ART 403 – Degree Project – Spring 2021

Course Inf.: College of Arts and Sciences
ART 403
M 5 – 9 pm
https://udel.zoom.us/my/philippspendleton

Instructor Inf.: Professor-Pendleton
Office Hours – 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 and other provided archives 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:

http://catalog.udel.edu/content.php?catoid=11&navoid=399

**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.

**Visiting Artists**

Statement on Attending Visiting Artists, Critics, and Curators Lectures and Gallery Exhibits: Art Majors are expected to attend all Visiting Artist Lectures in the Department of Art & Design during the semester. In addition, students are expected to see all the art exhibitions in the department's galleries. As a part of this course, you are asked to bring a sketchbook and take notes. Engaging in dialogue with our guests by asking questions is highly recommended.

To see presentations by our Visiting Artists & Designers, please use Zoom to attend:
- [https://udel.zoom.us/j/92631131466](https://udel.zoom.us/j/92631131466)
- Password: 658721

**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 sprayer booths or outside and not on the brick or pavement right outside the building.

**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.

**Special Needs**

Diverse Learning Needs: Any student who thinks they may need an accommodation based on a disability should contact the Office of Disability Support Services (DSS) office as soon as possible. The DSS office is located at 240 Academy St., Alison Hall Suite 130, Phone: 302-831-4643, fax: 302-831-3261, DSS Website(http://www.udel.edu/DSS/). You may contact DSS at dsoffice@udel.edu.

**Design / Creative Process**

**Initiation**

Creative Brief or Personal Interest
(The initial spark of an idea or central reason/motivation for engaging in a process)

**Definition (Assignment)**

Establishing Purpose / Criteria for Evaluation
(This is your end goal and should not be visual or a certain 'style')

**Ideation / Conceptual Development**

Metaphor, Personification, Mind-Mapping ... to think around the project’s definition

  • Selection
    ... of a strong and identifiable concept (idea) for your form generation

**Exploration / Experimentation**

Unrestricted Play and Making Visual Form to represent your idea(s)
(Defer All Judgement: Make a large quantity of “Stuff”)

Iteration (Composition)
Working through more and more versions (multiple sketches)
(Returning to the Exploration part, yet based on what worked)

  • Selection
    Deciding What Works according to the Definition (Assignment)
Finishing
Making the final outcome reflect the process that you went through to get there, and communicate your idea.

Other Important Information

Academic Honesty
“All students must be honest and forthright in their academic studies. To falsify the results of one's research, to steal the words or ideas of another, to cheat on an assignment, or to allow or assist another to commit these acts corrupts the educational process. Students are expected to do their own work and neither give nor receive unauthorized assistance. “Any violation of this standard must be reported to the Office of Student Conduct. The faculty member, in consultation with a representative from the Office of Student Conduct, will decide under which option the incident is best filed and what specific academic penalty should be applied.”
http://www1.udel.edu/stuguide/17-18/code.html#honesty

Inclusion of Harassment and Discrimination
The University of Delaware works to promote an academic and work environment that is free from all forms of discrimination, including harassment. As a member of the community, your rights, resource and responsibilities are reflected in the non-discrimination and sexual misconduct policies. Please familiarize yourself with these policies at http://www.udel.edu/oei

You can report any concerns to the University’s Office of Equity & Inclusion, at 305 Hullihen Hall, (302) 831-8063 or you can report anonymously through UD Police (302) 831-2222 or the Ethics Point Compliance Hotline at http://www1.udel.edu/compliance.

You can also report any violation of UD policy on harassment, discrimination, or abuse of any person at this site: http://sites.udel.edu/sexualmisconduct/how-to-report/

Title IX Statement
The University of Delaware does not discriminate on the basis of race, color, national origin, sex, disability, religion, age, veteran status, gender identity or expression, or sexual orientation, or any other characteristic protected by applicable law in its employment, educational programs and activities, admissions policies, and scholarship and loan programs as required by Title IX of the Educational Amendments of 1972, the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964, and other applicable statutes and University policies. The University of Delaware also prohibits unlawful harassment including sexual harassment and sexual violence. For inquiries or complaints related to Title IX, Section 504 of the Rehabilitation Act of 1973 and/or the Americans with Disabilities Act, and Title VII and age discrimination please contact:
Degree Project Schedule – Spring 2021

Semester Schedule
Feb. 15 – Special Collections Research Zoom presentation – What are We Doing and Why?
  22 - How to Research - What is an abstract? How to Write One
  1 - 300 Word Abstract Due – Shannon Callery VC’18 visiting speaker
Mar. 8 - 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
  15 - Abstracts & Back to Research
  22 - Pitch Deck Rough Drafts - Content, Type, Visuals, Understanding
April 29 – Pitch Deck Due – Week before
  5 - Review Everything – Show rough deliverables
  12 – Pitch Deck Review – Work in class
  19 - Deliverables Review – Portfolio discussion - Work in class
  26 - Deliverables Review – Portfolio discussion
May 3 - Deliverables Review – Work in class
  10 - Deliverables Review – Work in class
  17 - Deliverables soft critique