

Art 409 / Design (Studio) Contexts

Visual Communication / Deering
Recitation 103 / Senior Studio
302.528.8528 cell bdeering@udel.edu
Office hours / T-TR 3:00pm-3:30pm

Description

This course is designed to introduce you to a working environment and to embrace projects that will gain you experience as if you were in a real situation as if it was design studio or advertising agency. You will work in teams and work in a team environment. This experience will help you gain experience in a real life situation. Students will work on self-motivated projects that will broaden their portfolio as well as their experiences. The work produced will be broadening your portfolios as you prepare for your internships.

Structure

Students will define and in propose in writing 3 projects for the semester, a resume and a web site. Students will work in collaboration with other student's teams are highly encouraged. Guest speakers will be joining the class for presentations and guest critiques. This class meets M-W 3:30pm-5:30pm. You must attend these classes and be prepared to work in class. You must eat before class or bring something with you students will not be allowed to leave during class.

The format of this class will be based around working in a studio, lecture, presentation format, with guest professionals. Students will present their work in a team situation. Students must be engaged in the process of presentation and class depends on the 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 and students must present their work for review and critique. 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. This is a senior level class.

Students will work with-in a group to simulate a design studio and work on professional projects throughout the semester, 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.

Requirements

Three assignments, in-depth explorations for your portfolios
An updated portfolio online / website
Resume / business card

A list of places you want to intern, design, advertising, interactive companies by October 1st

We'll have guest speakers for presentation and critique

The NY CITY field trip is scheduled for Wednesday, October 3rd, class meets in NY that day, sign up in the Art office, \$38.00.

Attendance

Participation is mandatory. After three absences your final grade will automatically drop a letter. After four absences, you will not receive a passing grade for the 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.

Attendance and Grading Guidelines

Your attendance in this class is mandatory, (See University Guidelines), only an excused absence (in writing) is acceptable. Religious holidays, illness (doctors note) and personal family problems or situations are understandable and noted as an acceptable excuse. You will be required to present acceptable documentation for missing a class. Two unexcused absences are allowed, after your second unexcused absence, grades will be lowered half a letter grade for each absence from your final grade. Three unexcused absences from class, at the (instructors option), result in an involuntary withdrawal. .

There is no access to the building past 2:00AM, Public safety at 831-2222 for entry. Students are not allowed to work or be in the building alone. This means if you're the only one in the building when everyone leaves you must leave with the others, NO EXCEPTIONS... your safety is very important to us. Students should not walk home alone, call 831-2222 for an escort.