do to teach OSU students. Winners receive a \$5,000 honorarium and induction into the Academy of Teaching at The Ohio State University.

University Scholars + AAS Dean's Scholarship Parsons The New School for Design 2012-2013

These are design portfolio and merit-based scholarships.

"A Night with Tim Gunn" The Ohio State University 2012

Fashion Production Association finalist. Three winners had garments critiqued by Tim Gunn on the Wexner Center for the Arts runway presentation.

Robert E. Cassell '51 Memorial Scholarship The Knowlton School of Architecture 2011-2012

Established in 2006 by Charlene Cassell, family, friends, and colleagues in memory of Robert Cassell. This is a merit-based scholarship.

Fellowship + Graduate Assistant Scholarship The Knowlton School of Architecture 2009-2012

Full academic scholarship. These are design portfolio and merit-based scholarships.

ASSOCIATIONS**Fashion Production Association Design Director**

The Ohio State University, 2011 - 2012

Led and inspired the FPA student designers in design development, sewing, construction, and final execution for the 2012 FPA fashion show.

Friends of Guatemala Inc.

Not for Profit Charity, 2000 - Current

Active member and leader of FOG2.0 next generation of members. The organization helps to design multiple temporary shelters for poor families who travel long distances to city hospitals for medical care, supplies food, medical equipment and educational scholarships.

LANGUAGES**Bilingual**

English + Spanish