ART 491: SENIOR CAREER DEVELOPMENT AND GRAPHIC DESIGN SHOWCASE   course syllabus

Art 491: Senior Career Development and Graphic Design Showcase

Spring Semester 2013
Mon/Wed 2:00 – 4:15 pm

Instructors: Amy Cannestra   Matthew Grsoehk
              187 NFAC   186 NFAC
              acannest@uwsp.edu   mgroshek@uwsp.edu

Course Description

4 cr. Preparation of senior portfolio (graphic design emphasis). Studio work to enhance and complete student portfolio: organization and participation in the Graphic Design Senior Portfolio Exhibition; faculty evaluation of exhibition.

Course Requirements and Grading

Students are required to be in class, complete all class work in a timely and accurate manner, make quality presentations, and participate in class discussions, work sessions, presentations, and critiques.

Students are expected to attend class. Every absence will have an effect on the quality of your work, especially in this class, which has very few scheduled work days. Class will start promptly. You will be counted as tardy after five minutes and two tardies will count as one absence. Three absences will result in the loss of one letter grade. Not having required work for any scheduled critique will count as an unexcused absence, but you should still attend and participate in class.

Grades will be based on quality of work, effort, participation, improvement, concept development, and craft. All projects must be completed for a passing grade. Grades will be determined in part by the graphic design BFA committee.

If you have any concerns about meeting the requirements for this course, please see the instructor as soon as possible.

Course Method and Projects

This class is scheduled as a critique/discussion class, and little time will be provided to work on projects during class. Projects are primarily self-directed, and the schedule is very aggressive. Time management is the responsibility of the student.

The following projects are required:

1. **Statement of goals and interests**
    • Each student will develop a written statement reflecting on their professioal goals: strengths, weaknesses, interests, aspirations, etc. in relationship to the field of design. This statement should be insightful and will provide direction for portfolio development, the senior project, the self promotional package, and post-graduation work.

    Goals, ambitions, and interests can take many shapes and forms. None are better or worse than others. The important thing is to be honest, so we can help guide you in the right direction and help you get where you want to be.

    Please explore the required text for the class as a reference for understanding some of the professional options available in the field of graphic design.

2. **Self-directed original research-based senior project**
    • Choose topic for exploration – something you are interested in learning about or researching
    • Write a research proposal, clearly and briefly outlining what you will explore and how you plan to do the research
    • Prepare a professional presentation of research findings and present to class
    • Develop written project brief outlining project concept, content, goals, process, calendar, and scope. Proposal will be presented to class along with research. Final proposal must be approved by faculty before beginning work.
    • Project should be considered at a scale representative of a senior project (approx. 2 credits work)

3. **A personal self-promotional package**
    • Cumulative portfolio consisting of 12+ projects
    • PDF portfolio, ready for email
    • Resumé, business card, sample cover letter
    • Working self-promotional web portfolio
    • Consider additional promo material (web presence, leave-behinds, additional samples, social media, etc)

ART 491: SENIOR EXHIBITION IN GRAPHIC DESIGN

Showcase and Portfolio

The UWSP Department of Art and Design Graphic Design Portfolio Showcase is an annual event which provides a venue for students to present their BFA portfolio work to faculty, professionals, potential employers, family, and community members.
This year's showcase will be held in the NFAC Courtyard from on Friday, May 10 from 4–7pm. (unless students collectively select a different venue(s) and times.)

The showcase will be designed by the students from both sections of the class. All students will gather on Jan. 30 to brainstorm identity, organize and plan this event. Additional meetings will be held throughout the semester outside of class (see calendar)

Students will work through the semester with faculty and the graphic design BFA portfolio committee to edit and develop their portfolio. The final portfolio is to consist of 12+ projects which will be prepared for presentation. It may develop from work completed in previous classes, but will also include a substantial portion of re-worked or new projects completed this semester. A final complete portfolio must be approved by the committee at the final review for participation in the Portfolio Exhibition.

Senior Project

Each student will be responsible in this course for completing a self-directed senior project. The project content, concepts, process, and product are to be determined by each students' interest and goals. This project will develop from an exploration of and presentation of research about a topic of interest. Students will present their research to the class along with a 100-300 word written project proposal which will outline the conceptual nature of the proposed project, the goals of the project, the methods and media that will define the process, a project calendar, and a description of the anticipated outcome. The research presentation should clearly represent what you have learned about your project topic, and develop into a direction for the senior project, including sketches.

The presentation and project statement will create the criteria for evaluating the final senior project.

Students will be responsible for developing, maintaining, and sharing their own schedule in the completion of the senior project. There will be required group critiques scheduled throughout the semester (see calendar) for feedback on the process.

Course Schedule

Jan. 23	course intro – self promo discussion – senior project discussion – goals statement writing exercise draft due
Jan. 28	present goals statement and all portfolio work to class for feedback and editing
Jan. 30	present goals statement and all portfolio work to class for feedback and editing goals statement (complete and typeset) due event planning meeting (after class)
Feb. 04	discuss web/screen, images/blurbs individual mtgs with instructors to discuss research topic and potential outline
Feb. 06	discuss resumé, biz card, cover letters, web-site and self-promo material individual mtgs with instructors to discuss research topic and potential outline promo committee meeting (after class)
Feb. 11	senior project research topic, process, and outline due event committee meeting (after class)
Feb. 13	resumé draft, letter drafts, images/blurbs draft due
Feb. 18	present senior project research to class
Feb. 20	present senior project research to class
Feb. 25	portfolio workshop with GD committee
Feb. 27	portfolio workshop with GD committee
Mar. 04	portfolio workshop with GD committee
Mar. 06	share/discuss developing self promo packages with class senior project proposal with calendar due
Mar. 11	share senior project goals and process with class individual mtgs with instructors
Mar. 13	individual mtgs with instructors
	March 18-22 SPRING BREAK
Mar. 25	share/discuss self promo package and working website
Apr. 01	images and blurbs digitally organized for committee in pdf, html format due event committee meeting (during class) promo committee meeting (during class)
Apr. 03	portfolio presentation to GD committee
Apr. 08	portfolio presentation to GD committee
Apr. 10	individual meetings with instructors
Apr. 15	individual meetings with instructors
Apr. 17	individual meetings with instructors event committee meeting (after class)
Apr. 22	present senior project comps to class promo committee meeting (after class)
Apr. 24	present final complete resumé, biz card, letter, website, and other self-promo to class
Apr. 29	present final complete resumé, biz card, letter, website, and other self-promo to class
Apr. 29	present final portfolio to GD committee
May 01	present final portfolio to GD committee
May 06	present final senior project to class event and promo committee meeting (after class)
May 08	present final portfolio to class final resumé, letter, biz card, pdf due.
May 10	day of exhibition Noel Fine Arts Center Courtyard 4–7pm

ART 491: SENIOR EXHIBITION IN GRAPHIC DESIGN

sample job titles

designer
art director
advertising design
publication design
production design
pre-press production design
magazine / editorial design
logo/identity design
marketing design
public relations design (PR)
event design newspaper design
map design
charts and info-graphics design
exhibition design (trade shows, kiosks, etc)
signage / way-finding design
museum exhibit design
performing arts graphics / promo
film designer
photography design / photo assistant
photo production / editing
packaging design
labeling design
presentation design
branding design
programming design
instructional design
educational design
exhibition design
copywriter proofreader designer
digital illustration
illustration
creative editor
product development
sign design and production
architectural graphics
design fabrication
web design - front end
web development - back end
web content development
interactive design
interface design
mobile/web design
web app design / development
intelligent media design
experience design
user-interface design (UI)
user-experience design (UX)
design consultant
account representative
sales / customer service
public relations designer
project manager
project leader

placement considerations

design businesses
business with design component
agency
  ad agency
  design agency
in-house
  corporate in-house
  small business in-house
  not-for-profit in-house
freelance
  contract work
  spec work
  work-for-hire
independent design business
  what kinds of clients?
consulting
design co-op

job search forums

linkedin.com
behance.net
designjobs.aiga.org
coroflot.com
authenticjobs.com
designrelated.com
freelanceswitch.com
smashingmagazine.com
freshwebjobs.com creativehotlist.com
krop.com
monster.com
bigshoesnetwork.com
artjob.org
jobs2careers.com
simplyhired.com
authenticjobs.com
designrelated.com
freelanceswitch.com
smashingmagazine.com
freshwebjobs.com

web portfolio resources

behance.net
cargocollective.com
wordpress.com
blogspot.com
tumblr.com
krop.com
jobrary.com
carbonmade.com
portfoliobox.net
viewbook.com
pixpa.com

Course structure
• This course will allow the student to understand their existing skills and approach to design that they have developed within their academic career at UWSP (This includes both work within the classroom, and outside of it).
     OUTCOME : identify professional skills; share work with others as evidence for this.

• This course will allow students to identify their desire for professional work and personal life goals.
This goal identification will acknowledge both their existing skills, and will ask them to shape a statement for continued professional developement. (new skills, design approaches, new learning opportunities, etc.)
     OUTCOME : create a professional goals statement
     OUTCOME : create a personal goals statement
     OUTCOME : craft a statement i.e. "Once out of the GD program, I'd like to....become proficient at/explore/ learn the skill of/ work with X group of people/understand better how X (tools, professional work, group dynamic)/learn about X (social, political, economic, place-based condition, group of people, history etc."

• This course will allow the student to identify a potential work activity for themselves (job/continued education/ blended work approach)
     OUTCOME : Identify potential career/job/ educational opportunity of interest

• This course will allow a student to investigate something of interest to them.
     OUTCOME : Identify research subject of interest
     OUTCOME : Intiate a research program

• This course will allow a student an opportnity to communicate their research finding to an audience outside of the GD/COFAC body.
     OUTCOME : Complete research findings and create a communication that is "public".

• This course will allow the student to identify three existing jobs (currently advertised), and to apply for them as a role playing exercise.
     OUTCOME : The student will apply for the job by creating application materials

• This course will allow the student to shape an appropriate portfolio and collateral materials that align with these goals
     OUTCOME : The student will create an appropriate Resume, Cover Letter, Online presence, Digital Portfolio and Hardcopy Portfolio materials. They will also develop a brand identity and related materials i.e. logo/mark, business card, visual representation of self.

• This course will allow students to refine these materials through feedback meetings with faculty.
     OUTCOME : All materials will improve in both form and content

• This course will allow students (through role playing), to engage a mock interview for the potential work they desire.
     OUTCOME : The student will become more proficient at communicating their skills, experience and professional identity toward a potential employment/educational opportunity

• This course will allow the student to work collaobrtaively withn their cohort to imagine, design and impliment a public communication of their work to a larger public.
     OUTCOME : The student will work with others to create the necessary materials to host a professional event for the public about themselves and their work.

• This course will allow the student to demonstrate to a larger audience their relationship of work within their cohort and professional discipline in a public celebration.
     OUTCOME : The student will participate in a public exhibition of their work as a cohort.

For this item :

• This course will allow students to identify their desire for professional work and personal life goals.
This goal identification will acknowledge both their existing skills, and will ask them to shape a statement for continued professional developement. (new skills, design approaches, new learning opportunities, etc.)

OUTCOME : create a professional goals statement
OUTCOME : create a personal goals statement
OUTCOME : craft a statement i.e. "Once out of the GD program, I'd like to....become proficient at/explore/ learn the
skill of/ work with X group of people/understand better how X (tools, professional work, group dynamic)/learn about
X (social, political, economic, place-based condition, group of people, history etc."

Professional goals statement could include:

- type of work
- what skills utilized (tools / techniques/ processes/ idea generation/research/capacity for planning etc.)
- projected professional developement
- desired salary (starting out)
- continued educational goals
- intersection of work and other interests

Personal goals statement could include:

- Lifestyle choices
- Location
- Personal likes/displikes as they relate to above
- Personal relationships