



Art 403 / Degree Project Syllabus

Spring 2022
Monday 6:30 - 9:30, 113 Recitation Hall
Instructor: Bill Starkey
Office hours by appointment

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1. INSTRUCTOR INFORMATION

Bill Starkey (he/him)

Email: bstarkey@udel.edu

Website: billstarkey-creative.com

Office hours: By Appointment via Zoom

Zoom Link: <https://udel.zoom.us/my/bstarkey>

About the Instructor:

Bill is a student of the history of design and advertising, dedicated to positively impacting the future of the industry. Over 25 years a journeyman, his professional career has found him working with brands of all sizes including Under Armour, BNY Mellon, Sealy, HBO and Virgin. He is currently the Executive Creative Director at quench in Philadelphia where he leads teams responsible for traditional, digital and social media efforts for clients in the food and beverage space. His work has been featured in numerous national and international publications and award shows. Bill also sits on the board of AIGA Philadelphia and lectures on advertising, portfolio preparation and research-based design at the University of Delaware (his alma mater). Bill lives in South Philadelphia, with his wife Heidi and Buster Brown the Shih Tzu.

2. COURSE DESCRIPTION

DEGREE PROJECT Component: Studio

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.

Prerequisites

PREREQ: C- or better in ART 402 and ART 409. RESTRICTIONS: Visual Communications Majors only.

Repeatable for Credit: N Allowed Units: 3 Multiple Term Enrollment: N Grading Basis: Student Option

Course Delivery

Class will meet in person, Monday evenings in 113 Recitation Hall. Classes will consist of lecture, in class work, discussion, presentation and critique. Some classes will be held at Special Collections at the Morris Library.

Course Description and Rationale

This course presents students with the opportunity to create an 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 path of study.

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. The final project will be an expression of the totality of a student's growth, development, and learning as an undergraduate.

Objectives

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.

The degree project consists of four phases:

Inspiration – in the form of materials selected from the University Library's Special Collection Dept.

Articulation – the form of a 200-300 word abstract

Execution – at least 4-5 creative samples articulating a research-based story that you feel needs to be told

Presentation – A presentation document (keynote) summarizing the process and creative justification of the entire project.

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. Creativity is a lifelong pursuit that takes dedication, awareness and a truly open mind. It takes considerable practice, and the occasional uncomfortable leap into the unknown. It takes the elimination of the fear of failure, or fear of the new. Being creative is also not something that you make time for or pencil into your schedule to do between certain hours. You must be always on, always searching, connecting ideas, thinking. This is one of the things this course is intended to help you learn.

This course is also an in-depth discussion about research, concepts, and storytelling through design deliverables. As future art and design professionals, you are encouraged to develop your individual proficiencies as well as your individual voice. You will use the VC lexicon when discussing your work and the work of your peers.

Through the semester journey you will:

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 storytelling.
3. Compare and select the 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.

What it Takes to be in the Art and Design Field

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; methods which require you to grow beyond expectations and outcomes in Core courses to acknowledge other perspectives and increase reliance on your own experience. Successful movement through this course requires:

- Creative problem-solving skills that enable you to evaluate a creative approach, brainstorm, and seek unexpected, original and innovative ideas.
- The ability to generate multiple art and design explorations and iterate solutions to the satisfaction of creative colleagues and to utilize feedback.
- Strong verbal communication skills, ability to articulate your creative process, thoughts, ideas and a point of view about your work.
- Self-motivation - you can figure it out and get it done.
- Collaboration and teamwork. Design is a team sport. You need each other to get better. All of you are better than any one of you. Be open, honest, fair and unbiased with your feedback and interaction.
- Be able to multitask across different projects at any one time.

3. LEARNING OUTCOMES

1. Gain a greater sense of Visual Communications history through interaction with classical and novel materials.
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.

4. LEARNING RESOURCES

There will be a good amount of writing as part of this course. While difficult for some designers to master, it is imperative that you gain the ability to deliver your ideas in a clear and concise manner written with clarity and purpose. A few writing resources that I have found useful:

Owl Purdue

Purdue University's online writing center offers a deep base of knowledge for academic writing, and it is openly accessible to all online: https://owl.purdue.edu/owl/purdue_owl.html

UD Writing Center

The University of Delaware writing center offers free individual and small-group tutoring, workshops on writing, and other writing support to all UD students. See <https://writingcenter.udel.edu> for more.

Optional Reading

Although not required, a great resource. This is [available](#) at the Morris Library:

Heller, Steven, *Writing and Research for Graphic Designers*, Rockport Publishers, Print. 2012

Supplies

Supplies for your project will be dependent on the final project. 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.

Technology

A quick note on design technology and tools: **Avoid the Computer Trap!** 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." Sketches and drawings are necessary to explore ideas BEFORE finalization via digital means. Document all of your sketches. Keep a notebook, notecards and method of organizing these thoughts. Take photos of these materials with your mobile device and record them as part of your process. A good idea on paper is worth 1000 times more than a mediocre idea executed digitally.

Canvas: In this class, Canvas, UD's online learning management system, will be used for all course activities and communication channels. All assignments will be posted through the Canvas as well as email site unless otherwise directed. Assignments will also be discussed and delivered in person in class. Information on how to use Canvas is available through the [Canvas Student Guide](#). Canvas can also be accessed via [MyUD](#).

Zoom: In this class, Zoom will be used for video conferencing. You will receive a meeting invitation with a specific web link and meeting ID number for use in this class. Zoom is a web-based application that can be used from a computer, tablet, or phone. From a computer, click the class web link and be sure to install the small program that will download to your computer. You only need to install the program once. From a mobile device, download the free Zoom app and type in the class meeting ID number. A microphone and camera are recommended for online meetings. Information on how to test your computer's audio and video can be found on [Zoom's website](#). Learn more info about [Zoom at UD](#).

Student Hours (aka: Office Hours)

Office hours will be made available to students via appointment. Please email me at bstarkey@udel.edu to schedule. I have set aside time on Wednesday evening, but with enough notice, I can

Additional Learning Resources

Attending Visiting Artists, Critics, and Curators Lectures and Gallery Exhibits:

Art & Design majors are expected to attend all Visiting Artist & Designer Lectures in the Department of Art & Design during the semester. In addition, students are expected to see all the 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.

Field Trips:

Academic field trips are an important—and enjoyable—element of education. They often significantly enhance the content of a course by providing a type of information hard to convey in the classroom. Site visits to museums, galleries, contemporary art centers, design studios, and advertising agencies help to contextualize and enhance understandings of contemporary and historical practice. Students are strongly encouraged to attend.

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.

5. LEARNING ASSESSMENT

Final Grade Breakdown

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 unexcused 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.

Students will be assigned the following letter grade based on the calculation coming from the course assessment section.

Grade	Interval
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A	[[94.0 and above]]
A-	[[90.0 to <94.0]]
B+	[[87.0 to <90.0]]
B	[[84.0 to <87.0]]
B-	[[80.0 to <84.0]]
C+	[[77.0 to <80.0]]
C	[[74.0 to <77.0]]
C-	[[70.0 to <74.0]]
D+	[[67.0 to <70.0]]
D	[[64.0 to <67.0]]
D-	[[61.0 to <64.0]]
F	[[<61.0]]

6. COURSE CALENDAR

Feb. 7	What are We Doing and Why? - Introduction, Syllabus, List making (Virtual Meeting)
Feb 14	Inspiration Set (Meet at Morris Library Special Collections)
Feb 22	How to Research - What is an abstract? How to Write One (Recitation 103)
Feb 28	First Abstracts Due – Direction Selection.
Mar 7	Abstract Revisions- 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?)
Mar 14	Final Abstracts Due - Pitch Deck Discussion
Mar 21	Pitch Deck Rough Drafts - Content, Type, Visuals, Understanding
Mar 28	SPRING BREAK - NO CLASSES
Apr 4	Pitch Deck Due – with abstract, research, inspiration set, ideas for deliverables direction
Apr 11	Review Everything – Show rough deliverables
Apr 18	Pitch Deck Review – Work in class
Apr 25	Deliverables Review – Portfolio discussion - Work in class
May 2	Deliverables Review – Portfolio discussion
May 9	Deliverables Review – Work in class
May 16	Pre final Deliverables / soft critique
May 24	Final Due

7. COURSE POLICY

Attendance

You are also responsible for turning the work in on time. Having nothing to do or nothing new to show 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.

This class meets once a week. Attendance is required and should be 100%. However, in the world in which we currently live, there are reasons for an absence. You will be required to make the necessary steps to advise of your absence BEFORE class begins. More than three absences without notice will lower your grade ONE WHOLE LETTER GRADE. It is possible to fail this course based on poor attendance. 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> Note that it is the policy of the University of Delaware not to cancel classes on religious holidays. However, students are encouraged to exercise their own judgment pertaining to their attendance on religious holidays and are urged to remind the instructor of their intention to be absent on a particular upcoming holiday.

It is also your responsibility to be aware of the University's Covid-19 policies and protocols. Please visit UD's main coronavirus webpage for updates on public health and the University's guidance. If you are sick or miss class for some other excused reason, you are still responsible for returning to class with work completed as defined by the course schedule. I will make every effort to meet with you over the course of the week in order to keep you on track, but all interaction must be initiated by you.

Absences on religious holidays listed in university calendars are recognized as an excused absence. Nevertheless, you must remind me of your intention to be absent on a particular upcoming holiday. Absences on religious holidays not listed in university calendars, as well as absences due to athletic participation or other extracurricular activities in which students are official representatives of the university, shall be recognized as excused absences when the student informs the instructor via email during the first two weeks of the semester of these planned absences for the semester.

Communication

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.

Student Mental Health & Wellbeing

In addition to impacting your overall well being, diminished mental health can interfere with optimal academic performance. If this course is causing or contributing significant mental or emotional stress, then please reach out to me directly. However, problems with other parts of your life can also contribute to decreased academic performance. UD's Center for Counseling & Student Development (CCSD) provides cost-free and confidential mental health services to help you manage personal challenges that threaten your emotional or academic well-being. Remember, getting help is a smart and courageous thing to do -- for yourself and for those who care about you.

- Contact me
 - If you are struggling with this class, please check-in during office hours or contact me by email at bstarkey@udel.edu
- Check-in with your academic advisor
 - If you are struggling in multiple classes, unsure whether you are making the most of your time at UD, or unsure what academic resources are available at UD.
- UD's Center for Counseling & Student Development and UD Helpline
 - CCSD is open and available remotely, and 24/7 mental health support remains available on the UD Helpline at 302-831-1001 for any student in need of someone to talk to. Visit [CCSD's website](#) for additional information and resources.
- UD's Crisis Text Line
 - Text "UDTEXT" or "STEVE" at 741741 for students of color to connect with confidential text message support.
- Division of Student Life
 - Explore the Student Life's [Wellbeing webpage](#) for a comprehensive listing of well-being resources, activities and services available to all students.

UD Policies

The Safety of Our Learning Environment

Student learning can only occur when students and their instructors feel safe, respected, and supported by each other. To ensure that our learning environment is as safe as possible, and in keeping with CDC guidelines to slow the transmission of COVID-19 and the University of Delaware's Return to Campus Guidelines (Health and Safety Section), we will adhere to the practice of wearing face masks and cleaning your seat and desk area at the beginning of class. This means that you:

- Must wear a cloth mask that covers your nose and mouth
- Must not eat or drink in class
- Upon entering the classroom, wipe down your seat and desk area

As necessary, the University may announce modifications to these practices. Please check the University's website for covid procedures and protocols for more information at <https://www.udel.edu/home/coronavirus>

Academic Integrity

Please familiarize yourself with UD policies regarding academic dishonesty. To falsify the results of one's research, to steal the words or ideas of another, to cheat on an assignment, to re-submit the same assignment for different classes, 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. Complete details of the university's academic integrity policies and procedures can be found at sites.udel.edu/studentconduct/sgup/ Office of Student Conduct, 218 Hulliher Hall, (302) 831-2117. E-mail: student-conduct@udel.edu

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 www.udel.edu/oei. You can report any concerns to the University's Office of Equity & Inclusion, at 305 Hulliher Hall, (302) 831-8063 or you can report anonymously through UD Police (302) 831-2222 or the EthicsPoint Compliance Hotline at www1.udel.edu/compliance. You can also report any violation of UD policy on harassment, discrimination, or abuse of any person at this site: sites.udel.edu/sexualmisconduct/how-to-report/

Faculty Statement on Disclosures of Instances of Sexual Misconduct

If, at any time during this course, I happen to be made aware that a student may have been the victim of sexual misconduct (including sexual harassment, sexual violence, domestic/dating violence, or stalking), I am obligated by federal law to inform the university's Title IX Coordinator. The university needs to know information about such incidents to, not only offer resources, but to ensure a safe campus environment. The Title IX Coordinator will decide if the incident should be examined further. If such a situation is disclosed to me in class, in a paper assignment, or in office hours, I promise to protect your privacy--I will not disclose the incident to anyone but the Title IX Coordinator.

For more information on Sexual Misconduct policies, where to get help, and reporting information, please refer to www.udel.edu/sexualmisconduct. At UD, we provide 24/7/365 crisis assistance and victim advocacy and counseling. Contact 302-831-1001 to get in touch with a sexual offense support advocate, as well as confidential and anonymous counseling services for other concerns.

Accommodations for Students with Disabilities

Any student who thinks he/she may need an accommodation based on a disability should contact the Office of Disability Support Services (DSS) office as soon as possible. Students who have documentation of their need for accommodation should register via the SAM platform: andes.accessiblelearning.com/UDEL/. Reach DSS in the following ways: Phone: 302-831-4643, fax: 302-831-3261, [DSS website](#). Email: dssoffice@udel.edu or visit at 240 Academy Street, Alison Hall Suite 130.

During COVID-19, Disability Support Services staff are available remotely. Please call 302-831-4643 during business hours (8-5 M-F) or email dssoffice@udel.edu for assistance.

Non-Discrimination

The University of Delaware does not discriminate against any person on the basis of race, color, national origin, sex, gender identity or expression, sexual orientation, genetic information, marital status, disability, religion, age, veteran status 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 non-discrimination policies, please contact: Office of Equity & Inclusion-
oei@udel.edu, 305 Hullihen Hall Newark, DE 19716 (302) 831-8063

For complaints related to Section 504 of the Rehabilitation Act of 1973 and/or the Americans with Disabilities Act, please contact: Office of Disability Support Services, dssoffice@udel.edu, Alison Hall, Suite 130, Newark, DE 19716 (302) 831-4643 OR contact the [U.S. Department of Education - Office for Civil Rights](#)