

Art 400 / Practicum

Class meets T-TR / 9:30am-11:25am / Rec 103 / Senior Studio

Email: bdeering @udel.edu

Studio / office Studio Arts Build / Raven Press

Office hours: 2:30-3:30pm, T-TR or by appointment

Description / Overview

This course is designed to introduce 4th year Visual Communications students (seniors) to various aspects of a career in the various positions that is available in the Visual Communications field. The class will address, discuss ideas and encourage conversation of the student's creative development and engage the student that desires to work in the visual communication field as a professional in design, advertising, interactive media, illustration, social media, animation, film, photography and any number of career choices and opportunities. Students will engage and discuss their work with professionals in the field as well as alumni.

Students will be responsible for participating in dialogue, sharing information and documenting discussion content. Along with assigned readings, students will take the initiative to explore issues of interest at a greater depth. Professional guests and discussions on contemporary design related issues.

Structure

The format of this class will be based around the lecture presentation format, with guest professionals and field trips. Students will present their work in class discussion, workshops and exercises. Students must be engaged in the process of presentation in this class and depends on student's involvement and flexibility. Students will be asked to work in a (professional environment), the class will be structured to have some disorganization to it so students can learn to work in a very high energy, fast paced environment with short deadlines.

The student's effort in production should be the highest quality. Students will use Adobe Photo shop, InDesign, Illustrator, and scanning as a means to an end. (Students must have a working knowledge of all software), students must present their work for review and critique digitally on a CD or flash drive.. Importance will be placed on the idea, the concept and how the projects that are given are executed, defined and produced at the highest level. Students need to be self-starters and motivators and know what they want to achieve. Students will work with-in a group to simulate a design studio and work on professional projects through out the campus and in the business community.

Outcomes / course goals / learning objectives

Students will explore, compare and evaluate different possibilities as it relates to the profession and visual communications in all areas as it relates to the creative profession. Students will research the Visual Communications field and job opportunities, careers and explore the market place. Students will express themselves through creative writing and explore internships and a design practice, business and economics of the design profession, as well as production techniques in a number of areas. Apply a model of the creative process to complete a portfolio that is specific to a context and audience in the marketplace and solves a design problem using ideas that are relevant and applicable to the profession. Differentiate and knowledgeably discuss the work of contemporary artists, designers, art directors, design studios, advertising agencies etc. who utilize visual communication media both on and off-screen.

Facilities

There is no access to the building past 2:00 am, please be mindful of others that use the space after you. There are other students that use this room too.

New York City Field Trips

The New York City field trip this semester is on Thursday, October 12th and is part of this class. New York City field trips are an important learning experience for this course & it is part of your grade.

Attendance / Grades

Attendance and participation are mandatory. After three absences your final grade will automatically drop a letter. After four absences, you will not receive a passing grade for this course. Lateness or leaving early will not count as being present for class. Attendance will be taken daily. Participation during class and discussions are MAJOR components of your grade. Since this course is about professional practices, you should be professional in attendance and participation. A completed Website, Resume and the obtaining of an Internship is part of this class.

<http://www.udel.edu/provost/fachb/III-I-I-attendance.html>

<http://ust.udel.edu/content/delawares-grading-system>

Attendance is required and should be 100%. Your upper level students and you know what it takes to move your work forward. All students are required and responsible for turning your work in on time. Having nothing to do in class means you have come unprepared. See the UD attendance guidelines for missing classes above and the attached web address.

Grading is based on assignments, website, and your work in class, participation, attendance, and final review of all work done during the semester. Presentation of assignments, professionalism, portfolio, website, blog are all part of the grading process.

Supplies

Students will determine the materials they will need for their portfolios and this class, the selection of materials will depend on what direction you are going with your work.

Books / Web sites

VC / Internship guidelines

<http://johnsonbanks.co.uk/>

<http://www.pentagram.com/work/#/all/all/newest/>

<https://philadelphia.aiga.org/>

<http://philadelphia.aiga.org/unpaid-internship-pledge/>

<https://philadelphia.aiga.org/membership/membership-rates/>

https://www.amazon.com/Burn-Your-Portfolio-design-school/dp/0321918681/ref=sr_l_fkmr_l_1?s=books&ie=UTF8&qid=1502917431&sr=1-l-fkmr_l&keywords=The+best+portfolio+books+for+graphic+design+students

https://www.amazon.com/Graphic-Design-Thinking-Briefs/dp/1568989792/ref=pd_rhf_se_s_fbc_p_5?encoding=UTF8&pd_rd_i=1568989792&pd_rd_r=B8FF740D8V2CC7BY6V6G&pd_rd_w=x6XZt&pd_rd_wg=HkAJl&pf_rd_i=desktop-rhf&pf_rd_m=ATVPDKIKX0DER&pf_rd_p=3150073222&pf_rd_r=B8FF740D8V2CC7BY6V6G&pf_rd_s=desktop-rhf&pf_rd_t=40701&psc=1&refRID=B8FF740D8V2CC7BY6V6G

https://www.amazon.com/Graphic-Design-Idea-Book-Inspiration/dp/1780677561/ref=pd_sim_l4_5?encoding=UTF8&psc=1&refRID=GD1H379G6FJ5CV9F094D

https://www.amazon.com/Branding-Five-Steps-Michael-Johnson/dp/0500518963/ref=sr_l_1?ie=UTF8&qid=1502917882&sr=8-l&keywords=michael+johnson+branding

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<http://www.commarts.com/>

<https://store.commarts.com/StudentLookup>

