

Art 49806 4KN Senior Thesis (BFA only)

Advanced design seminar in which students develop a sustained individual project in a major area of concentration (print, internet, multimedia). This semester-long project is designed to encourage extended development and the synthesis of communication skills and related design disciplines. Additionally, collateral promotion and presentation materials will be created to support the project. The final requirement for graduation, the thesis project will be presented in an exhibition and in oral presentation to faculty and invited critics. Prerequisite: completion of all major requirements for the BFA. 6 cr./6 hr.

The syllabus and weekly handouts will be posted on the website as PDF files:
<http://www.annetteweintraub.com/courses/49806/49806.html>

Course Content

The Thesis should represent a significant body of independent creative work. It can take many different forms or combinations of forms: print, publication, Web, interactive multimedia, or animation. The specifics will vary greatly from project to project.

Possible Project Areas

Print projects:

Corporate Identity or Advertising: at least 12 different completed designs—ads or collateral material. Poster design projects should include at least 8 design components appropriately mounted.

Book or magazine design, at least 15 pages of content. Projects must be fully printed and bound.

Imaging or Digital Photography, a portfolio or installation of 12-15 images, appropriately printed and presented in book, installation or other format

Screen-based projects:

Web projects, incorporate a range of different media (images, animation, sound, scripting, interactivity), over at least 12 pages or screens. Web projects must be fully functional on-line, either through our web server, or from an outside web site provider.

Interactive multimedia projects: for interactive projects, include a range of media (as for Web projects), extending over at least 15 screens. If the project is a game or other entertainment application, then the scope and function should be of a significantly advanced level. Interactive multimedia projects must be presented on CD-ROM and be fully tested and functional. They must include cover graphics and user instructions and must be cross-platform, i.e. work on both Mac and PC.

Animation and digital video projects, 3D: for motion graphics or animation projects, develop at least 3-5 minutes of original video material. For 3D projects: sketches of models, storyboard, script/storyline, examples of painted textures, sound, prints of rendered frames, 1 minute animation with titles. Presented either on VHS, CD-ROM/DVD, or as streaming video.

All screen-based projects should include collateral materials: CD cover graphics, poster, screen prints, labels, accompanying brochure or other items TBA.

Documentation of project materials:

Projects must include documentation of the work process, including proposals and briefs, sketches, page/screen templates, storyboards and final pieces. Documentation will be in book form AND on CD.

Design a document template that will include your name, date of item, version/revision number. Use .5 margins, develop a placement grid, using fonts and design elements consistent with your overall style. Keep the name/date info unobtrusive. This format constitutes the 'identity system' for your thesis.

General Requirements

2 unexcused absences only before a grade reduction
three latenesses=1 absence

minimum 9 hours of lab time weekly

purchase textbooks and bring to class by week 2

Incompletes are only granted for medical or legal reasons and must be requested before the final review date

Incompletes can only be changed by the Academic Standards Committee.

Grading

A or B grades are passing;
C is a failure in Thesis.

The grading criteria for Thesis is more rigorous than for regular courses

Grades are given based on:

- creativity of concept
- originality of source materials
- understanding the design process: providing multiple concepts, making revisions, showing development in later versions.
- ability to work independently
- clarity of written support
- process documentation of work stages
- quality of execution
- quality of presentation

It's essential that students make back-ups of their work files. Lost or missing work will not receive a grade.

Books

Required

One Step Ahead Editing and Revising Text, Jo Billingham, Oxford Press, 2002.

Problem Solved, Michael Johnson, Phaidon, 2001.

Design Research, Brenda Laurel, MIT Press, 2003.

Recommended

Print:

Logo Design That Works: Secrets for Successful Magazine Design, Lisa Silver, Rockport Publishers. (print)

Magazine Design That Works: Secrets for Successful Magazine Design, Stacey King, Rockport Publishers. (print)

Identity Design That Works, Cheryl Dangel Cullen, Rockport, 2003.

Screen:

Web Redesign: Workflow That Works, Kelly Goto, Emily Cotler, New Riders. (screen)

Type in Motion, Innovations in Digital Graphics, Jeff Bellantoni, Matt Woolman, Rizzoli. (screen)

3D Graphics and Animation, Mark Giamb Bruno, New Riders. (screen)

New Masters of Flash, Yugo Nakamura, Friends of Ed, 2000.

Pause and Effect: the Art of Interactive Narrative, Mark Meadows, Pearson Education, 2002.

Other Resources

Publications

Metropolis, *I.D. Magazine*, *Step-by-Step Graphics*, *HOW Magazine*, *Communication Arts*, *Graphis Magazine*, *Adbusters*.

Books

Looking Closer, Critical Writings on Graphic Design (theory), Bierut, Drenttel, Heller, Diamond ed., Allworth Press and AIGA, 1994.

Graphic Style, Victorian to Post-Modern (design reference), Heller & Chwast, Abrams, 2000.

Image sources

Picture Collection, New York Public Library
Royalty-free image collections

Materials :

presentation materials will be assigned as needed