

ART491 SENIOR EXHIBITION: GRAPHIC DESIGN

SPRING 2018 | SECTION 1, NFAC 182, M/W 5–7:30PM | UW-STEVENS POINT, COLLEGE OF FINE ARTS & COMMUNICATION, DEPARTMENT OF ART & DESIGN

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HOOVER OFFICE: 181 NFAC HRS: M/W 10–11am and by appointment MORRIS OFFICE: 187 NFAC

Course 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, by Heller & Vienne, published by Wiley; 5th edition (April 27, 2015)

Text available at University Bookstore and online.

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 up on current design issues.

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, research and studio work sessions, collaborative work, and critiques.

Students are expected to attend class. Every absence will have an effect on the quality of your work, especially in this class, which has few scheduled work days. Class will start promptly. You will be counted as tardy after five minutes and two tardies will count as one absence. Three absences and beyond will result in the reduction of your final grade. Not having required work for any scheduled critique will count as an unexcused absence, but you should still attend and participate in class.

Grades will be based on quality of work, effort, participation, improvement, concept development, and craft. All projects must be completed for a passing grade. 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 see the instructor as soon as possible.

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 is provided to work on these during class.

A Personal + Professional Goals Statement

Each student will develop separate personal and professional goal statements reflecting on your strengths, weaknesses, interests, aspirations, etc. in relationship to the field of design. These statements should be insightful, as they will provide direction for portfolio development, senior research project, self-promotional package, and 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.

Please 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

- ✦ PDF portfolio (ready for email)
- ✦ Résumé, business card, cover letters, envelope
- ✦ Working self-promotional web portfolio
- ✦ Consider additional promo material (web presence, leave-behinds, additional samples, social media, etc.)

Senior Research Project

Each student in this course will be responsible for completing a self-directed senior research project. The research subject, concepts, process, and product are to be determined by each students' interest and goals and will develop from an exploration of their professional and personal goal statements.

Students will initiate this work by developing a research project proposal that will identify a research question and address: methods, scope of content, resources used and provide a calendar for the research time line. A mid-process critique will address presentation options, media and approaches for communicating the outcome of this research.

The presentation and project statement will create the criteria for evaluating the final senior project.

Individual Design Portfolio

Students will work through the semester with the instructor and the graphic design BFA portfolio committee to edit and develop their portfolios. Your design portfolio is to consist of 12+ projects, including existing or re-worked projects from previous classes, internship work, and new projects completed this semester. Portfolios are prepared for presentation at the portfolio exhibition event at the end of 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 on **Friday, May 11** from 4 –7pm.

The exhibition will be designed by the students from both sections of the class. All students will gather on Monday, Jan. 29 to brainstorm identity, organize and begin to plan this event. Additional meetings will be held throughout the semester outside of class as determined by the events and promotions committees.

Course Calendar

- M 1/22** course intro – intro personal and professional statements
– research job titles & review together
- W 1/24** **due: personal and professional statements**
workshop feedback on statements
– discuss cover letter & résumé – find three jobs
- M 1/29** **due: refined personal and professional statements**
due: draft of résumé, 3 cover letters with corresponding job descriptions (organized, but unbranded)
workshop feedback on resume's and letters
*** exhibition planning meeting (after class)**
- W 1/31** **due: all portfolio material**
– group feedback on portfolio materials
- M 2/5** Discuss senior research methods
– workshop topics & research methods
- W 2/7** **due: research proposed topics**
– meet with instructor on proposals outlines
- M 2/12** **due: preliminary research proposal outline**
– Research methods training (may be on M or W)
- W 2/14** **due: revised research proposal outline**
Discuss: personal brand development/Web, PDF Portfolio, business card, Resume, Cover letter, Packaging, Discipline specific needs (leave behinds, social media, blogs, web profile etc.)
- M 2/19** Individual portfolio meeting with GD faculty
- W 2/21** Individual portfolio meeting with GD faculty
- M 2/26** Individual portfolio meeting with GD faculty
- W 2/28** Individual portfolio meeting with GD faculty
- M 3/5** **due: draft of personal brand (applied to all components)**
– group feedback on brand
- W 3/7** Individual meetings with instructors
- M 3/12** **due: PDF portfolio content (images & writing)**
– workshop for feedback
- W 3/14** **due: draft of self-promo marketing package**
- M 3/19** **due: completed personal brand (all component parts)**
- W 3/21** portfolio presentation to GD faculty committee
March 24-31 SPRING BREAK
- M 4/2** portfolio presentation to GD faculty committee
- W 4/4** portfolio presentation to GD faculty committee
- M 4/9** portfolio presentation to GD faculty committee
- W 4/11** **due: draft senior research project for public display**
– group discussion critiquing presentation options
- M 4/16** **due: revised senior research project proposal**
– workshop for feedback
- W 4/18** Individual meetings with instructors
- M 4/23** present final portfolio to GD faculty committee
- W 4/25** present final portfolio to GD faculty committee
- M 4/30** present final portfolio to GD faculty committee
- W 5/2** **due: present final senior research project to class**
– group discussion portfolio integration options
- M 5/7** **due: present final portfolio to class**
- W 5/9** **due: present final portfolio to class**
- F 5/11** day of exhibition
4 – 7pm / Noel Fine Arts Center courtyard

Personal + Professional Goals Statements

Guidelines and Resources

Professional Skills/Goals Statement

Include the following in a narrative format:

- inventory of mental skills (idea generation, research, capacity for planning etc.)
- design skills (branding, interaction, layout, social media, typography etc.)
- inventory of specific media skills (software, proto-typing, video production, animation, sound work, illustration etc.)
- business skills (accounting, scheduling, client experience, teamwork, verbal / written communication skills, management etc.)
- 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

Placement Considerations

design businesses
business with design component
agencies
 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
glassdoor.com
designrelated.com
freelanceswitch.com
smashingmagazine.com
freshwebjobs.com
creativehotlist.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
carbonmade.com
behance.net
portfoliobox.net
viewbook.com
pixpa.com

Personal Goals Statement

Include the following in a narrative format:

- 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

sample job titles

designer
art director
advertising design
publication design
production design
pre-press production design
magazine / editorial design
logo/identity design
marketing design
public relations design (PR)
event design newspaper design
map design
charts and info-graphics design
exhibition design
(trade shows, kiosks, etc)
signage / way-finding design
museum exhibit design
performing arts graphics / promo
film designer
photography design / photo assistant
photo production / editing
packaging design
labeling design
presentation design
branding design
programming design
instructional design
educational design
exhibition design
copywriter proofreader designer
digital illustration
illustration
creative editor
product development
sign design and production
architectural graphics
design fabricator
web design — front end
web development — back end
web content development
interactive design
interface design
mobile/web design
web app design / development
intelligent media design
experience design
user-interface design (UI)
user-experience design (UX)
design consultant
account representative
sales / customer service
project manager
project leader