ART 491: SENIOR EXHIBITION IN GRAPHIC DESIGN

course syllabus

Art 491: Senior Exhibition (Graphic Design)
Spring Semester 2018
Mon/Wed 5:00 – 7:30 pm
Instructors: Stuart Morris
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Course Description
4 cr. 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.

Required Text
Heller & Fernandez Becoming a Graphic Designer
   (available for rental in the University Bookstore)

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.

Course Requirements and Grading
Students are required to be in class, complete all class work in a timely and accurate manner, make quality presentations, and participate in class discussions, work sessions, presentations, 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 very 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 will result in the loss of one letter 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 class, and little time will be provided to work on projects during class. Projects are primarily self-directed, and the schedule is very aggressive. Time management is the responsibility of the student.

A personal and professional goal statement
Each student will develop separate personal and professional statements reflecting on their strengths, weaknesses, interests, aspirations, etc. in relationship to the field of design. These statements should be insightful and will provide direction for portfolio development, the senior project, the 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 required text for the class 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
• Resumé, business card, cover letters, envelop
• Working self-promotional web portfolio
• Consider additional promo material (web presence, leave-behinds, additional samples, social media, etc)

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

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.

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Portfolio

Students will work through the semester with faculty and the graphic design BFA portfolio committee to edit and develop their portfolio. The final portfolio is to consist of 12+ projects which will be prepared for presentation. It may develop from work completed in previous classes, but can also include a substantial portion of re-worked or new projects completed this semester. A final complete portfolio must be approved by the committee at the final review for participation in the Portfolio Exhibition.

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 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.

*Exhibition planning will be broken up into an event and a promotions committee. These committees will be responsible for developing and managing their own calendars.

Date	Activity
Jan. 22	course intro – intro personal and professional statements – research job titles & review together
Jan. 24	due – personal and professional statements workshop feedback on statements – discuss cover letter & resume – find three jobs
Jan. 29	due – refined personal and professional statements due – draft of resume, 3 cover letters with corresponding job descriptions (organized, but unbranded) workshop feedback on resume's and letters
	* exhibition planning meeting (after class)
Jan. 31	due – all portfolio material group feedback on portfolio materials
Feb. 5	due – all portfolio material group feedback on portfolio materials
Feb. 7	Discuss research methods – workshop topics & proposals
Feb. 12	due – senior research proposal outline workshop research proposal outlines
Feb. 14	due – senior revised research proposal outline Discuss personal brand development: Website, PDF Portfolio, business card, Resume, Cover letter, Packaging, Discipline specific needs (leave behinds, social media, blogs, web profile etc.)
Feb. 19	Individual portfolio meeting with GD committee
Feb. 21	Individual portfolio meeting with GD committee
Feb. 26	Individual portfolio meeting with GD committee
Feb. 28	Individual portfolio meeting with GD committee
Mar. 5	due – draft of personal brand applied to all parts group feedback on brand
Mar. 7	Individual meetings with instructors
Mar. 12	due – personal content (images & writing) Workshop for feedback
Mar. 14	due – draft of marketing package
Mar. 19	due – completed personal brand all component parts
Mar. 21	portfolio presentation to GD committee
	March 24-31 S P R I N G B R E A K
Apr. 2	portfolio presentation to GD committee
Apr. 4	portfolio presentation to GD committee
Apr. 9	portfolio presentation to GD committee
Apr. 11	due – draft senior research project for public display group discussion critiquing presentation options
Apr. 16	due – revised senior research project proposal workshop for feedback
Apr. 18	Individual meetings with instructors
Apr. 23	present final portfolio to GD committee
Apr. 25	present final portfolio to GD committee
May 30	present final portfolio to GD committee
May 2	due – present final senior research project to class group discussion portfolio integration options
May 7	due – present final portfolio to class
May 9	due – present final portfolio to class
May 11	day of exhibition Noel Fine Arts Center Courtyard 4 – 7pm

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personal statement guidelines and resources

Professional goals statement should include:
- narrated inventory of mental skills ie.: idea generation/research/capacity for planning etc.
- narrated inventory of design skills ie.: Branding, publication, layout, social media, typography etc.
- narrated inventory of media skills ie.: software, proto-typing, video production, animation, sound work, illustration etc.
- narrated inventory of business skills ie.: accounting, scheduling, client experience, teamwork, communication skills, management etc.
- type 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 should include:
- lifestyle considerations ie.: socio/political, environmental, pace, competitiveness etc.
- preferred living location(s)
- likes/dislikes as they relate to professional practice ie.: things you like doing, things that stress you, things that you would avoid etc.
- personal relationships
- areas of specialized interests and knowledge
- areas of interest you would like to explore

placement considerations
design businesses
business with design component
agency
  ad agency
  design agency
in-house
  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
aiga.org
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
designrelated.com
freelanceswitch.com
smashingmagazine.com
freshwebjobs.com

web portfolio resources
behance.net
cargocollective.com
wordpress.com
blogspot.com
tumblr.com
krop.com
jobrary.com
carbonmade.com
portfoliobox.net
viewbook.com
pixpa.com

<u>sample job titles</u>
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 fabrication
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

Course structure

• This course will allow the student to understand their existing skills and approach to design that they have developed within their academic career at UWSP (This includes both work within the classroom, and outside of it).

    OUTCOME : identify professional skills; share work with others as evidence for this.

• This course will allow students to identify their desire for professional work and personal life goals.
This goal identification will acknowledge both their existing skills, and will ask them to shape a statement for continued professional developement. (new skills, design approaches, new learning opportunities, etc.)

    OUTCOME : create a professional goals statement

    OUTCOME : create a personal goals statement

    OUTCOME : craft a statement i.e. "Once out of the GD program, I'd like to....become proficient at/explore/ learn the skill of/ work with X group of people/understand better how X (tools, professional work, group dynamic)/learn about X (social, political, economic, place-based condition, group of people, history etc."

• This course will allow the student to identify a potential work activity for themselves (job/continued education/ blended work approach)

    OUTCOME : Identify potential career/job/ educational opportunity of interest

• This course will allow a student to investigate something of interest to them.

    OUTCOME : Identify research subject of interest

    OUTCOME : Intiate a research program

• This course will allow a student an opportnity to communicate their research finding to an audience outside of the GD/CO-FAC body.

    OUTCOME : Complete research findings and create a communication that is "public".

• This course will allow the student to identify three existing jobs (currently advertised), and to apply for them as a role playing exercise.

    OUTCOME : The student will apply for the job by creating application materials

• This course will allow the student to shape an appropriate portfolio and collateral materials that align with these goals

    OUTCOME : The student will create an appropriate Resume, Cover Letter, Online presence, Digital Portfolio and Hardcopy Portfolio materials. They will also develop a brand identity and related materials i.e. logo/mark, business card, visual representation of self.

• This course will allow students to refine these materials through feedback meetings with faculty.

    OUTCOME : All materials will improve in both form and content

• This course will allow students (through role playing), to engage a mock interview for the potential work they desire.

    OUTCOME : The student will become more proficient at communicating their skills, experience and professional identity toward a potential employment/educational opportunity

• This course will allow the student to work collaobrtaively withn their cohort to imagine, design and impliment a public communication of their work to a larger public.

    OUTCOME : The student will work with others to create the necessary materials to host a professional event for the public about themselves and their work.

• This course will allow the student to demonstrate to a larger audience their relationship of work within their cohort and professional discipline in a public celebration.

    OUTCOME : The student will participate in a public exhibition of their work as a cohort.

For this item :

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        OUTCOME : create a personal goals statement
        OUTCOME : craft a statement i.e. "Once out of the GD program, I'd like to....become proficient at/explore/ learn
the skill of/ work with X group of people/understand better how X (tools, professional work, group dynamic)/learn about X (social, political, economic, place-based condition, group of people, history etc."

Professional goals statement could include:

- type of work
- what skills utilized (tools / techniques/ processes/ idea generation/research/capacity for planning etc.)
- projected professional developement
- desired salary (starting out)
- continued educational goals
- intersection of work and other interests

Personal goals statement could include:

- Lifestyle choices
- Location
- Personal likes/displikes as they relate to above
- Personal relationships