ART 403 – Degree Project – Spring 2020

Course Inf.: College of Arts and Sciences
ART 403
M 5 – 9 pm
REC 304

Instructor Inf.: Professor-Pendleton
Office Hours – 11:35 – 12:30 pm, MW, and 4:30 M, REC 303,
by appointment
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Course Description and Rational
Independent project within Visual Communications disciplines that serves as an in-depth inquiry into a subject of the student’s choice, and directly relates to their intended career pathway. Projects are vetted and reviewed by a committee of faculty who serve as advisors.

Students will engage in explorations in which the outcomes are unknown, and engage in self-assessment, reflection, and analysis that prepares them for future success. It is an expression of the totality of a student’s growth, development, and learning as an undergraduate.

This course is a culmination of design thinking and creativity that began with Core courses (years 1-2) and continued in Advanced Visual Communications courses (years 3-4). As a final semester course, it builds on applicable skills, capabilities, and curiosity to encapsulate a self-motivated approach to the intended career in the field. The Degree Project is the conceptual basis of the graduation portfolio.

Rational of Creative Process
Your own motivation is what makes you successful in this course. Creativity is a process-oriented endeavor; it is a lifestyle that requires a commitment of time. If you desire to make a living doing an art and design-related activity, then you must understand and embrace your own method of creative practice.

Being creative is not something that you make time for or pencil into your schedule to do between certain hours. Creativity is a lifelong pursuit that takes dedication, awareness and a truly open mind. This is one of the things this course is intended to help you learn.

There is in-depth discussion about research, concepts, and deliverables. As future art and design professionals, you are encouraged to develop your individual proficiencies. You will use the VC Lexicon to when discussing your work and the work of your peers.

Objectives
1. Research, analyze, and synthesis historical materials in UD’s Special Collections to develop findings or deliverables appropriate to your career pathway.
2. Demonstrate advanced research strategies and analytic thinking to ask and answer pertinent and fundamental questions to effectively drive the deliverables.

3. Compare and select highly appropriate analog and digital media, tools and materials— to create large finalize design projects specific to contexts and audiences identified in the appropriate direction for the outcomes.

4. Compare, validate, and elevate your methods of creative practice (creative process) through interaction with a creative network or resources and professionals.

5. Refine creativity and design skills to successfully solve design problems and produce and promote innovative work at a professional level.

**Student Accomplishments**

1. Gain a greater sense of Visual Communications history.

2. Demonstrate the ability to research, use critical thinking to develop concepts and carry them forward to finished deliverables.

3. Become more aware of the uniqueness of the design field as applicable to current print and digital media.

**What It Takes in the Art & Design Fields**

Methods of instruction in this course are directed toward requirements and must haves that apply to any and all creative fields of art and design. These require you to grow beyond expectations and outcomes in Core courses to acknowledge other perspectives and increase reliance on your own experience.

**Requirements**

- Creative problem-solving skills that enable you to evaluate a creative approach, brainstorm, and seek unexpected, original and innovative ideas.

- Demonstrated ability to generate multiple art and design explorations and iterate solutions to the satisfaction of creative colleagues and to utilize feedback.

**Must haves**

- Strong verbal communication skills, ability to articulate your creative process, thoughts, ideas and a point of view about your work.

- Self-motivator - you can figure it out and get it done.

- You can work and play well with others.

- Be able to multi-task across different projects at any one time.
**Class Structure**

Degree Project assignments and due dates are described provided both verbally and written. Each day students will need to be engaged in research, analysis, conceptualization and experimentation through the creative process. The computer will be used for research, experimentation and finishing. The use of the computer needs to be purposeful, as opposed to the “automatic go to.”

**Cell Phone Use**

No abuse of cell phones!!! This means cell phones should be put on vibrate, and not out on your desks. **They are distractions to your productivity.**

**Attendance**

Attendance is required and should be 100%. More than three absences will lower your grade ONE WHOLE LETTER GRADE. These three absences include being out sick with a cold. If you are out sick or for some other reason, you are responsible for returning to class with some advancement in your process. You are also responsible for turning the work in on time. **It is possible to fail this course based on poor attendance.**

Having nothing to do in class means you have come unprepared. Coming in late, or skipping out early will also count towards an absence and lower your grade. Attendance will be taken daily. Participation during class discussions are MAJOR components of your grade.

Excused absences require a written note from a physician, include all of the following:

1. Physician’s full name and phone number
2. Physician’s signature
3. Your full name
4. Date of absence
5. Reason for absence

It is your responsibility to be aware of the University’s Attendance Policies, available here:


**Assignments**

Assignments, process work and due dates will be described for the project. **MEET YOUR DEADLINES.** You will need to complete preliminary work according to the semester schedule to stay on track with development of concepts, experiments, and deliverables. This is vital to the completion of the deliverables, and thus adding work to portfolios and final exhibition.
The final semester grade will be based on:

- Strength and thoroughness of research
- 300-word abstract
- Pitch deck consisting of research, concept, and sample deliverables
- 4 – 5 Deliverables
- Preparedness

**Grading**

Evaluation will be according to ideas, concepts, creativity, research, effort, finished form, and craftsmanship. **You are encouraged to inquire about your standing in the course at any time during the semester.**

Grades are assessed at the end of the semester, because of personal assessment of work standards by students. At this level, you should be aware of good a bad work. You will submit final work on a “to be determined” date after the last day of classes. You will also upload work to your websites throughout the semester.

Grading is based on assignments turned in on time; work done in class and preparedness; preliminary work such as comps, sketches, and thumbnails brought to class; your participation; attendance; and final review of all work done this semester. Presentation of assignments reflects attitude and is part of the grade.

Visual work and final grades are higher for those who work in the senior studio space provided on campus. Sharing and communicating ideas between peers is a vital part of the visual communications world. **It starts here...**

**Assignments will be evaluated on the following:**

- **Concept, imagination and creativity** - Depth of ideas explored.
- **Research** – Information exploration of subject matter
- **Effort** – Time and energy applied to process and finished form
- **Craftsmanship** – Structural integrity and attention to details.
- **Finished form** – Appropriateness of finished product and audience.
- **Presentation** - Completed state of the project, how the work is presented and what you have to say about your project and other projects during the critique.

**Final Letter Grade Description**

The following Letter Grade Descriptions detail the criteria for earned grades. Plus, and minus grades fall between the straight letter grades in achievement. To receive a grade of C or better on any assignment, it must be turned in on time unless a prior arrangement has been made or there is an emergency situation.
**A = Outstanding.** Expansive investigation of ideas and excellent composition. All assignments completed on time. Insightful contributions to critiques. Student goes substantially above and beyond minimum requirements. Extraordinary work, extra effort. Work goes beyond assigned expectations, pursues concepts and techniques above and beyond the requirements of the assignment. Risks are taken in the pursuit of creative ideas.

**B = Above Average.** Substantial investigation of concepts and compositions. Insightful contributions to critique. Good technique and evidence of the use of creative process. A “B” is a very good grade, but not outstanding.

**C = Average.** All assignments done competently and completed on time; participation in critique. Creative process is limited. A “C” is an average grade, meaning you did not succeed beyond the average effort of your classmates.

**D = Marginal Work.** Late projects and preliminary work, limited investigation of ideas, incoherent compositions. Limited contributions to critiques. Creative process is lacking.

**F = Unsatisfactory Work.** Course failure due to minimal idea development, disjointed compositions, lack of participation, late assignments, or excessive absences.

**Incomplete Grades**

An incomplete will be granted only in extenuating circumstances. If you have a valid medical excuse or family emergency, and you have completed the bulk of the course work for the semester, an incomplete is possible.

**Academic Honesty**

[http://www.udel.edu/stuguide/10-11/code.html#honesty](http://www.udel.edu/stuguide/10-11/code.html#honesty)

[http://www.udel.edu/provost/fachb/III-1-d-dishonesty.html](http://www.udel.edu/provost/fachb/III-1-d-dishonesty.html)

It is the official policy of the University of Delaware that all acts or attempted acts of alleged student academic dishonesty be reported to the Office of Judicial Affairs. At the faculty member’s discretion and with the concurrence of the student or students involved, some cases, though reported to the Office of Judicial Affairs, may be resolved within the confines of the course. All others will be adjudicated within the Undergraduate Student Judicial System.

It is essential that every faculty member make it clear to students that academic dishonesty will not be tolerated. A brief discussion at the beginning of each term should affirm the importance of academic integrity and indicate that the instructor is aware of the problems of academic dishonesty and is sensitive to it, is willing to clarify as carefully as possible what constitutes plagiarism, and will take action not only to prevent cheating but to bring charges against students suspected of violations.
**Facilities**

Please be mindful of others that must use the space. You are not allowed to cut on the tables. You are responsible for cleaning up your work area when you are in class and when you come in to work outside of class.

Eating and drinking is permitted in the room providing that all trash is put in the waste receptacle, and not left on the tables and floors.

Spraying of fixative or any other toxic materials (spray mount, airbrush paint, etc.) are not allowed in the University’s Design Studio. Adequate ventilation is necessary if you spray mount any work. Do so in the spray booths or outside and not on the brick or pavement right outside the building.

**Special Needs**

Any student who needs special consideration in the course due to a disability of any sort, please make an appointment to discuss accommodations.

**New York City Field Trips**

There will be a trip to New York City in May. You MUST try to attend these field trips because they are an important learning experience for this course.

**Supplies**

Many of the supplies from Core and Advanced courses are used in the course. It is best to purchase supplies according to your needs in creating your project ideas.

**Semester Schedule**

Feb. 10 – Meet in Special Collections at the library – What are We Doing and Why?

17 - Meet in Special Collections at the library - How to Research - What is an abstract? How to Write One

24 - 300 Word Abstract Due – Work in class

Mar. 2 - Abstract Redos - Thumbnails and sketches due of ideas and how they relate to the concepts and deliverables (are they feasible? Do they connect? Why do we care?) - Pitch Deck Discussion

9 - Abstracts & Back to Research

16 – Pitch Deck Rough Drafts - Content, Type, Visuals, Understanding

April 23 – Pitch Deck Due – Week before **Spring Break**

6 - Review Everything – Show rough deliverables

13 – Pitch Deck Review – Work in class

20 - Deliverables Review – Portfolio discussion - Work in class
27 - Deliverables Review – Portfolio discussion
May 4 - Deliverables Review – Work in class
11 - Deliverables Review – Work in class
18 - Deliverables soft critique