PREPARING YOUR PORTFOLIO

Product and Interaction Design

WHAT IS A PORTFOLIO?

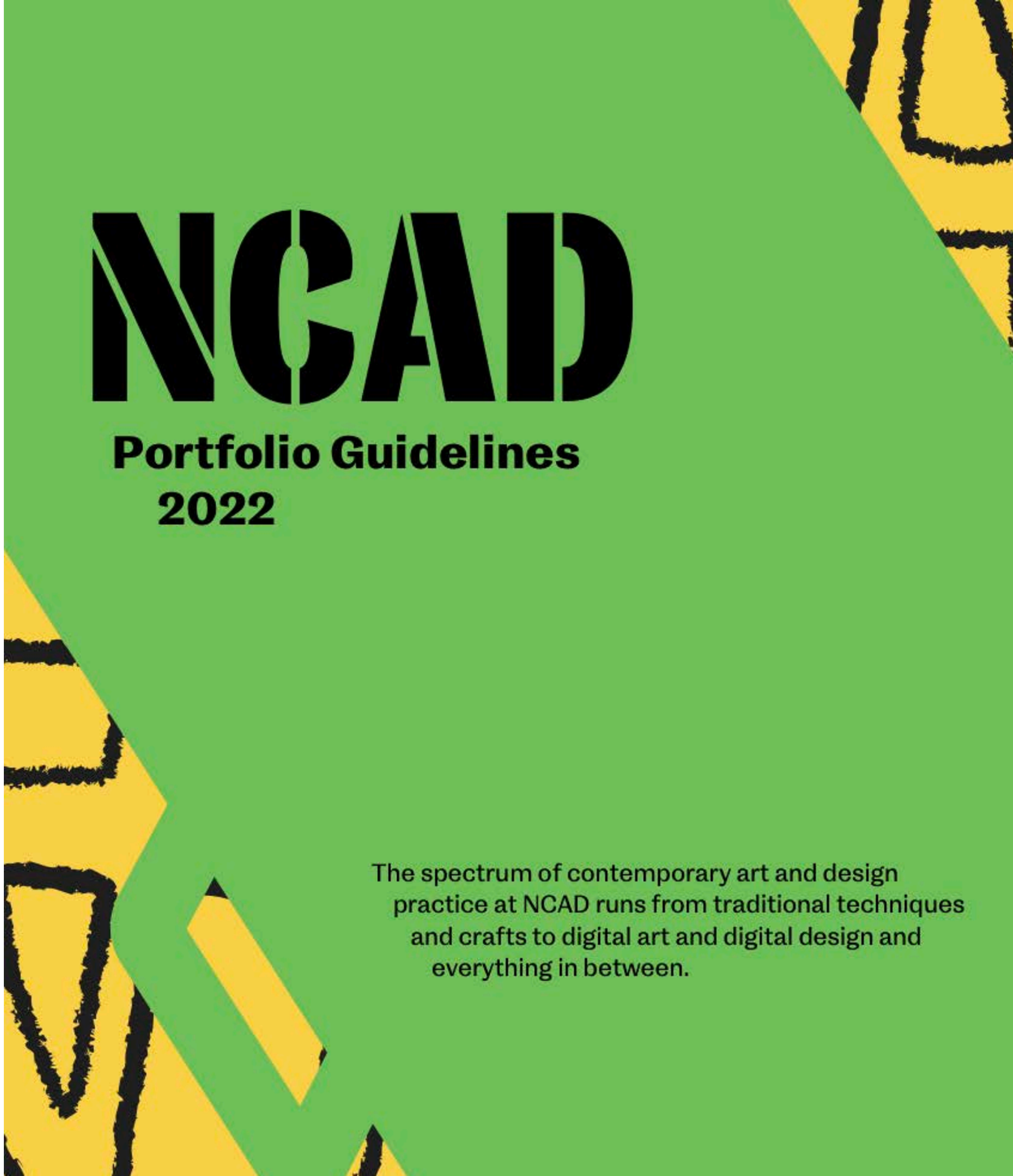
WHAT IS A PORTFOLIO?

- A collection of your design work
- Shows your ideas, skills and creativity
- Demonstrates ability to work through a process - from initial research and observations, to ideas and developed work

WHAT ARE WE LOOKING FOR?

HOW IS YOUR PORTFOLIO ASSESSED?

1. Creative Enquiry & Visual Research
2. Idea Development & Material/Technical Exploration
3. Critical Judgement, Selection & Resolution



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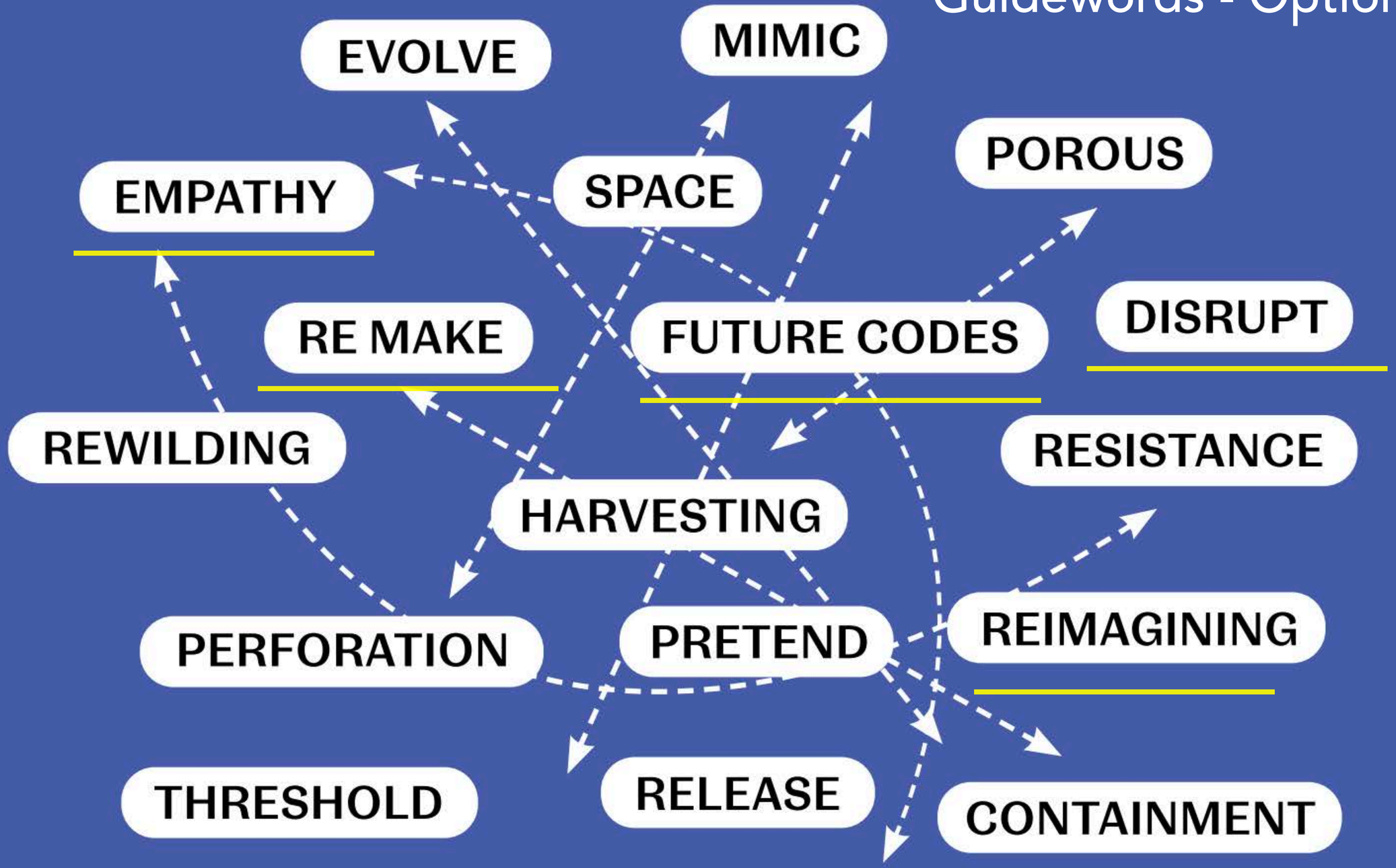
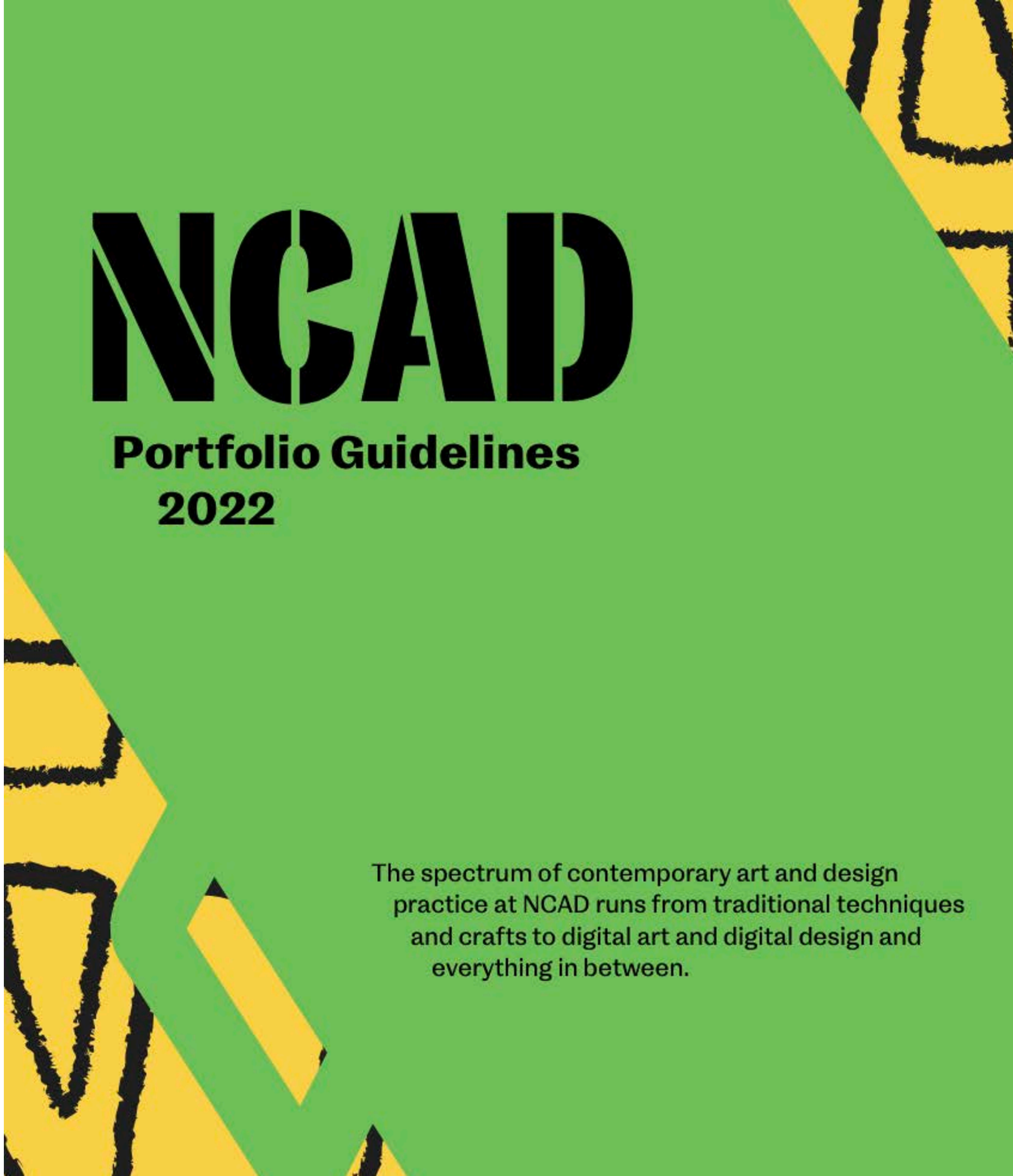
Guidewords - Optional support



WHAT TO INCLUDE?

- Recent or current work
- Emphasise design project structure - asking questions, solving problems, seeing opportunities
- Show process - enquiry, ideas and developed solutions
- Show an interest in Interaction / Product Design - designers, designs etc.



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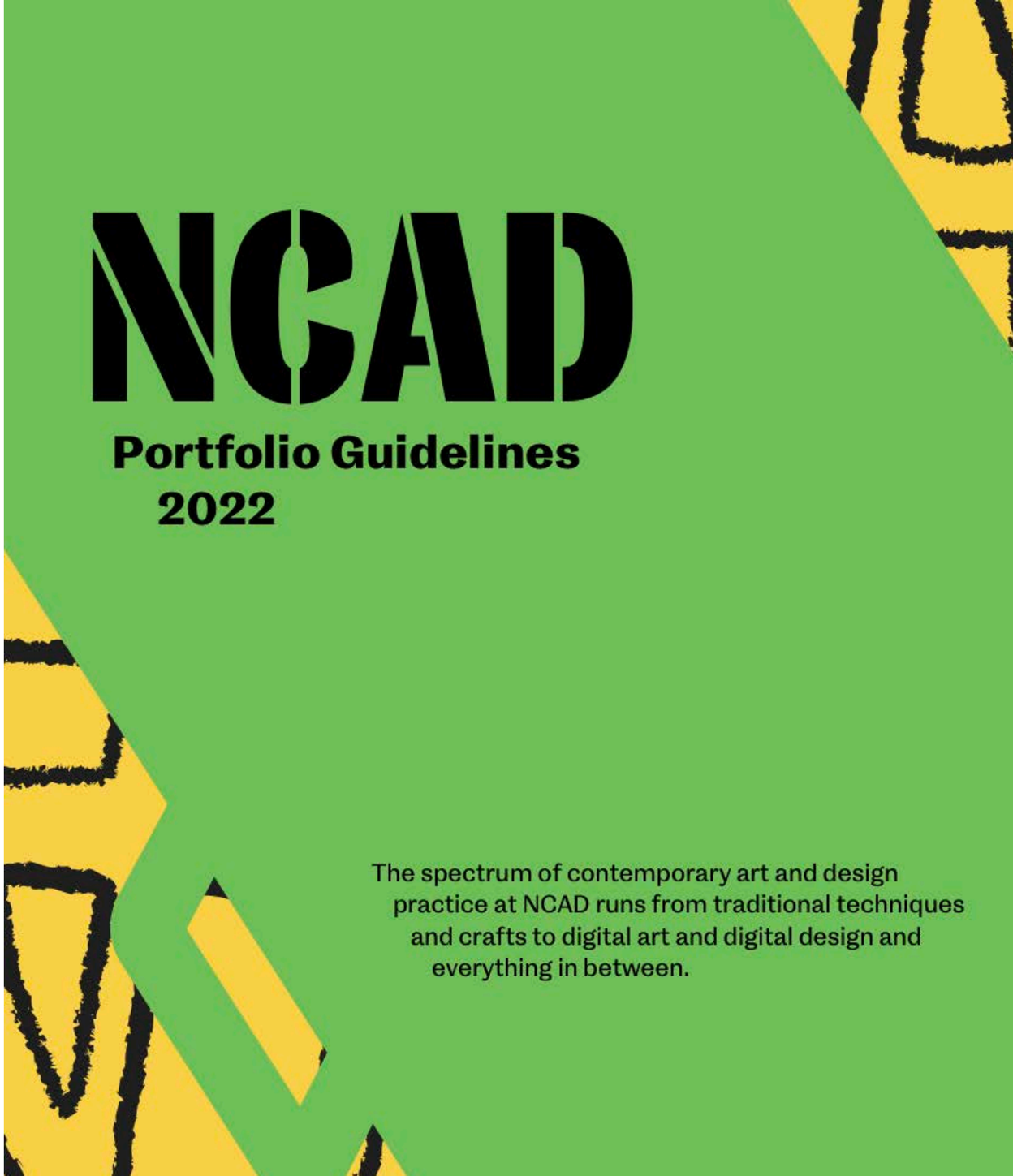
REQUIREMENTS

- A1, A2 or A3 (digital)
- Between 10 and 20 pages/works (PDF, MPEG, JPEG)
- Digitally Submitted - completed sheets and works to be photographed or filmed and uploaded.
- Upload links to any videos.
- Document at least 1 notebook



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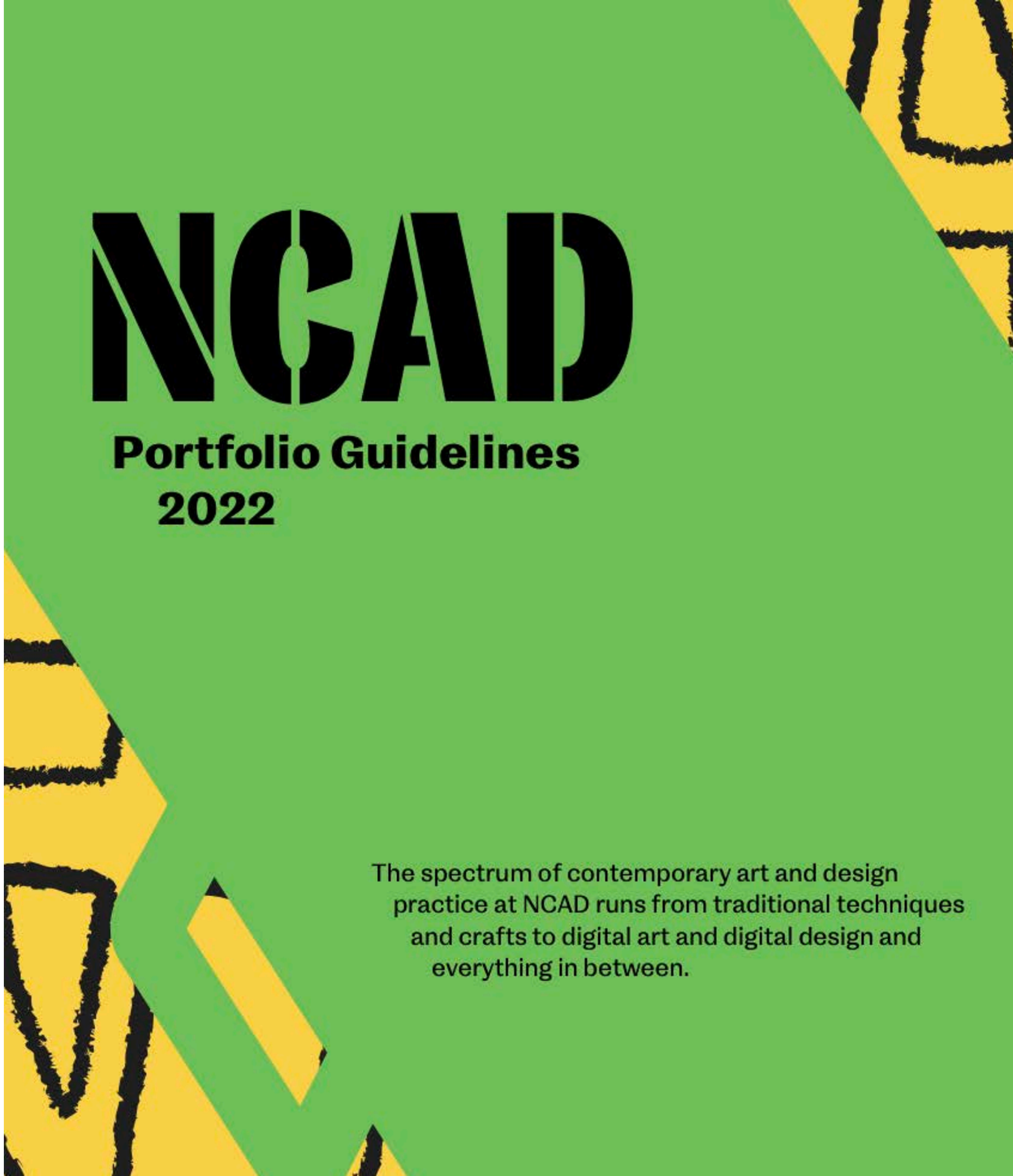
WHAT TO INCLUDE?

- Organise work sequentially
- Show links between observations, research and creative outcomes
- Label and Explain each image, and important steps in the process.



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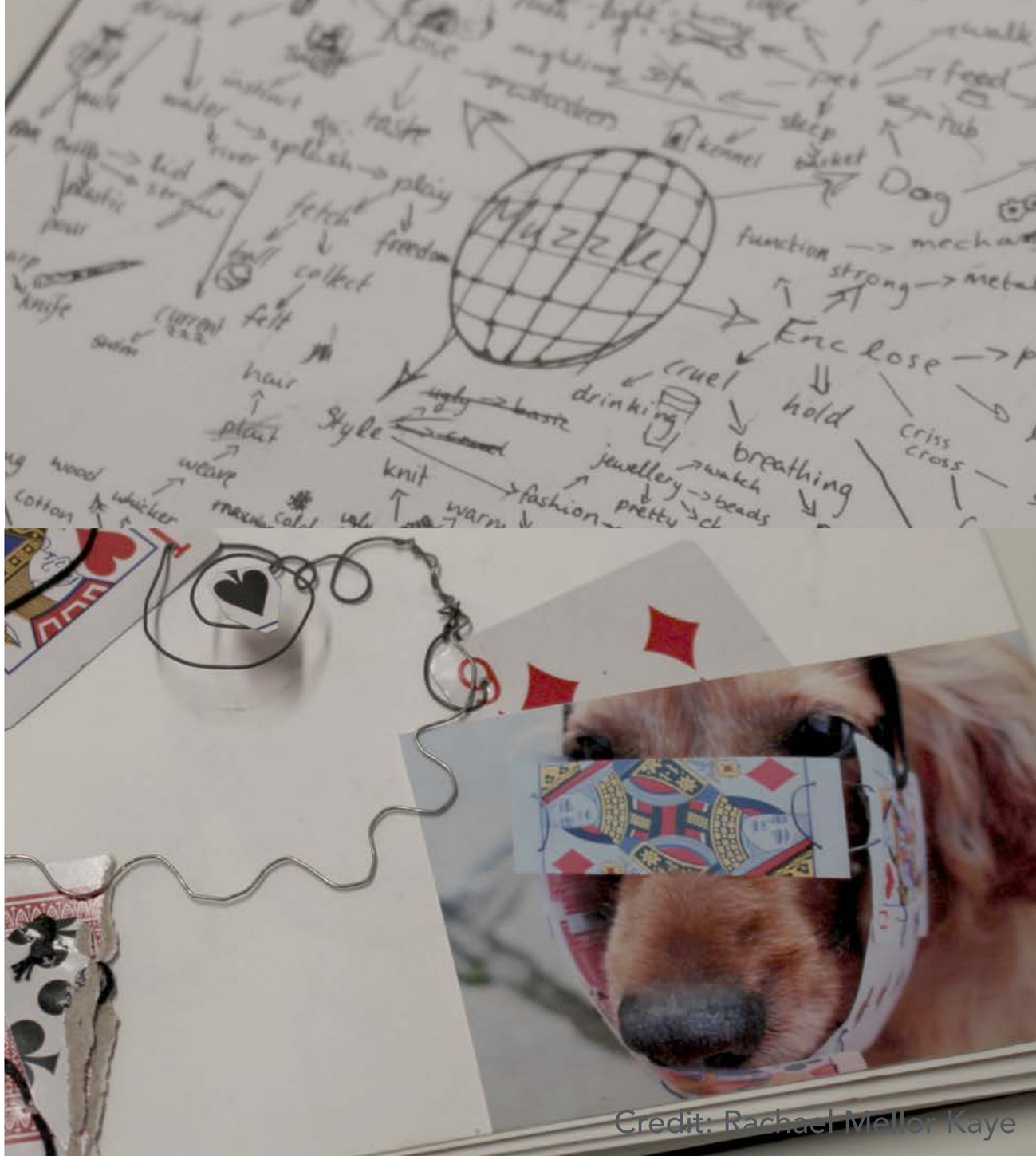
NOTEBOOKS

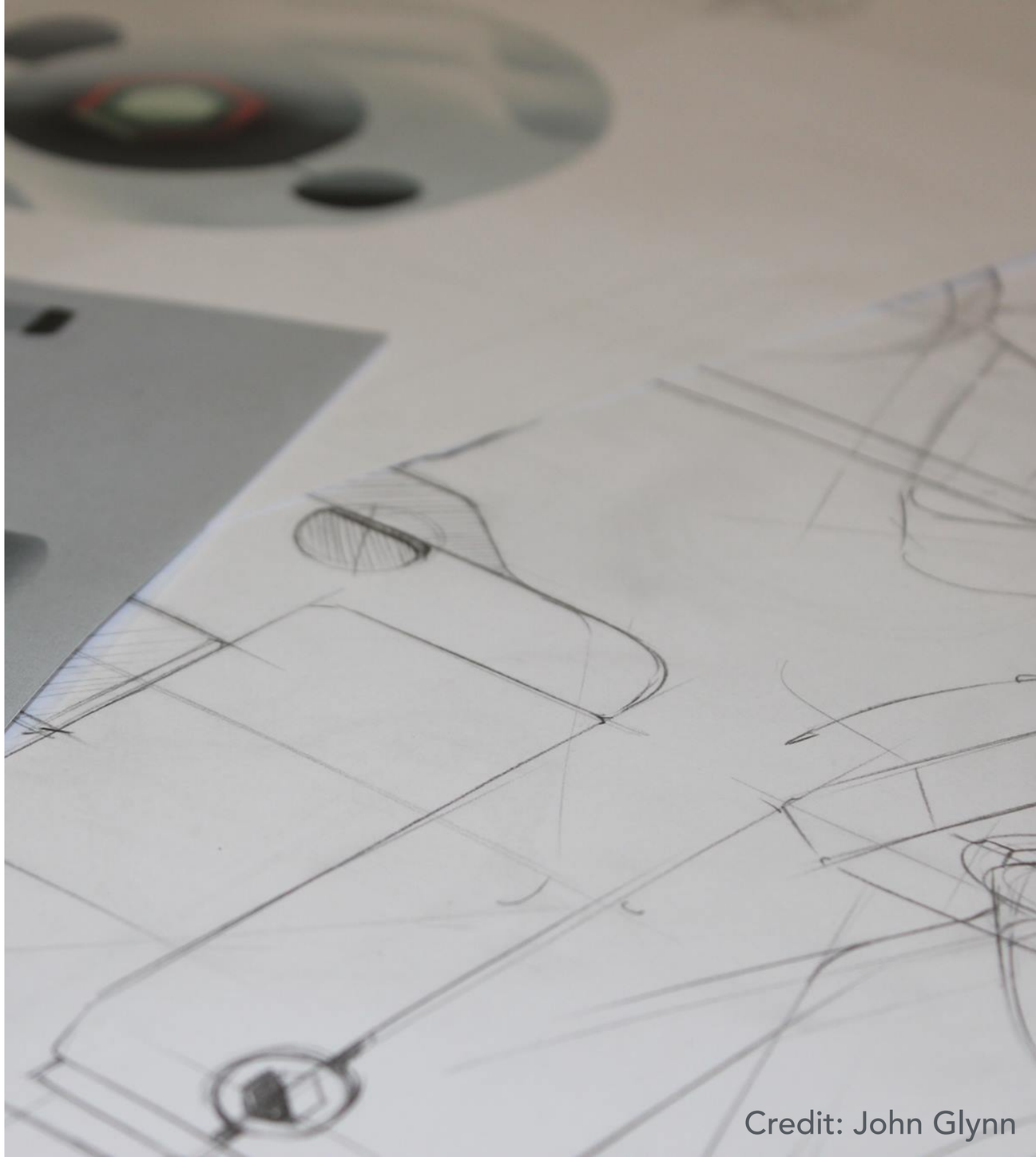
- Thoughts, notes, project planning
- Rough-work for your project(s)
- Hobbies, art, school projects, work experience
- If you make things, hack objects, program etc.
- Include images of key pages, and or video of you scanning through.



Credit: Rachael Mellor Kaye

WHAT ARE WE LOOKING FOR?

- Ability to think
- Curiosity
- Interest in people
- Ability to visualise
- Ability to solve problems
- Interest in how things work
- Interest in design



Credit: John Glynn

YOUR APPLICATION
2021/22

YOUR APPLICATION

- **CAO Closing Date 2022: Tuesday 1st February**

- **Portfolio Submission Deadline 2022: Friday 11th February**

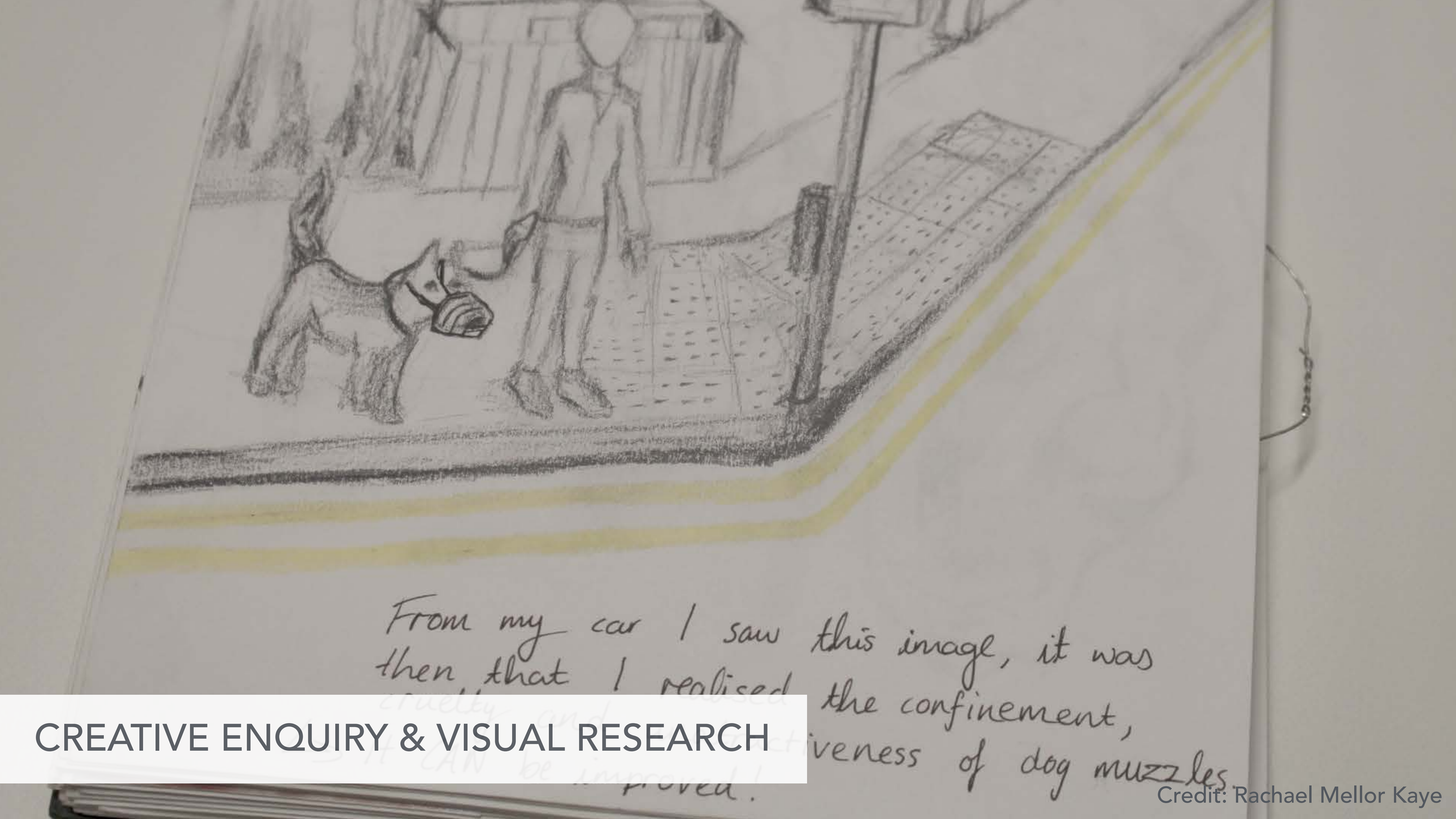
LEAVING CERT REQUIREMENTS

- 6 subjects - 2 x H5 and 4 x O6/H7
- Must have Irish, English, Leaving Cert Maths O6/H7
- Must have one of the following: A 3rd Language or Art or Design Communication Graphics (DCG)

LEAVING CERT REQUIREMENTS

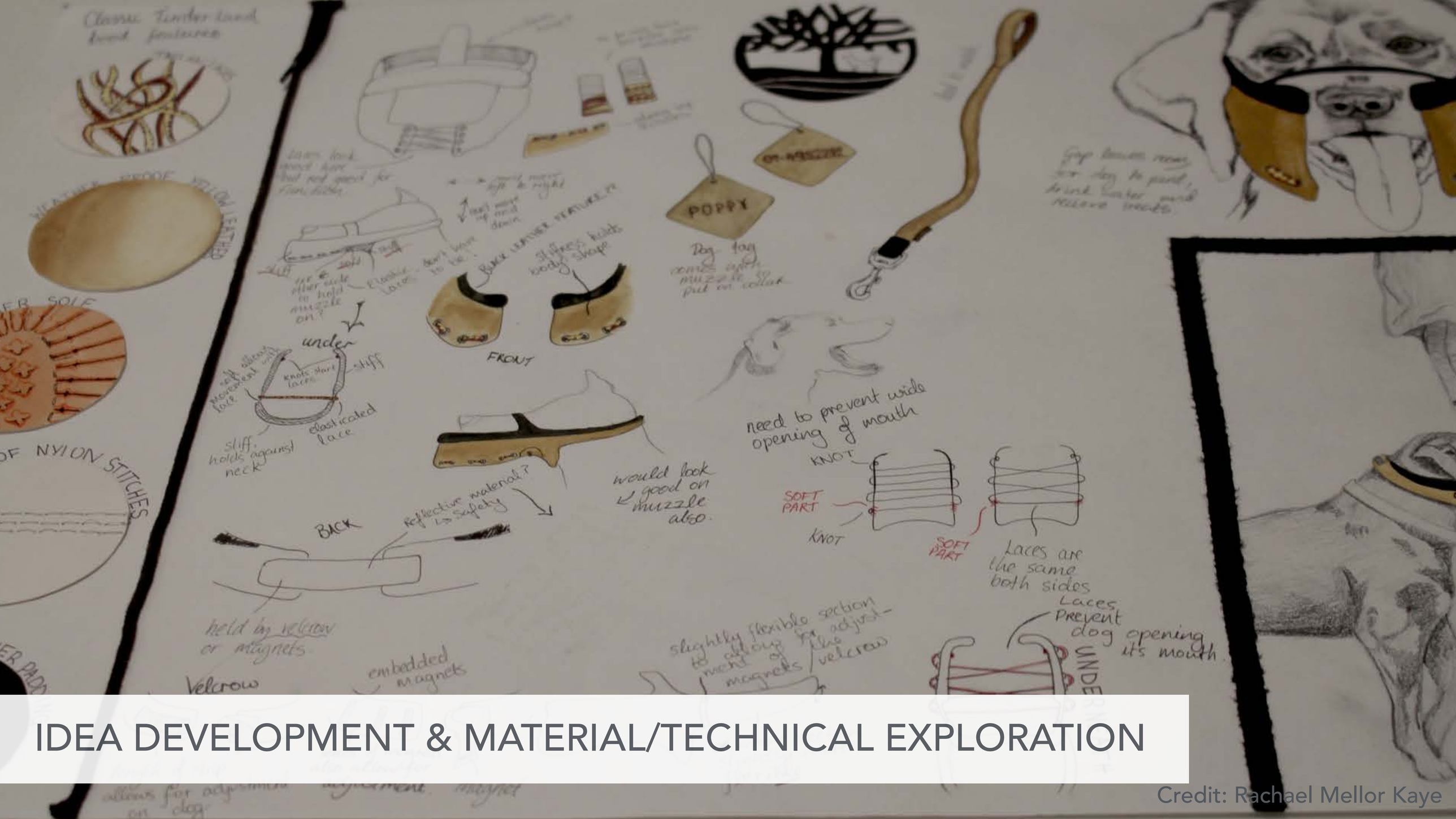
- Irish is required unless you have an exemption
- Maths requirement can also be met by one of the following subjects at O6/H7: Applied Mathematics, Physics, Chemistry, Physics with Chemistry, Engineering, Construction Studies, Agricultural Science, Technical Drawing or Biology.

What to Communicate?



CREATIVE ENQUIRY & VISUAL RESEARCH

Credit: Rachael Mellor Kaye



IDEA DEVELOPMENT & MATERIAL/TECHNICAL EXPLORATION

Credit: Rachael Mellor Kaye

CRITICAL JUDGEMENT, SELECTION & RESOLUTION

Credit: Rachael Mellor Kaye

Thats great, but what actually is a portfolio?

Product Design — AD212

- Product Designers are problem solvers for everyday life. You identify design flaws quickly and want to find a solution. You want to help people on a practical level and make the world a better place, one design at a time.

- **Your Product Design portfolio should look at existing products and think how you could improve on their design. Challenge yourself to create a solution for an everyday problem.**

- **Interaction Design — AD222**
- Interaction Designers create intuitive and engaging digital experiences and shape the future of technology. You care about people, and want to design digital products and services with global impact.

- **Your Interaction Design portfolio should show elements of problem solving, idea generation and a curiosity for how to create technology-driven designs. What is the digital product you think people need?**

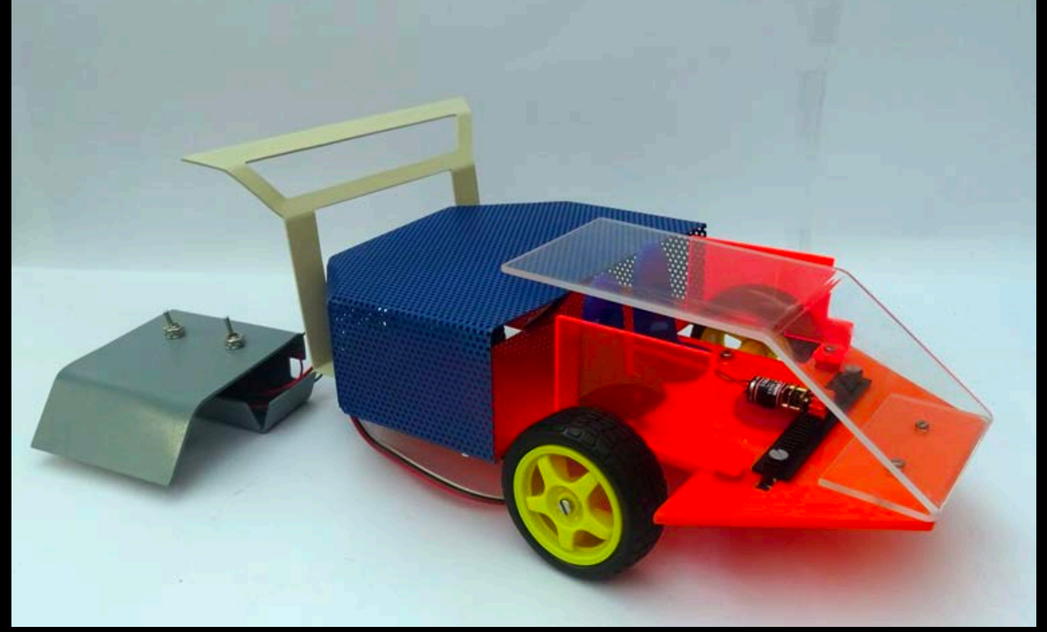
2 Main Approaches to Portfolio

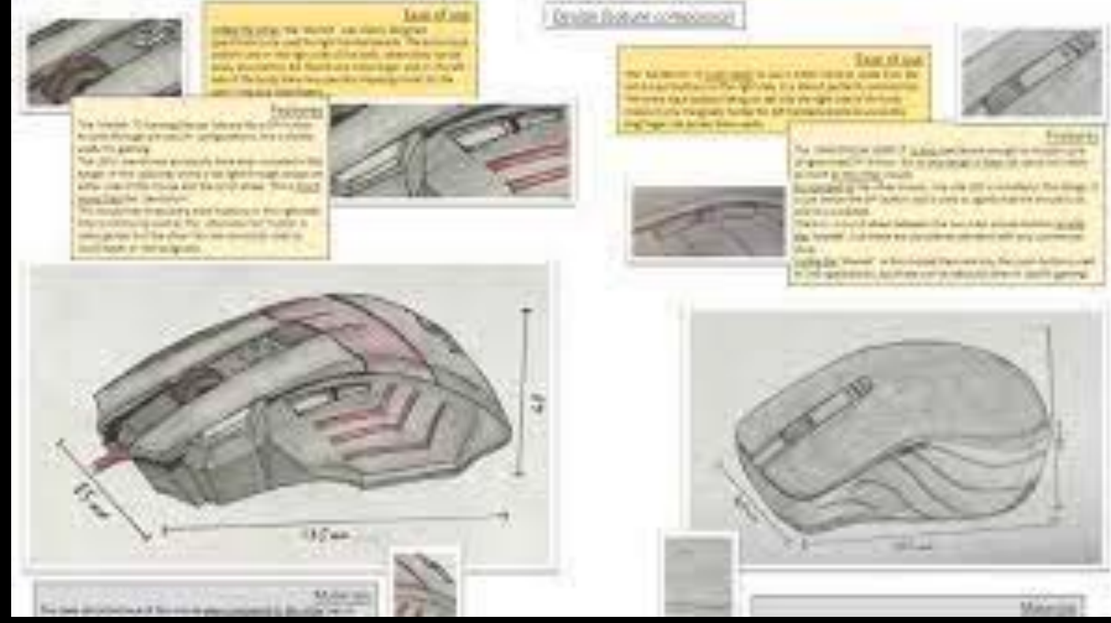
- Existing work you have which is relevant to design and shows your skills and interests.
- Undertake a Design Challenge specifically for the Portfolio.
- Both Product and Interaction are looking for similar qualities (Tip: Apply for both!)

1. Existing Work

Existing Work

- Art and Design : your best 2D and 3D pieces (it's not an Art course, be sure to include some design!)
- DCG, Technology or Construction Projects
- Physical Builds - things you built or made e.g. furniture, technology, bikes, experiments, etc.
- Digital Builds - websites, arduinos, microbits, programming, etc
- Personal projects.





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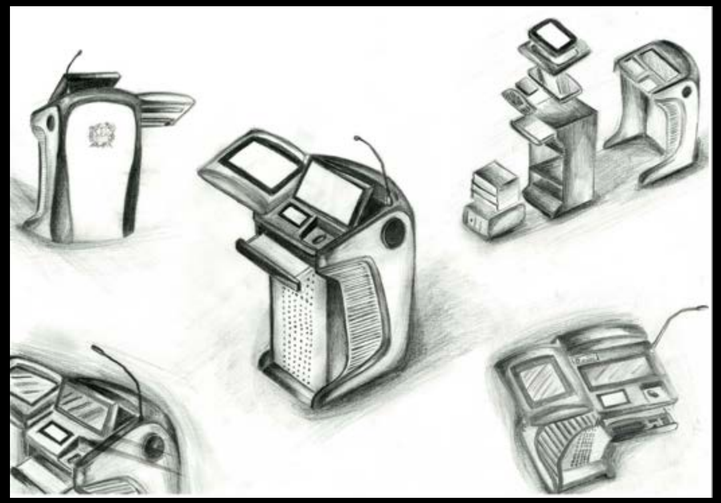
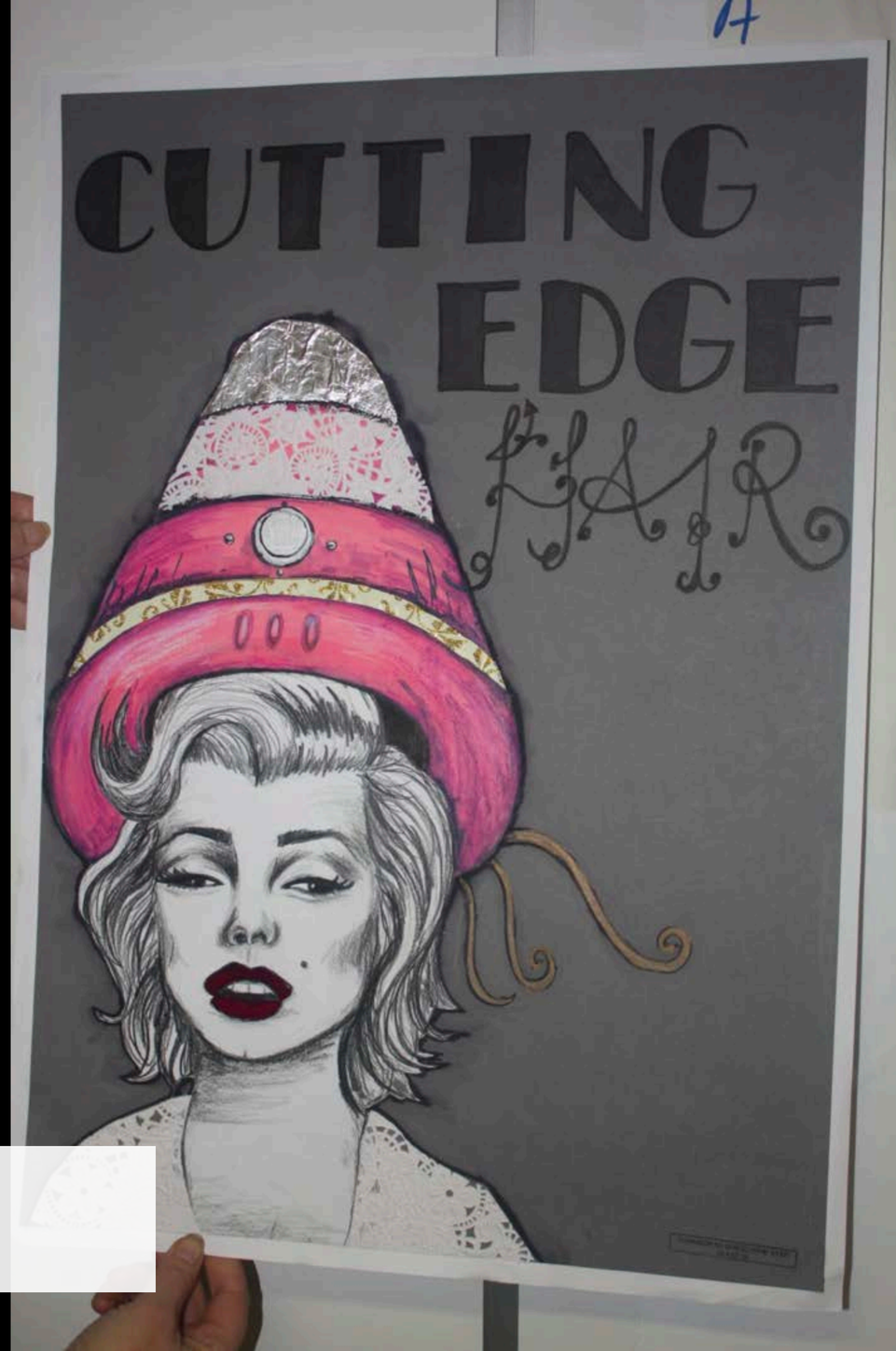
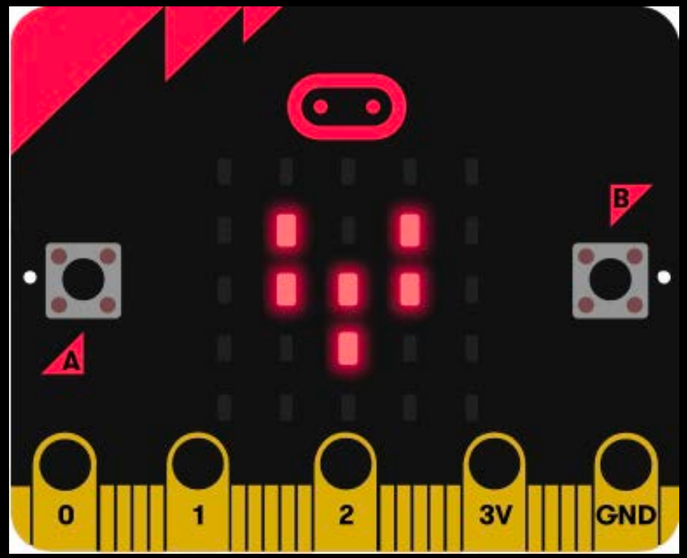




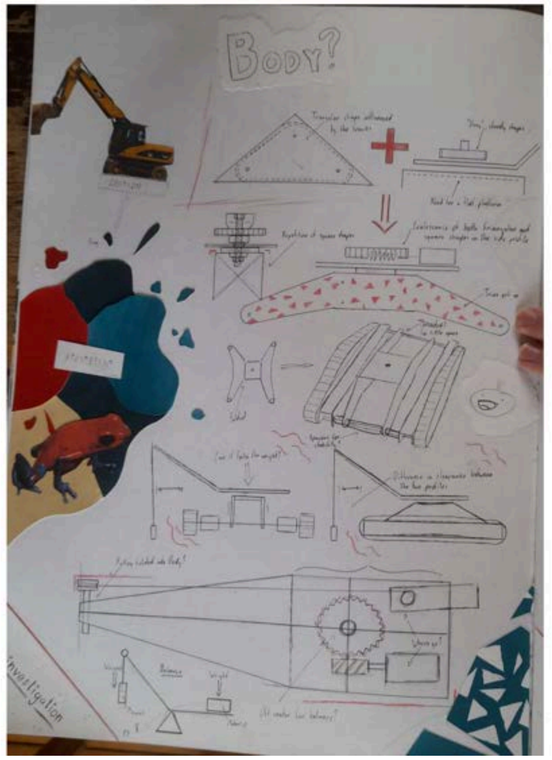
Existing work

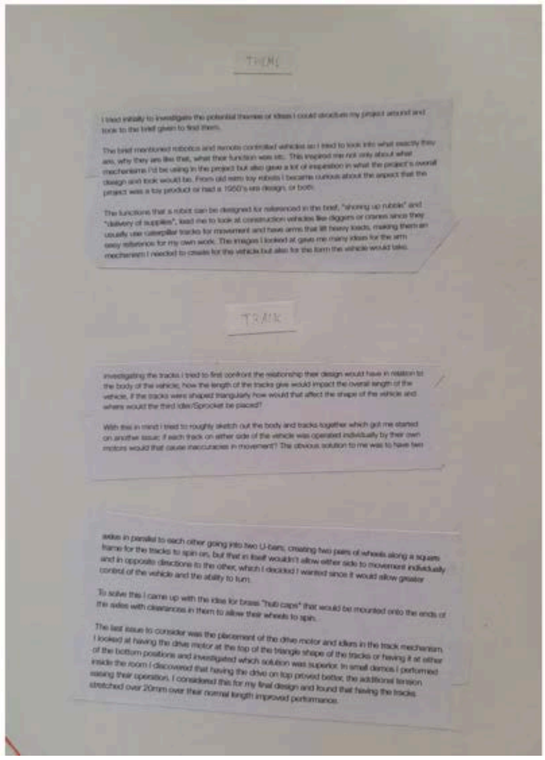


Existing work

Existing Work

- **Tell the story of the work.**
- What were the reasons for design choices
- How did you do it
- What did you learn along the way.





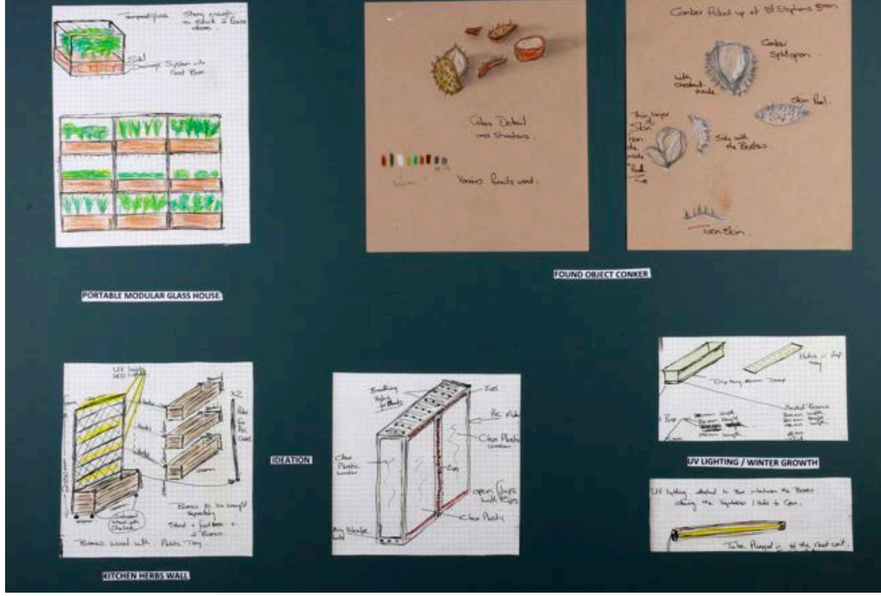
Present the Work.

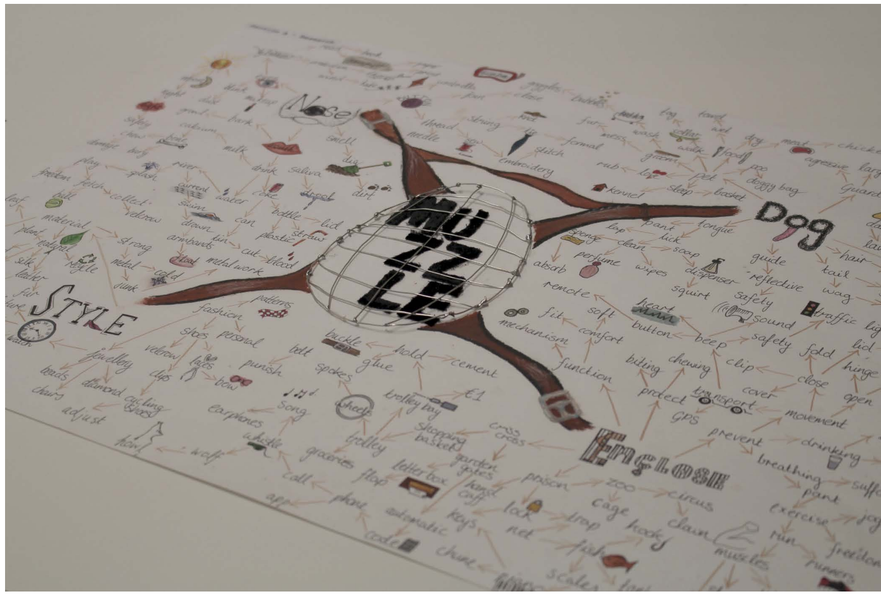
Layout the different images/section

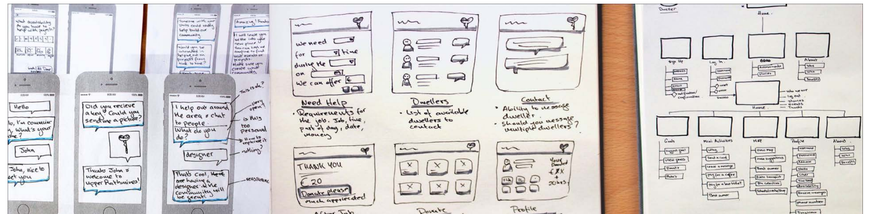
Use clear text descriptions

Can use paper and prints and photograph it.

Can use digital software e.g Photoshop, Canva, Powerpoint







What we are looking for.

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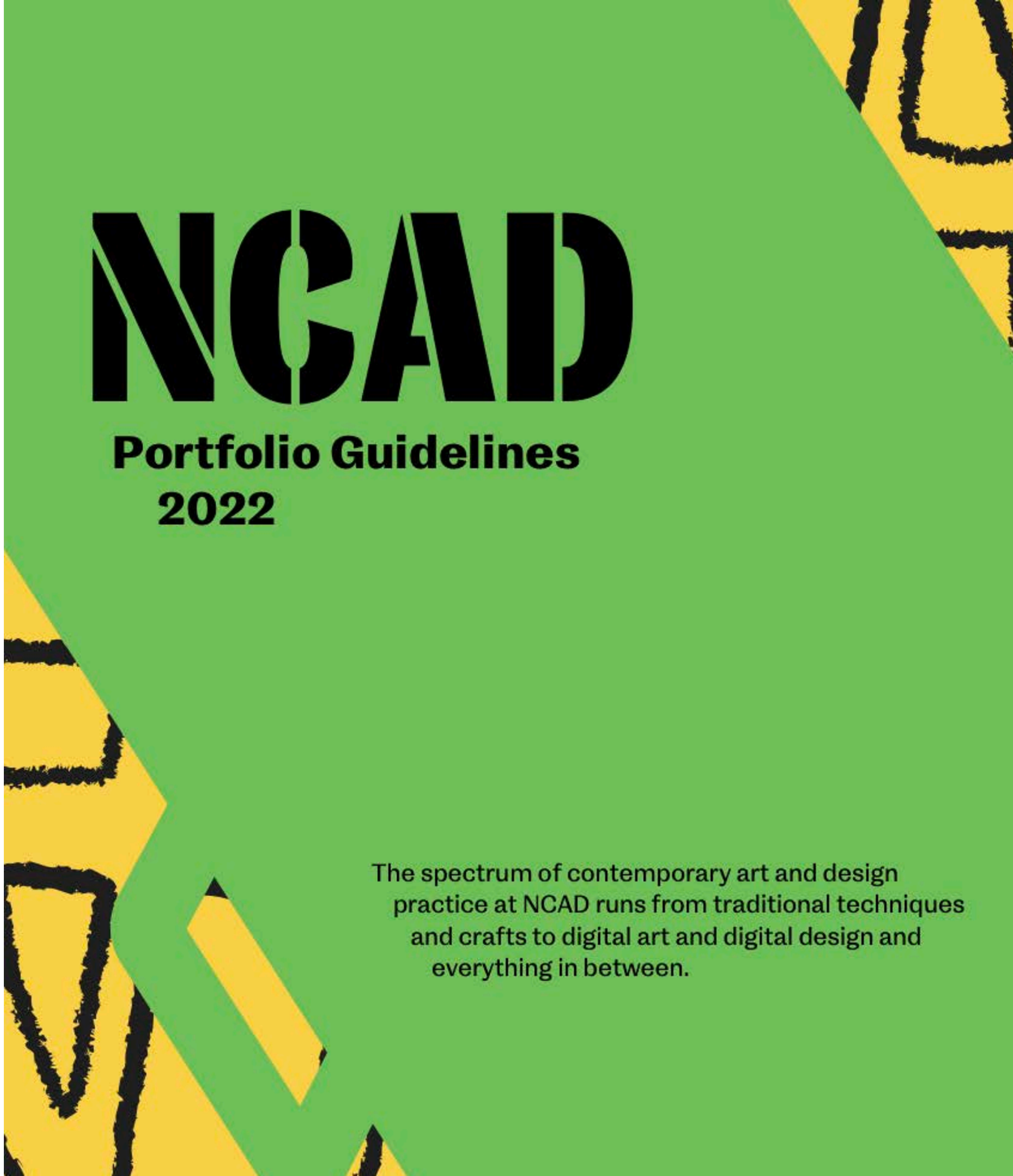

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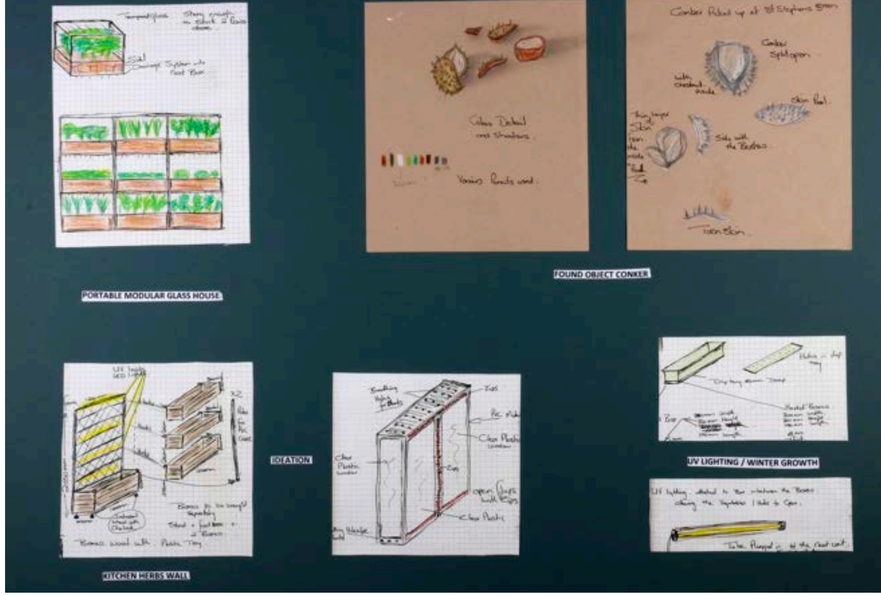
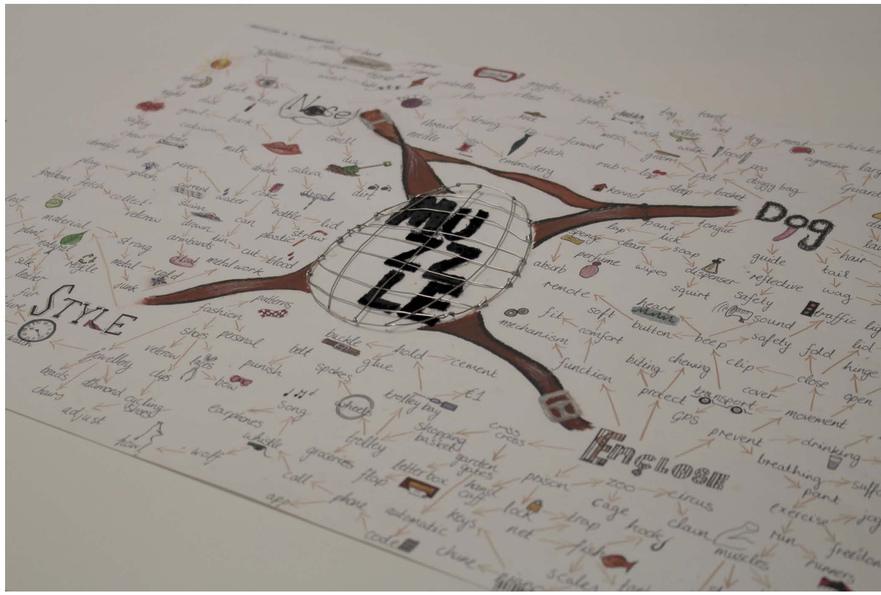
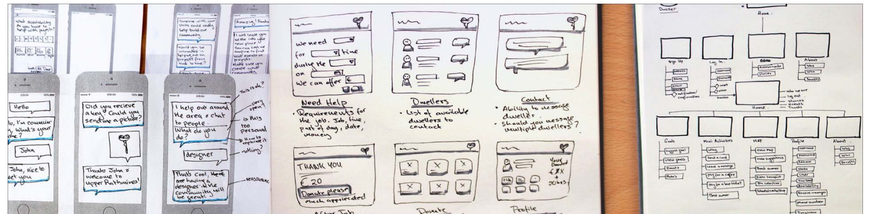
Questions about applying with Existing Work?







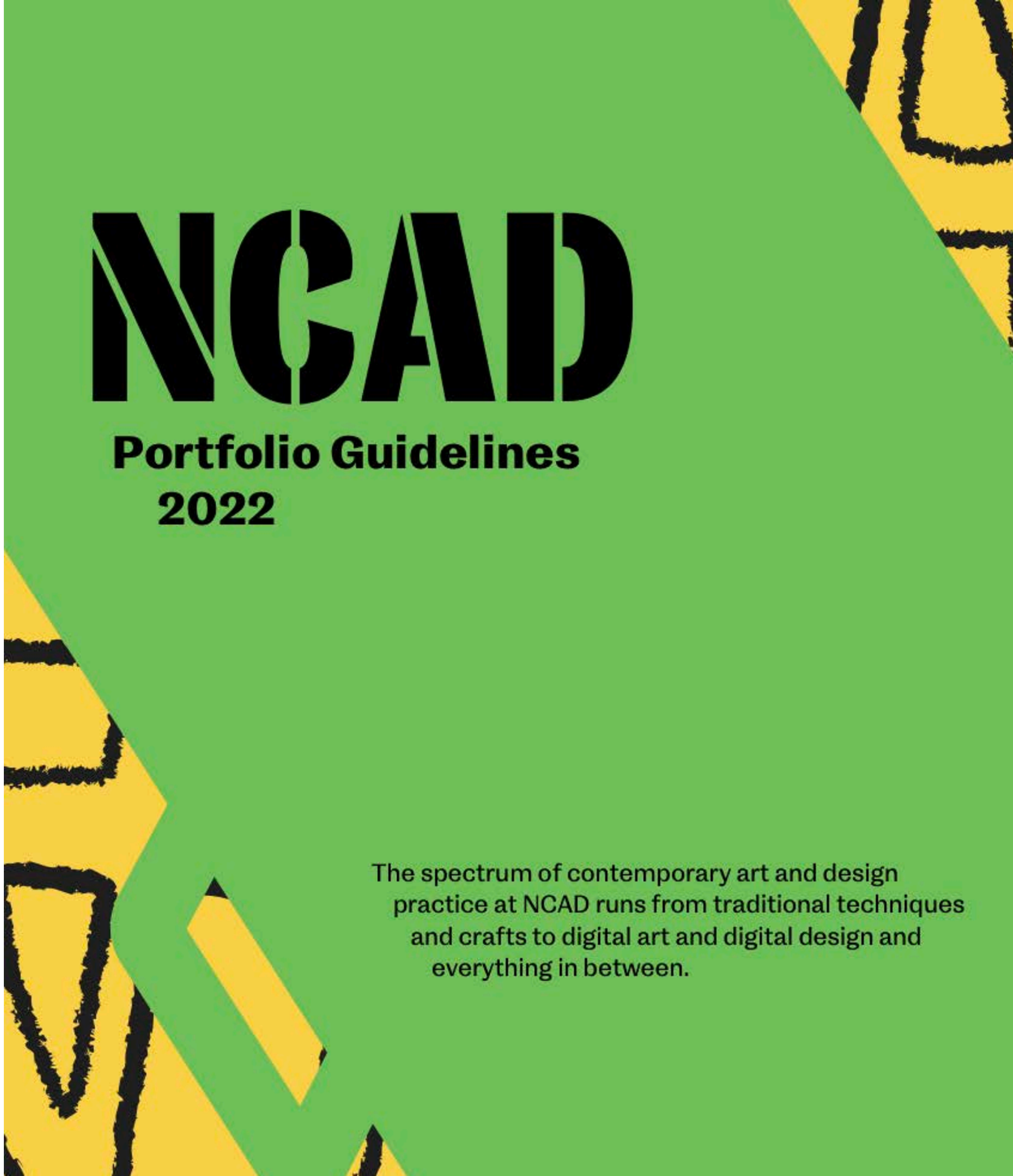
2. Taking a Design Challenge

Taking a specific design challenge to generate a portfolio.

1. Allows you to **engage with a Design Process.**

2.Gives a structure which will allow you to **build a portfolio from scratch.**

3. Can be done in **as much or as little** time as you have!



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Find a problem people experience.

A situation you think could be made better through design.

Create a new design which addresses this problem.

CREATIVE ENQUIRY & VISUAL RESEARCH

UNDERSTAND WHO YOU ARE DESIGNING FOR

INTERVIEW

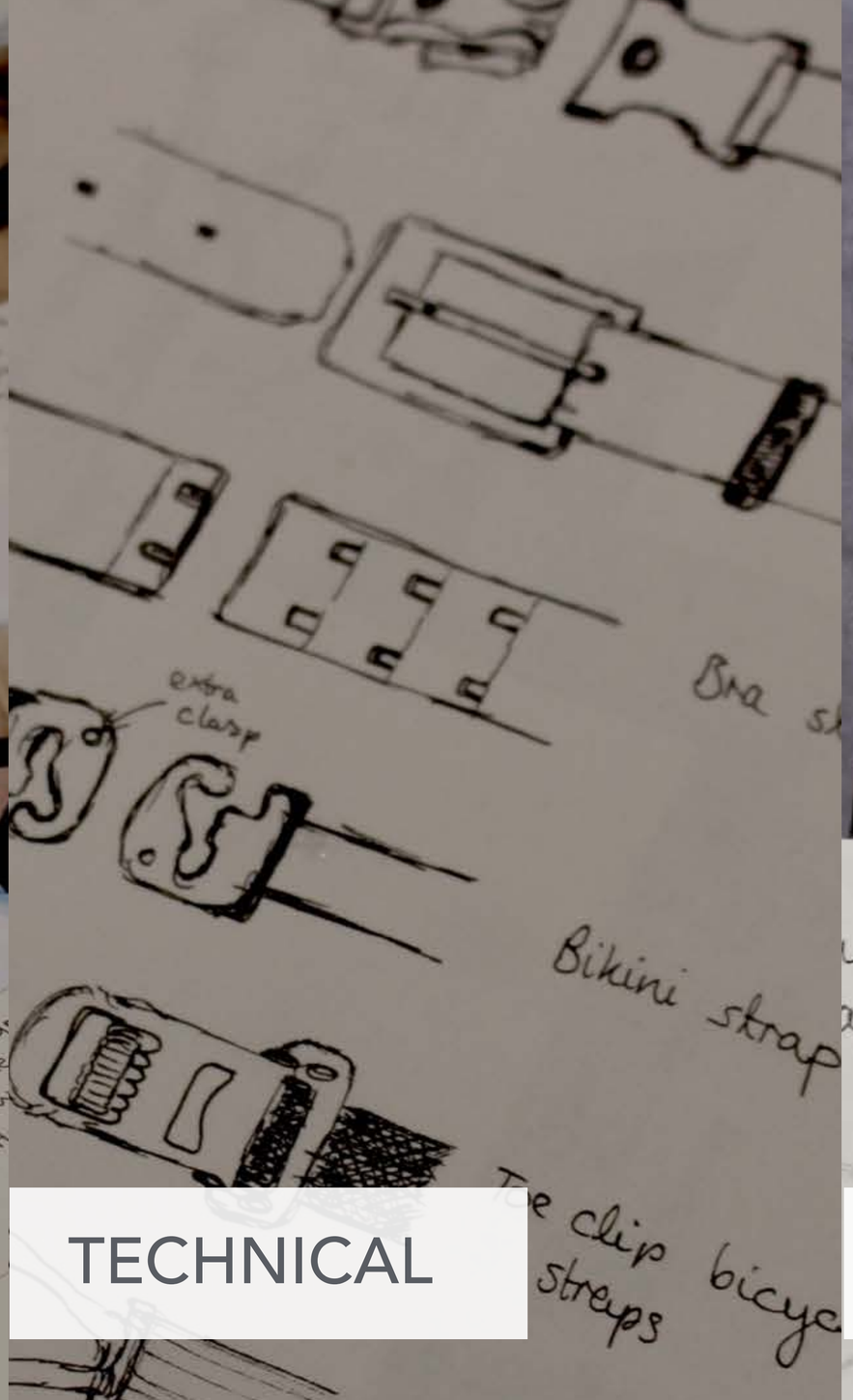
OBSERVE

BODYSTORM

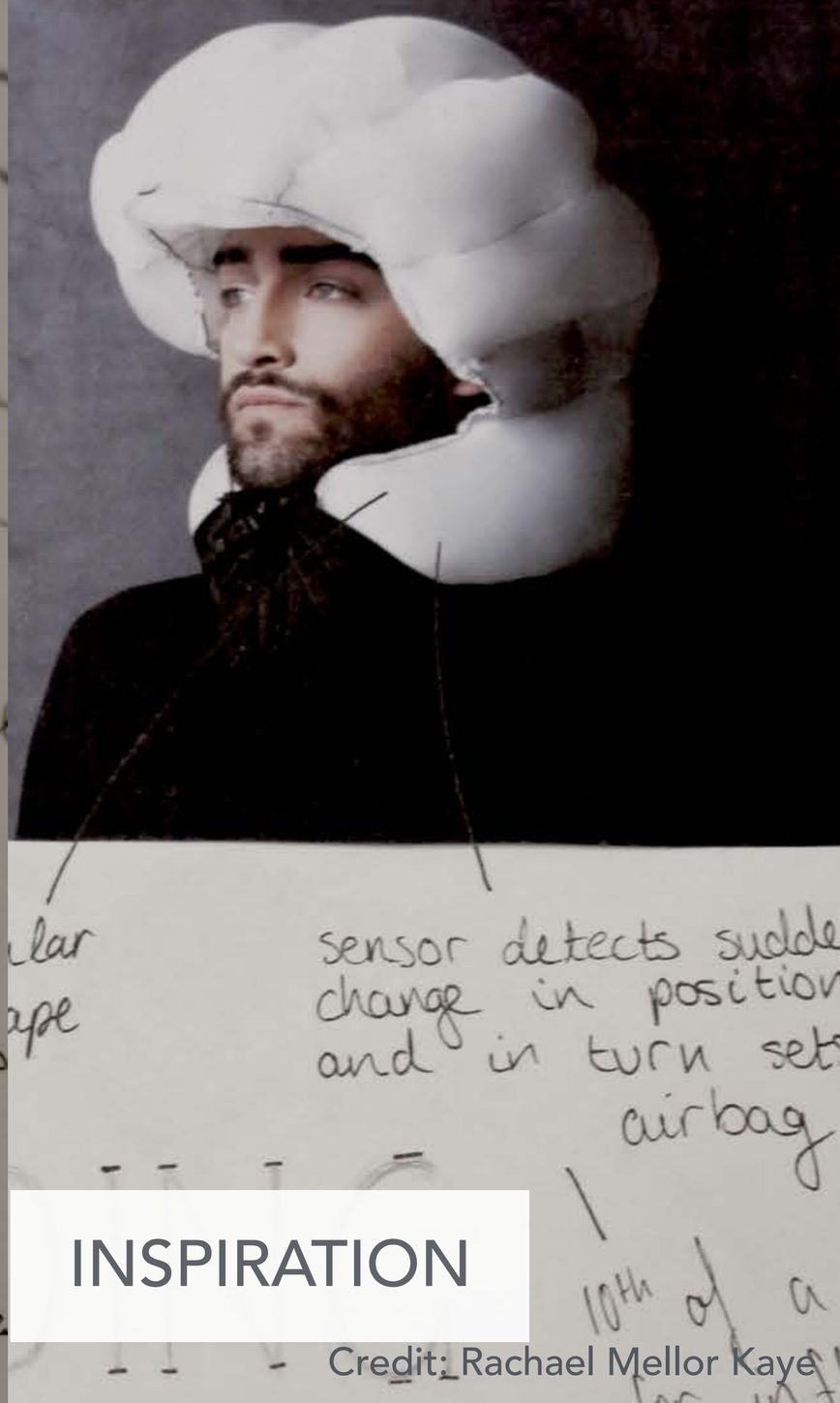
Credit: Mark Ennis & Eoin Fitzpatrick

SECONDARY RESEARCH

PRODUCTS



TECHNICAL

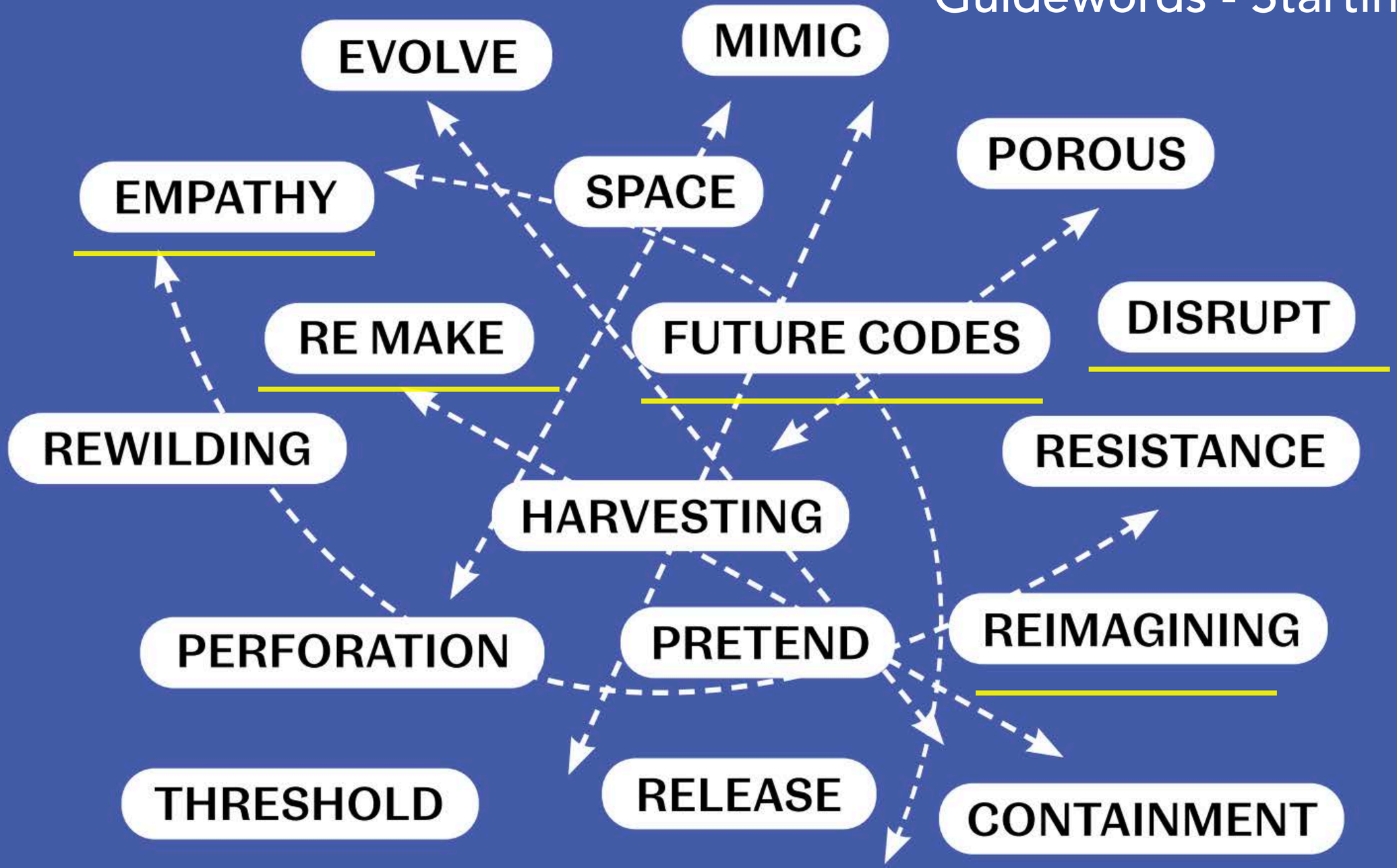


INSPIRATION

Credit: Rachael Mellor Kaye

HOW TO GET STARTED

Guidewords - Starting Points



HOW TO GET STARTED

- Start with the guide words - brainstorm and mind map
- Consider your interests
- What problems do you see
- What opportunities do you see
- Ask questions
- Set yourself a challenge

MAKE A RESEARCH PLAN

- Ask questions about your design challenge
- Consider who you should talk to
- Consider where you should observe
- Can you experience the problem firsthand?
- What online research can you do?
- Are there related products/solutions you should look at?
- Look for inspiration

DOCUMENT YOUR RESEARCH

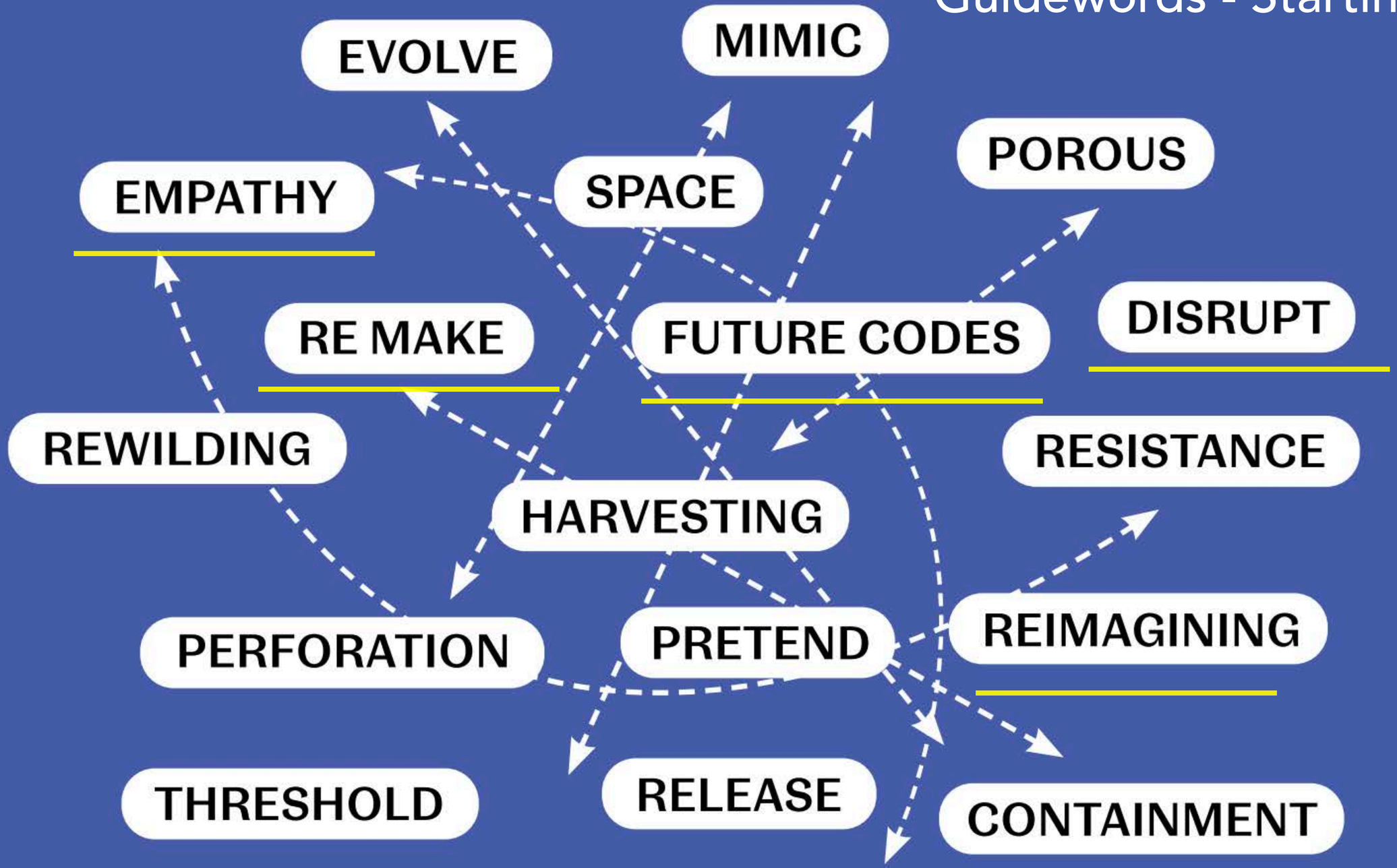
Credit: Mark Ennis & Eoin Fitzpatrick

SHOW US YOUR RESEARCH

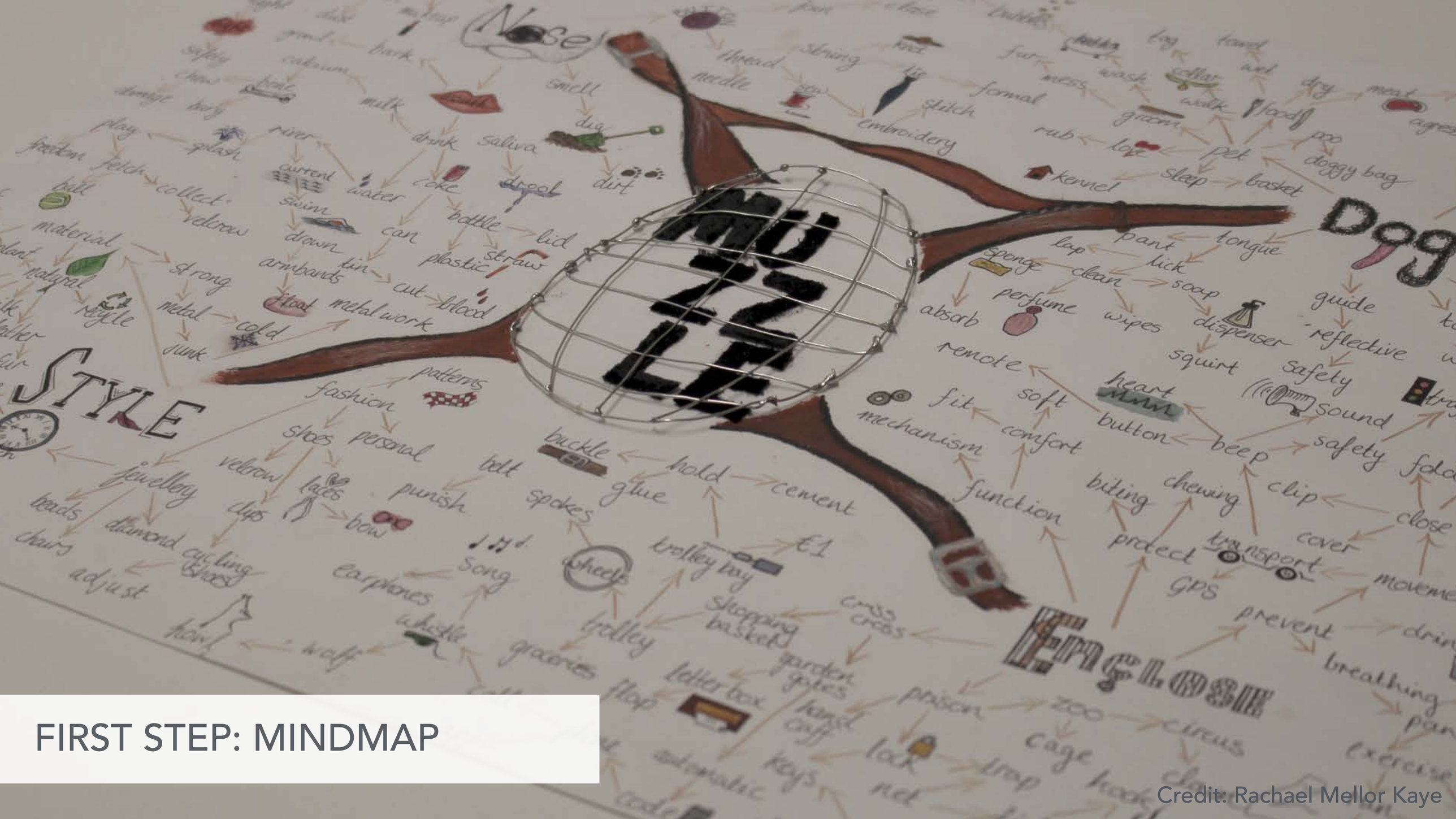
Credit: Rachael Mellor Kaye

CONTINUE RESEARCH THROUGHOUT THE PROJECT

Guidewords - Starting Points



Empathy



FIRST STEP: MINDMAP

Credit: Rachael Mellor Kaye

IDEA DEVELOPMENT AND MATERIAL/ TECHNICAL EXPLORATION

Create ideas beyond the known or purely observed.

Be playful, imaginative, experimental and inventive.

We want to see how your research can produce new creative outcomes.

HOW CREATIVE IDEAS ARE GENERATED

An innovative idea is often a connection between or an expansion of existing ideas.

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Cyclonic vacuum cleaners
James Dyson
1978 - now

An innovative idea is often a connection between or an expansion of existing ideas.

Eva Solo tea-maker
Claus Jensen & Henrik Holbaek
2006

These kinds of connections are usually made in the subconscious part of our brain.

That’s why creative insights often occur in the relaxed mind following a period of intense immersion in a problem.

Cartoon: Bernard Chazelle, www.cs.princeton.edu/~chazelle/pubs/algorithm.html

That’s why creative insights often occur in the relaxed mind following a period of intense immersion in a problem.

- Familiarise yourself thoroughly with the problem and with your research findings

Cartoon: Bernard Chazelle, www.cs.princeton.edu/~chazelle/pubs/algorithm.html

That’s why creative insights often occur in the relaxed mind following a period of intense immersion in a problem.

- Familiarise yourself thoroughly with the problem and with your research findings
- Give yourself a break every now and again and allow your mind to wander

Cartoon: Bernard Chazelle, www.cs.princeton.edu/~chazelle/pubs/algorithm.html

WHAT YOU CAN DO

PROCESS YOUR RESEARCH

Photo: Mark Ennis & Eoin Fitzpatrick

SKETCH, SKETCH, SKETCH

It’s all about quantity

SKETCH, SKETCH, SKETCH

It’s all about quantity

- Sketch quickly and don’t overwork your drawings.

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- Sketch quickly and don’t overwork your drawings.
- Don’t be too critical of your ideas at this stage.

SKETCH, SKETCH, SKETCH

It’s all about quantity

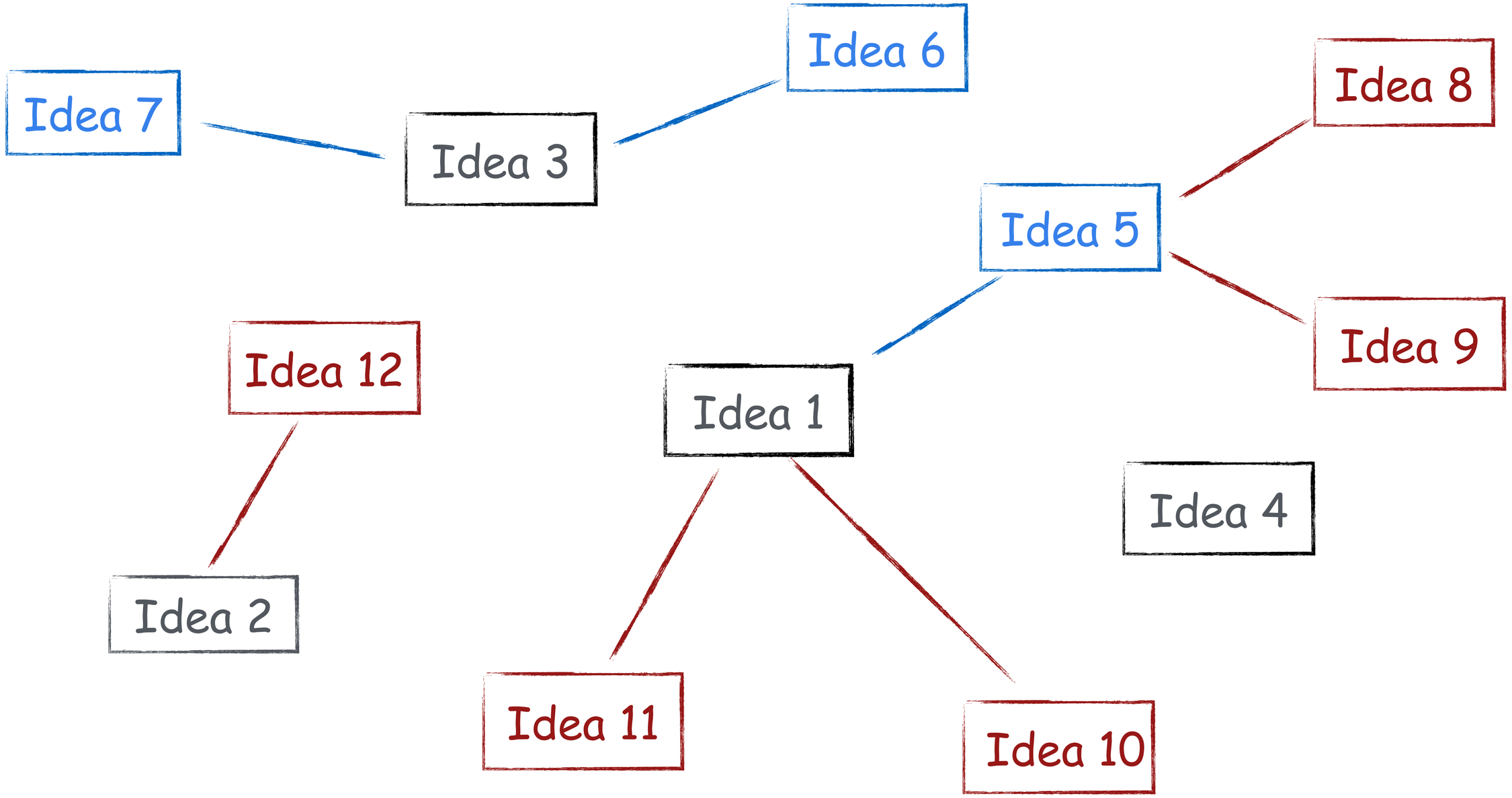
- Sketch quickly and don’t overwork your drawings.
- Don’t be too critical of your ideas at this stage.
- Don’t spend too much time on any one idea.

SKETCH, SKETCH, SKETCH

MODEL AND TEST

SEEK INPUT FROM OTHERS

BRAIN-WRITING


Idea 7
Idea 3
Idea 6
Idea 8
Idea 5
Idea 9
Idea 12
Idea 1
Idea 4
Idea 2
Idea 11
Idea 10

CRITICAL JUDGEMENT, SELECTION AND RESOLUTION

Identify which ideas have the most potential.

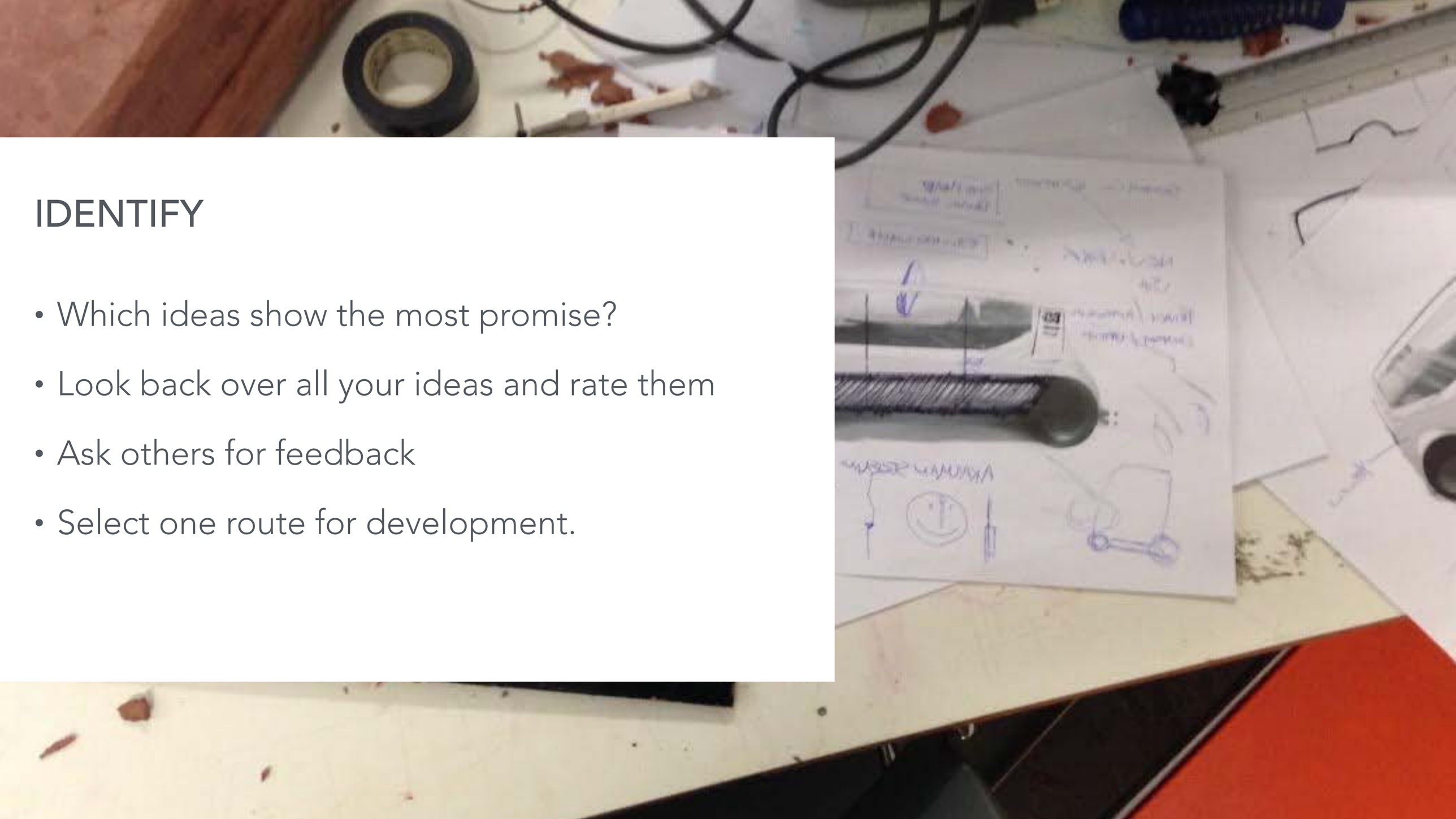
Take at least one of your creative proposals and develop it thoroughly to a level of completion.

Show how your creative outcomes and solutions have evolved as part of the research process.

IDENTIFY - DEVELOP - PRESENT

IDENTIFY

- Which ideas show the most promise?
- Look back over all your ideas and rate them
- Ask others for feedback
- Select one route for development.

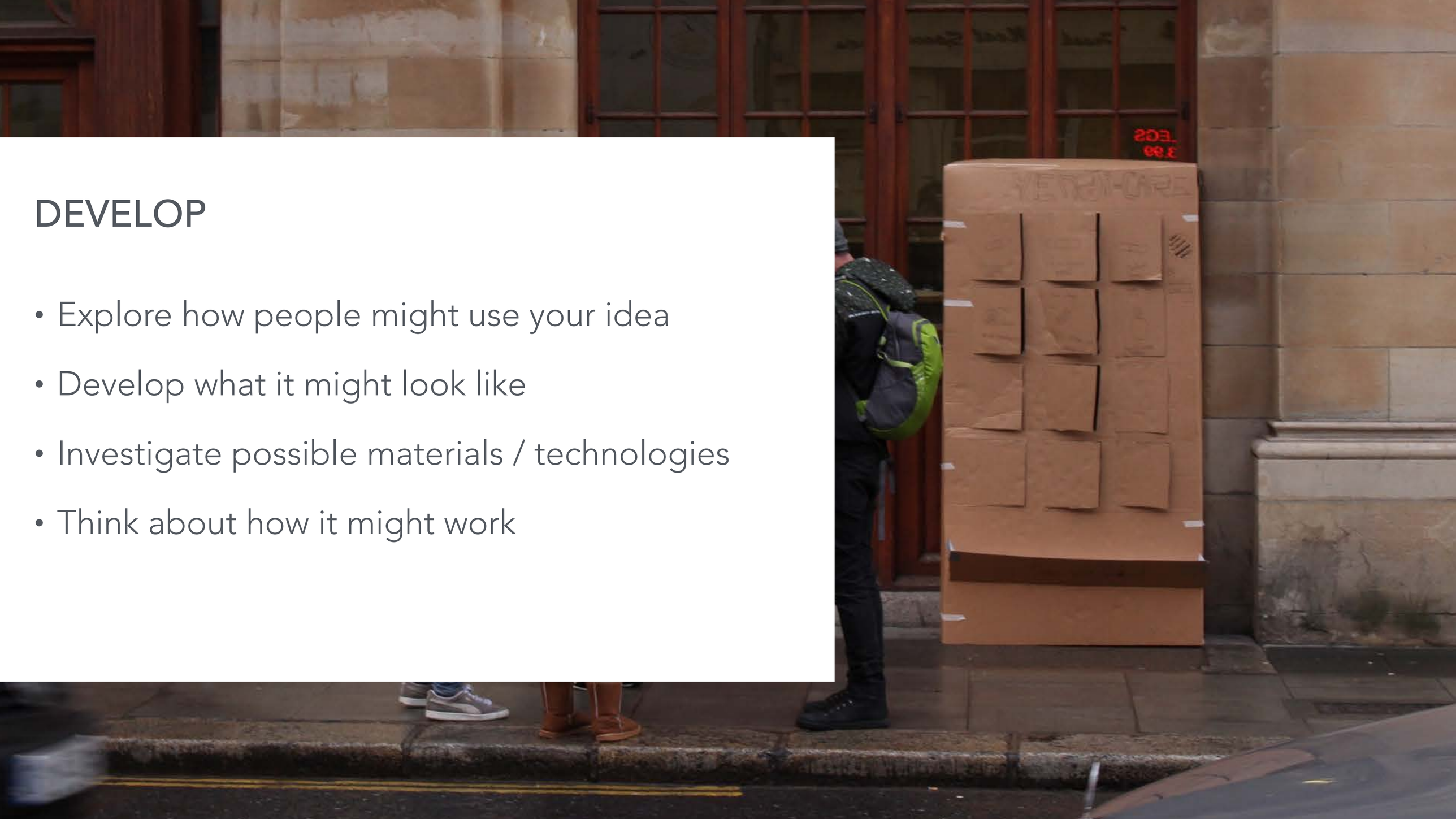


IDENTIFY - It doesn’t have to be a product!

- Product
- App
- Service
- Environment
- Combination of above

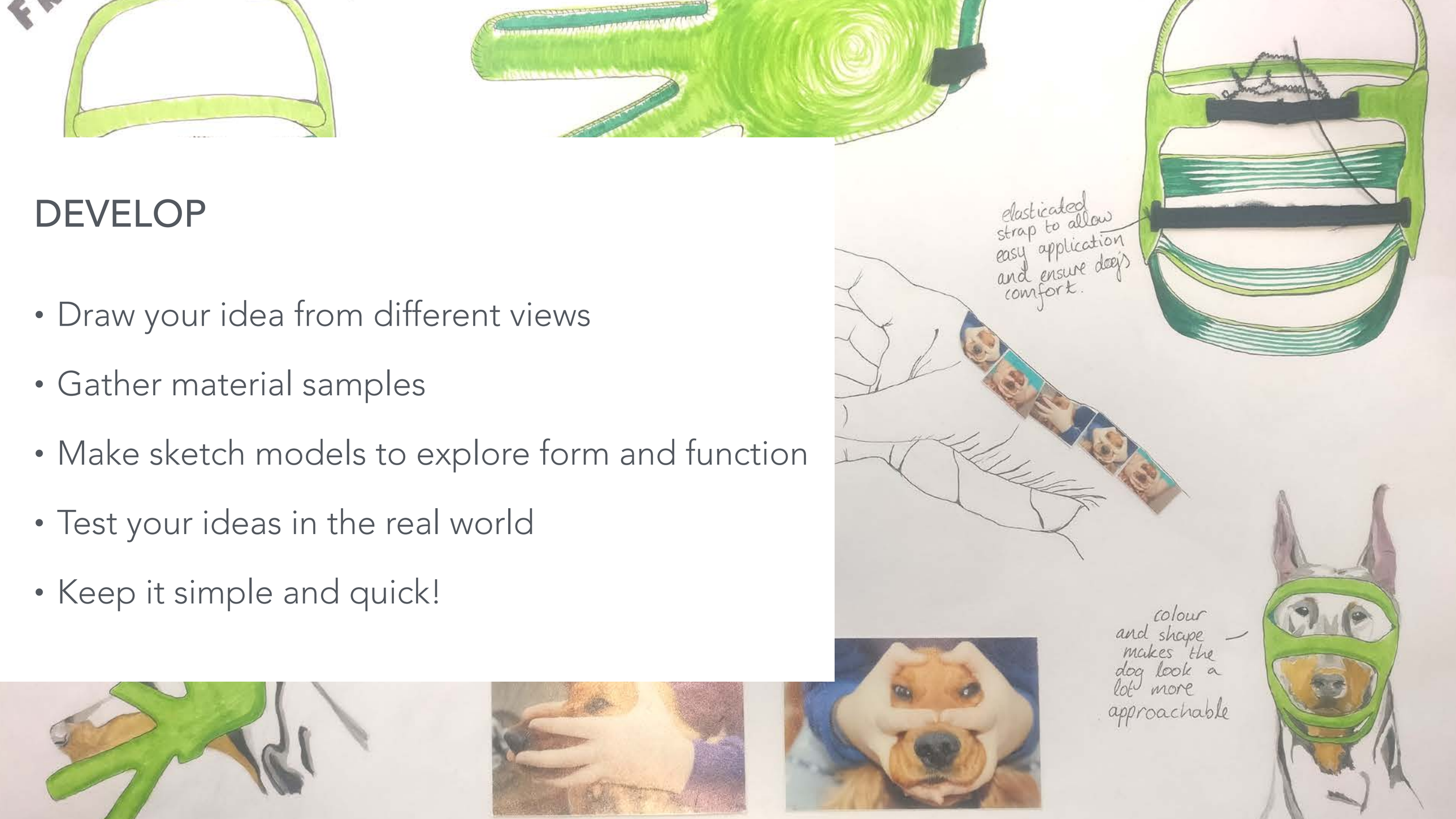
DEVELOP

- Explore how people might use your idea
- Develop what it might look like
- Investigate possible materials / technologies
- Think about how it might work



DEVELOP

- Draw your idea from different views
- Gather material samples
- Make sketch models to explore form and function
- Test your ideas in the real world
- Keep it simple and quick!

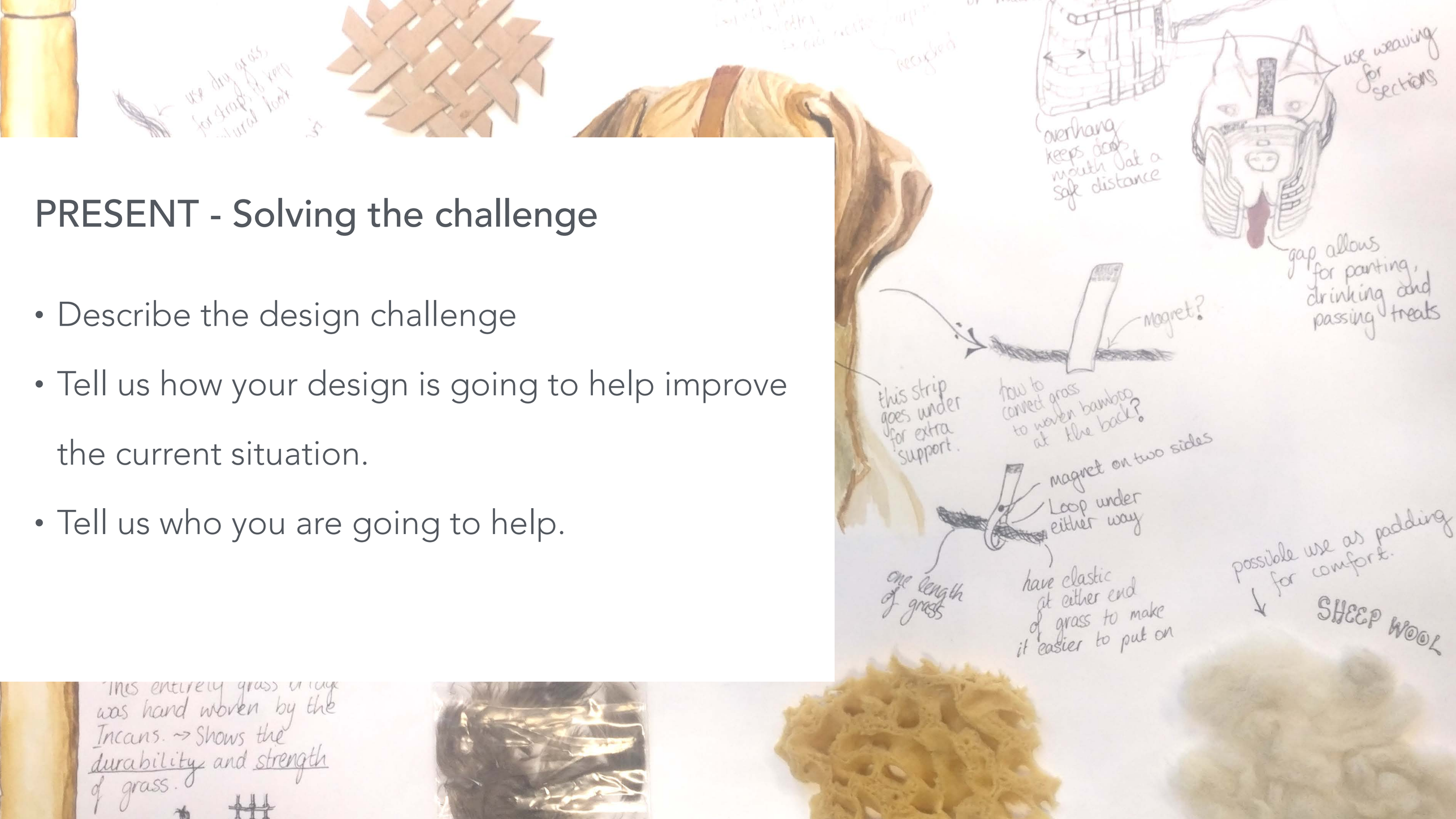


PRESENT YOUR DESIGN

- How has your idea evolved during the project?
- How does your design solve your challenge?
- What does it look like?
- How does it work?
- What is the user experience like?

PRESENT - Solving the challenge

- Describe the design challenge
- Tell us how your design is going to help improve the current situation.
- Tell us who you are going to help.



PRESENT - Evolution of an idea

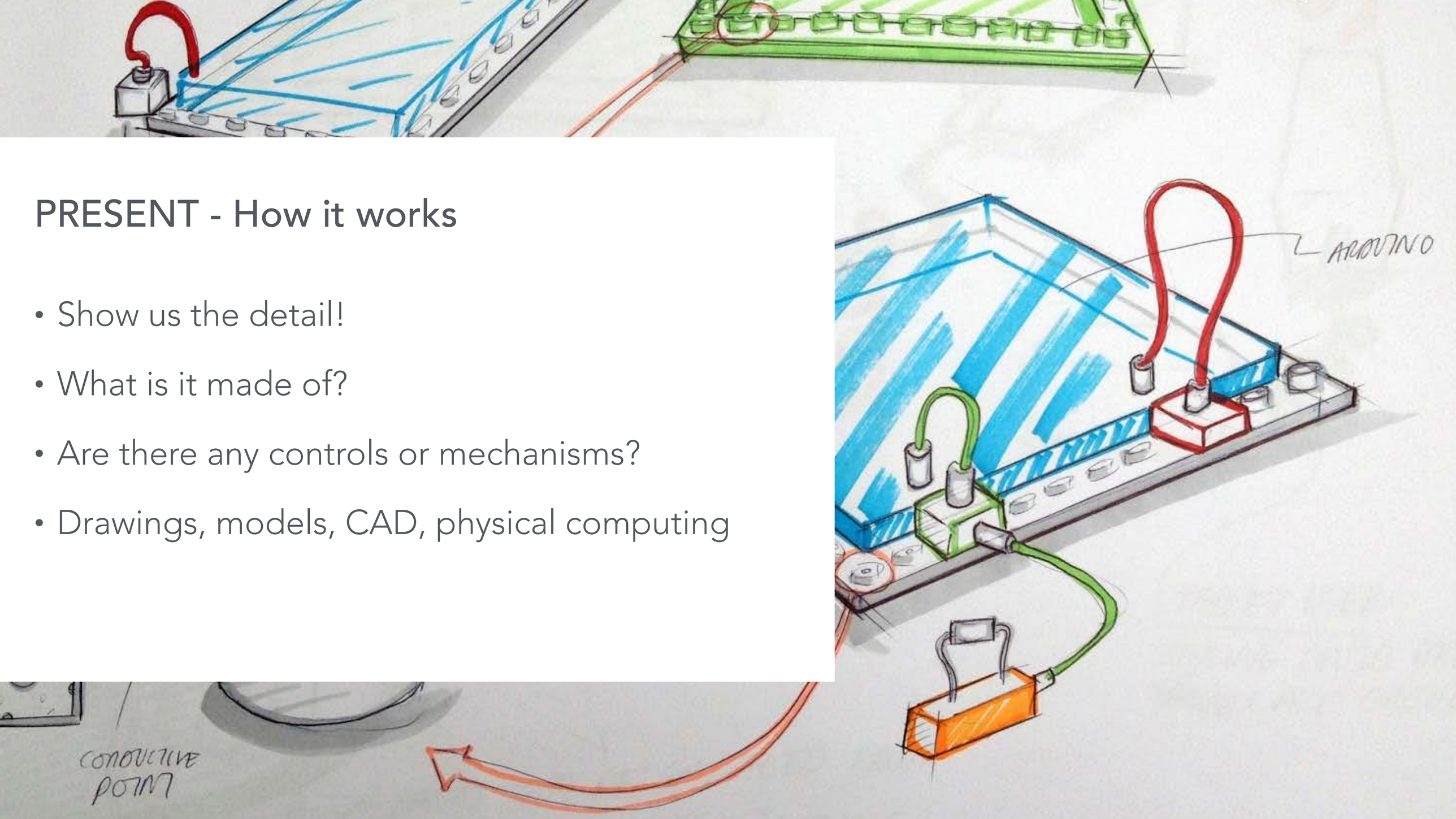
- How did you arrive at your solution?
- How did your research inform the idea?
- Did you do any testing that helped you refine your idea?
- Models / user testing / material samples

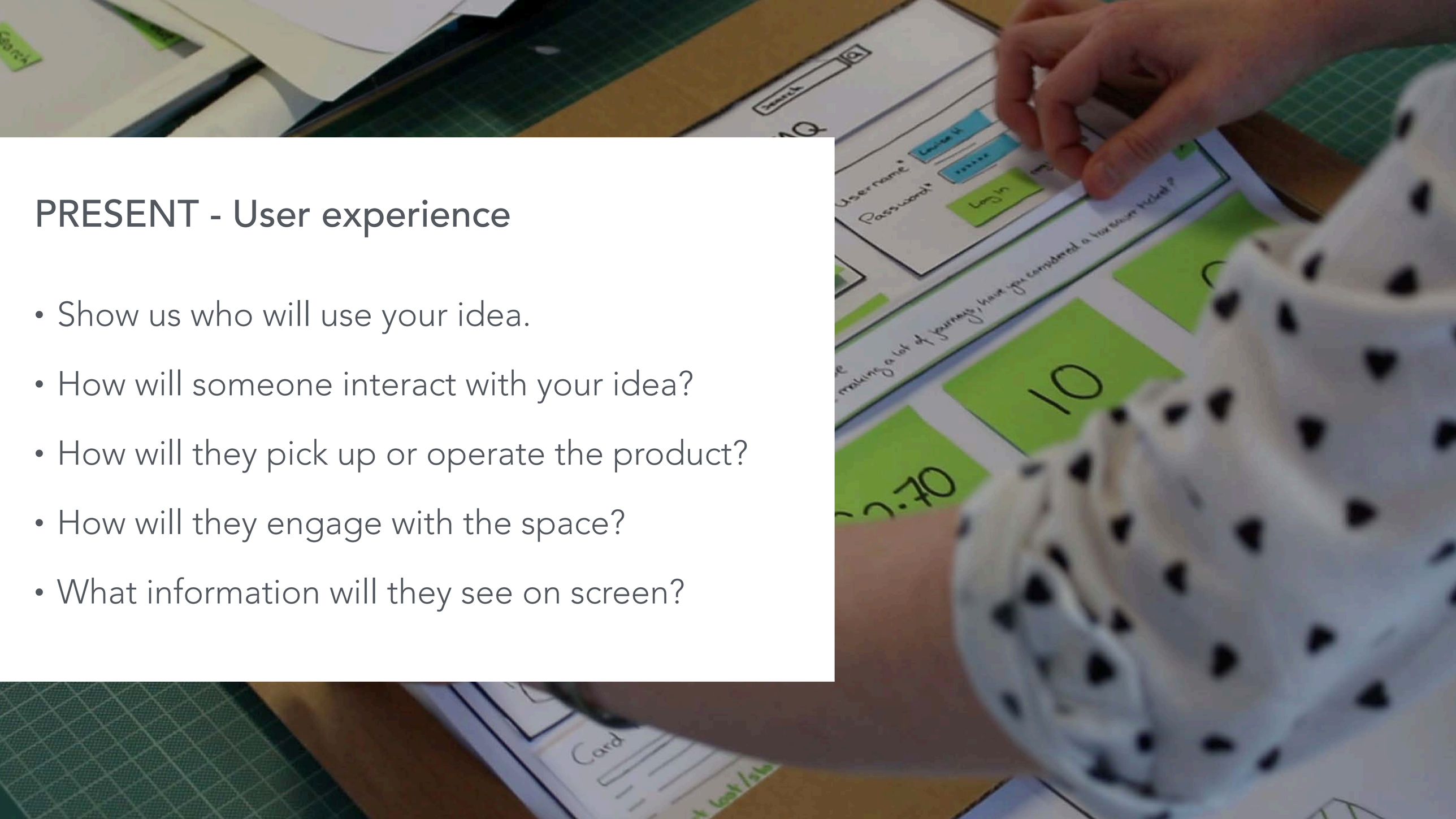
PRESENT - What it looks like

- What does your final design look like?
- What inspired the shape?
- Drawings to show scale / space / layout
- Photos of any models

PRESENT - How it works

- Show us the detail!
- What is it made of?
- Are there any controls or mechanisms?
- Drawings, models, CAD, physical computing



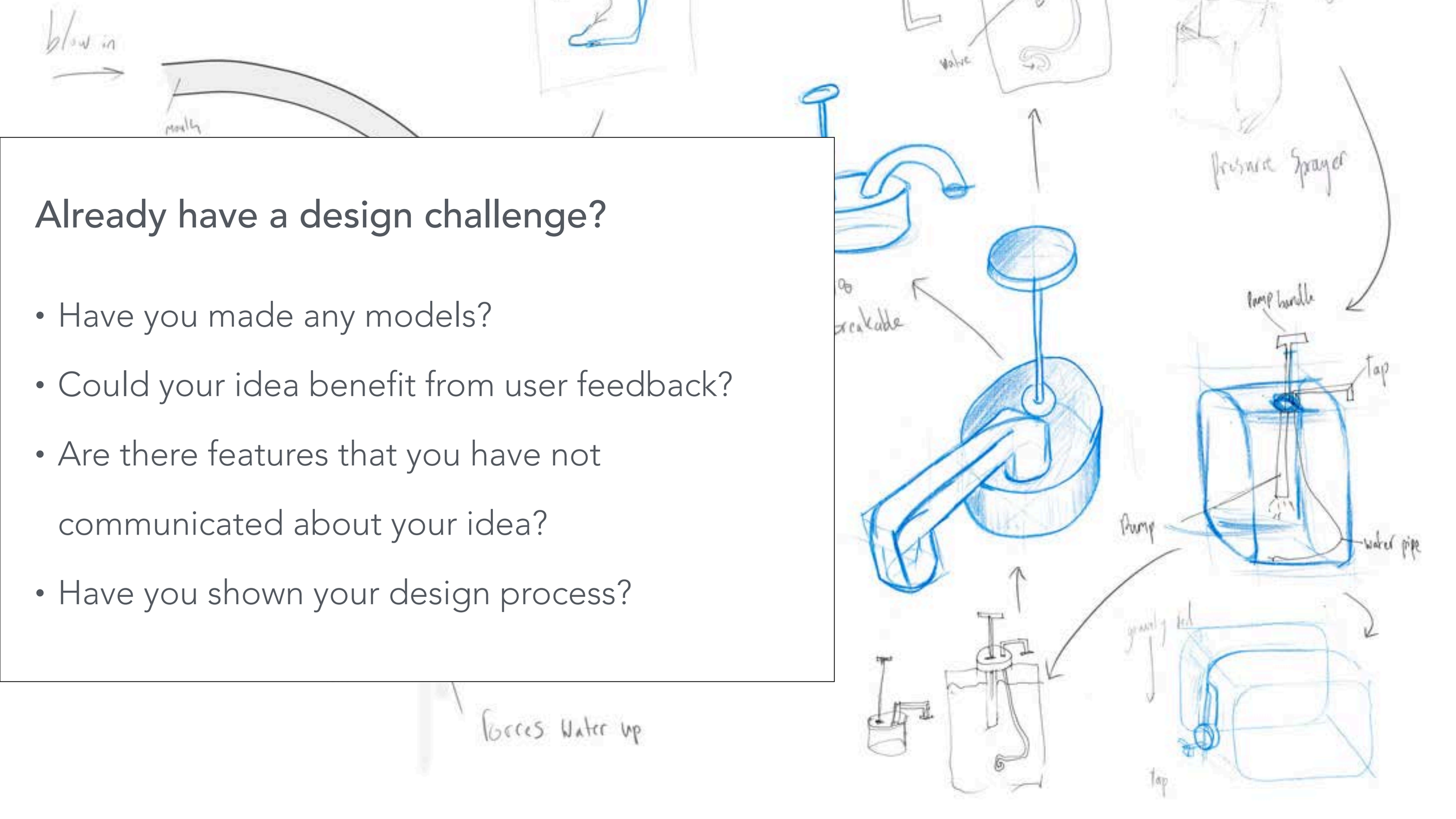


PRESENT - User experience

- Show us who will use your idea.
- How will someone interact with your idea?
- How will they pick up or operate the product?
- How will they engage with the space?
- What information will they see on screen?

Already have a design challenge?

- Have you made any models?
- Could your idea benefit from user feedback?
- Are there features that you have not communicated about your idea?
- Have you shown your design process?

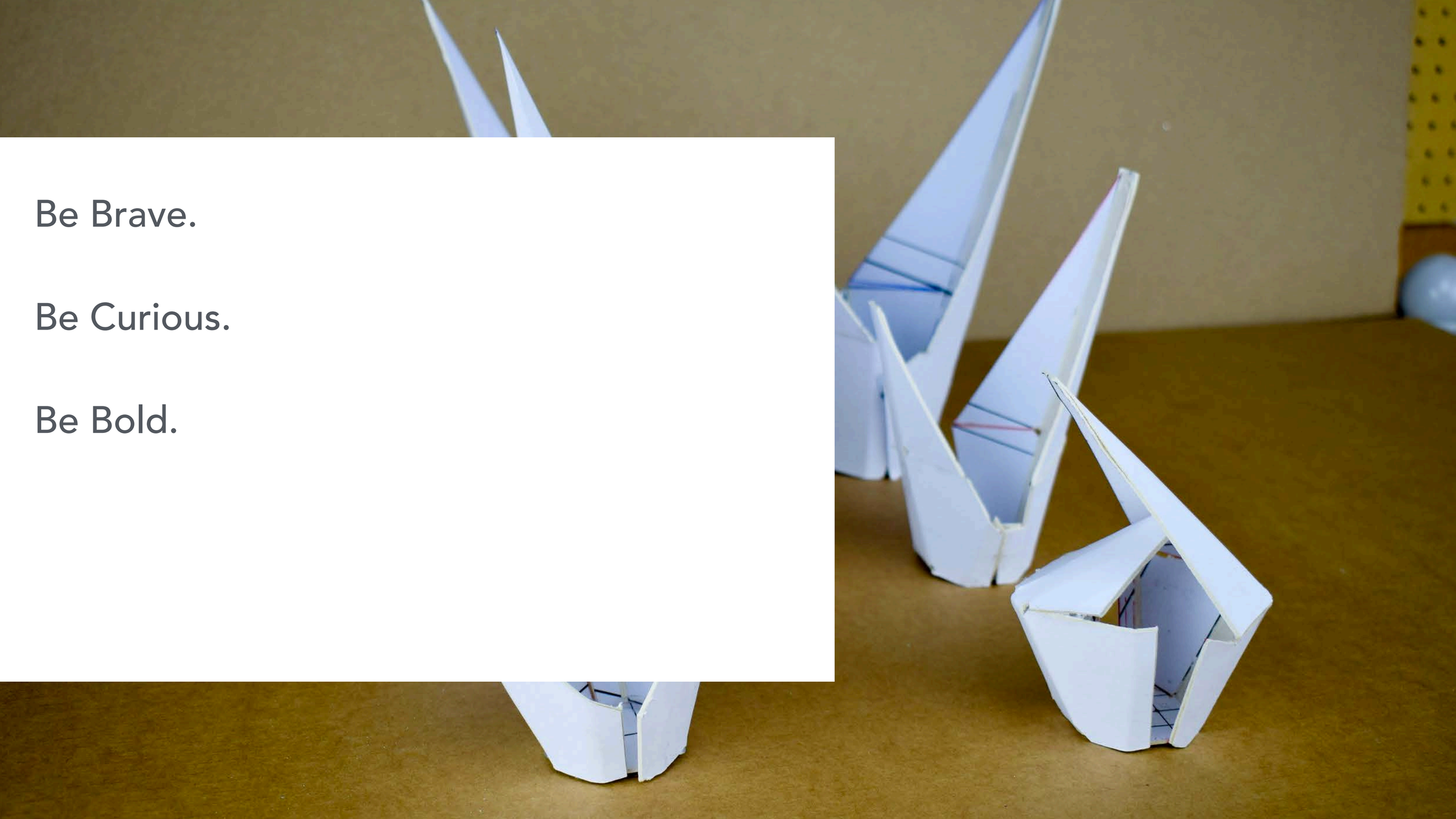


Working on a new design challenge?

- Identify the good / the bad / …

Working on a new design challenge?

- Build a model to test your idea
- Use the materials to hand
- Get feedback from someone at the table
- Quick, simple and effective



Be Brave.

Be Curious.

Be Bold.

Any Questions?

On anything!

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