

ART491 SENIOR EXHIBITION : GRAPHIC DESIGN

spring 2017 . section 1 . NFAC 190 . M/W 2:30-5pm UW-Stevens Point, College of Fine Arts & Communication, Department of Art & Design
INSTRUCTOR: DKB Hoover EMAIL: dhoover@uwsp.edu OFFICE: 181 NFAC OFC HRS: M/W 10:30-11:30am and by appointment PHONE: 715-346-4556

Course Description

Capstone course for BFA program in GD. Catalog description: *Preparation of senior portfolio (Graphic Design emphasis). Studio work to enhance and complete student portfolio; organization and participation in the Graphic Design Senior Portfolio Exhibition; faculty evaluation of exhibition. 4 cr.*

Required Text & Readings

***Becoming a Graphic and Digital Designer:
A Guide to Careers in Design***

Authors: Steven Heller & Veronique Vienne
Publisher: Wiley; 5th edition (April 27, 2015)

Text available as University Bookstore rental and online content.

Other readings will be handed out in class. It is also highly recommended that advanced graphic design students subscribe to at least one design magazine, forum, podcast or feed and read/peruse to keep current.

Course Requirements & Grading

Students are required to be in class, complete all class work in a timely manner, prepare and deliver quality presentations, participate in class discussions, work sessions, presentations and critiques.

Grades will be based on: quality of work, effort, participation, improvement, concept development, and craft. All projects must be completed in order to earn a passing grade. Final grades will be determined, in part, by the graphic design BFA committee.

If you have any concerns about meeting the requirements for this course, please speak with the instructor as soon as possible.

GD Attendance Policy

(see course contract handout)

Course Method

This class is scheduled as a critique/discussion/development class. While the course has requirements, projects are primarily self-directed and tailored to your goals. The schedule is quite aggressive. Time management is the responsibility of the student. Because of the nature of the required projects, little time will be provided to work on these during class.

Goals + Skills Statements

Each of you will write a skills inventory, a personal and a professional goal statement. Use this writing to frame your strengths, weaknesses, interests, aspirations, etc. in relationship to the field of design. These statements should be insightful, as they will provide direction for your portfolio, senior research project, self-promotional package, and ultimately your post-graduation work.

Goals, ambitions, and interests can take many shapes and forms. None are better or worse than others. The important thing is to be honest, so we can help guide you in the right direction and help you get where you want to be.

Explore the class text (Heller & Vienne) as a reference for understanding some of the professional options available in the field of graphic design.

Self-promotional Package

Each of you will design physical and digital elements including:

- ✦ PDF portfolio—ready for email
- ✦ résumé, business card, cover letters, envelope
- ✦ online design portfolio
- ✦ additional promotional material(s) (web presence, leave-behinds, additional samples, social media, etc.)

Senior Thesis Project

Each student in this course will be responsible for completing a self-directed senior research project, also known as a thesis project. The research content, concepts, process, and product are to be determined by each students' interest and goals. Your thesis project will develop through an exploration your personal and professional goal statement.

Students will initiate this work by developing a thesis project proposal which will first identify identify a research question and then address methods, scope of investigation, resources used and provide a research timeline.

Each student will produce and present a poster that follows formatted guidelines and that summarizes their research. Beyond this presentation students will have options for realizing an additional outcome for the work.

The Senior Thesis project description will provide guidelines and paths to realizing your concept and final deliverables.

Individual Design Portfolio

Students will work through the semester with faculty and the graphic design BFA portfolio committee to edit and develop their portfolios. Your design portfolio is to consist of 12 or more projects, which will be prepared for presentation at the Portfolio Exhibition. It will include work from previous classes, re-worked projects and new projects completed this semester. The quality and completeness of your final portfolio must be approved by the BFA committee at the final review in order for you to participate in the Senior Portfolio Exhibition.

Senior Portfolio Exhibition

The UWSP Department of Art and Design Graphic Design Portfolio Exhibition is an annual event, which provides a venue for students to present their BFA portfolio work to faculty, professionals, potential employers, family, and community members.

This year's show will be held in the NFAC courtyard from on Friday, May 12 from 4 –7pm. The exhibition will be organized, designed and promoted as a group effort by all students in the class.

Exhibition organization will be handled by an event and a promotions committee. These committees will work in consultation with the instructor and for the entire class. Committees will be responsible for developing and managing their own calendars.

All 491 GD students will meet to begin organizing into committees for the exhibition on Monday, January 30. The work of planning and promoting the event will continue throughout the semester, sometimes in class and also outside of class as needed.

Committees will need to communicate with their members, with each other, the whole class and with the instructor.

Goals / Skills Statements

Guidelines and Resources

Group these together in one Word document.

Skills Statement

This is a narrated inventory of your skills according to categories.

- mental skills
(idea generation, research, capacity for planning, etc.)
- design skills
(branding, publications, layout, typography, etc.)
- media skills
(software programs, prototyping, video production, animation, sound work, illustration, etc.)
- business skills
(accounting, scheduling, client experience, teamwork, communication skills, management, etc.)

Professional Goals Statement

Focus on your design aspirations and workplace ideals.

- kind of work you would like to be doing
- projected professional development
- desired salary (starting out)
- continued educational/mentorship goals
- job place intersection of design and your other interests

Personal Goals Statement

Include the following:

- lifestyle considerations
(social, political, environmental, pace, competitiveness, etc.)
- preferred living location(s)
- likes/dislikes (as they relate to professional practice)
- personal relationships
- specialized interests or knowledge you have
- areas of interest you would like to explore

Design Placement Considerations

design businesses

business with design component

agency

ad agency

design agency

in-house situations

corporate in-house

small business in-house

not-for-profit in-house

freelance

contract work

spec work

work-for-hire

independent design business

what kinds of clients?

consulting

design co-op

job search forums

linkedin.com, behance.net, designjobs.aiga.org

coroflot.com, authenticjobs.com, designrelated.com

freelanceswitch.com, smashingmagazine.com

freshwebjobs.com, creativehotlist.com, krop.com

monster.com, bigshoesnetwork.com, artjob.org

jobs2careers.com, simplyhired.com, authenticjobs.com

web portfolio resources

squarespace.com, bluehost.com, asmallorange.com

cargocollective.com, wordpress.com, tumblr.com

blogspot.com, krop.com, jobrary.com, pixpa.com

carbonmade.com, behance.net portfoliohub.net,

viewbook.com

COURSE CALENDAR

M Jan 23 class intro: review personal / professional statements
in class: discuss time management
review job titles

W Jan 25 due: revised personal and professional statements
in class: discuss cover letters and résumé,
find three (3) jobs

M Jan 30 due: draft of your résumé and cover letter
corresponding to job description
in class: workshop/feedback on résumés, letters
>> *exhibition organization meeting*

W Feb 1 due: present all portfolio material
in class: group feedback on portfolio materials
>> *exhibition organization meeting*

M Feb 6 due: present all portfolio material
revised goals statement
in class: group feedback on portfolio materials

W Feb 8 due: final goals statements
in class: discuss senior thesis project / overview
topics, proposals, research methods
poster presentation, questions
>> *exhibition check-in
as needed going forward*

M Feb 13 due: senior thesis proposal outline
in class: workshop proposal outlines, research

W Feb 15 due: revised thesis proposal
in class: develop thesis proposal, questions

M Feb 20 in class: discuss personal brand / self-promo
website, PDF portfolio, business card, résumé,
cover letter, packaging, other (leave behinds,
social media, blogs, web profile etc.)

W Feb 22 Individual portfolio meetings with GD committee

M Feb 27 Individual portfolio meetings with GD committee

W Mar 1 Individual portfolio meetings with GD committee

M Mar 6 due: draft of personal brand applied to all parts incl:
website, PDF portfolio, business card, résumé,
cover letter, packaging, other (leave behinds,
social media, blogs, web profile etc.)
in class: group feedback on branding

W Mar 8 due: draft of senior thesis poster
in class: workshop posters

M Mar 13 due: revised senior thesis poster
in class: develop thesis poster & self-promo

W Mar 15 due: refined self-promotion branding package
online presence + physical elements
>> *exhibition check-in*

SPRING BREAK : March 17-26

M Mar 27 due: completed self-promo branding package
in class: feedback on self-promotions

W Mar 29 Portfolio presentation to GD committee

NOWHERE conference : March 31–April 1

M Apr 3 Portfolio presentation to GD committee

W Apr 5 Portfolio presentation to GD committee

M Apr 10 due: draft of senior thesis for public display
in class: discuss / critique presentation options

W Apr 12 Individual meetings with instructor as needed
>> *exhibition work day / check-in*

M Apr 17 due: revised senior thesis project deliverables
in class: workshop for feedback

W Apr 19 Individual meetings with instructor
>> *exhibition work day / check-in*

M Apr 24 Present final portfolio to GD committee

W Apr 26 Present final portfolio to GD committee

M May 1 Present final portfolio to GD committee

W May 3 due: present final senior thesis projects to class

M May 8 due: present final portfolio to class

W May 10 due: present final portfolio to class

Friday, 4–7pm
May 12 due: **day of senior portfolio exhibition**
all portfolio and promotional materials
prepared for presentation to the public