

San José State University
Department of Art & Art History
ART 198, BFA Seminar, Section 2, Spring, 2017

Course and Contact Information

Instructor:	Mel Day
Office Location:	Art 317
Telephone:	Email preferred
Email:	Melissa.day@sjsu.edu
Office Hours:	Tuesdays: 1:30-3pm
Class Days/Time:	Tuesday, 6-8:45pm
Classroom:	Art 141
Prerequisites:	Prior acceptance in the BFA Program
Department Office:	ART 116
Department Contact:	Website: www.sjsu.edu/art Email: art@sjsu.edu

Course Format**Faculty Web Page and MYSJSU Messaging**

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas Learning Management System course login website at <http://sjsu.instructure.com>. You are responsible for regularly checking with the messaging system through MySJSU at <http://my.sjsu.edu> (or other communication system as indicated by the instructor) to learn of any updates. All written work must be submitted via Canvas by the beginning of class (unless stated otherwise) in PDF format only and images must be jpgs less than 250KB in size. Canvas will also be used for announcements about gallery openings, studio visits, cultural events, deadlines and changes to the course schedule. Please make sure your Canvas contact works.

Course Description

Preparation for the BFA project and postgraduate career planning, this course will lay the groundwork for creative action through in class assignments, presentations, critiques, class discussions, readings, webinars, studio visits or visiting artists, field trips (likely on-campus) and strategic planning. This class will also give students insight into how to approach career opportunities in a professional and successful manner. Students will create an artist packet which will include the following components: artist statement, CV, project proposal, cover letter, and online portfolio. Students will be required to present and articulate their ideas through the critique of their own and others work and prototype their BFA exhibition through a written proposal and tech specification.

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

1. Articulate their processes and methods as working artists in the 21st century through written, verbal and visual means
2. Participate in seminar discussion through readings, critique, and visual analysis
3. Prototype their BFA exhibition through a written proposal and tech specification
4. Generate an online artist portfolio
5. Write an effective elevator pitch, artist statement, cover letter, proposal, bio and a CV/ resume
6. Give a formal visual presentation, with discussion, of their artwork in class
7. Work within deadlines, completing projects by agreed upon dates / times

Required Texts/Readings

Living and Sustaining a Creative Life by Sharon Loudon, Intellect Books, © 2013

Any other required readings and media links will be uploaded to Canvas.

Recommended Readings

The Artist's Guide: How to Make a Living Doing What You Love by Jackie Battenfield, Da Capo Press, © 2009

Required Materials

You are required to purchase one lined notebook or binder for readings, notes, strategic planning research, and one unlined notebook or sketchbook for visual research and exploration. These materials must be used exclusively for Art 198 and must be brought to every class. A laptop and thumb-drive is also highly recommended.

Library Liaison (Required)

Rebecca Feind Kohn, the Art Librarian, has her contact information on this website--please contact her if you need assistance in locating library materials.

<http://libguides.sjsu.edu/ArtDesignResources>

Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found at <http://www.sjsu.edu/senate/docs/S12-3.pdf>

Projects will be graded in a timely manner and grades will be posted on Canvas. Each assignment is worth a specific % of your final grade (as outlined in the grade assignment descriptions). You are graded on a set number of points pertaining to the project. Your final grade will be accessed according to the University policy from A to F as outlined in the SJSU catalog.

Initial Critique/Presentation of Work: 10%

Draft BFA Exhibition Written Proposal with technical specifications/Action Plan: 10%

Cover Letter & Proposal with Database Research Sheet: 10%

Critique of BFA Exhibition Proposal/tech specs and Online Portfolio: 15%

Final Artist Packet: Online Portfolio with artist statement, bio, C.V., min. 7 work samples/desc.: 20%

Final written BFA Exhibition Proposal with technical specifications: 20%
 Participation: 15% (precis writings, strategic planning, draft artist packet, discussion questions, class/small group discussions, group presentations, in-class assignments, critiques, preparedness)

Extra Credit: 2% Must be handed in before the last two weeks of semester. No exceptions.

Submit application for a grant/residency or other opportunity approved by me (1 submission per student only). May be related to Project Proposal and Cover letter assignment (encouraged). Complete application must be uploaded to Canvas with receipt of proof of submitted application.

All projects are due on Canvas at the beginning of class on the due date, unless otherwise stated.

Initial Critique/Presentation of Work: 10%

Organize a 7-10 minute powerpoint/keynote presentation of your artwork. **Include at least 3 of your strongest works and prepare one question or challenge you're facing that you'd like to get feedback on.** You may also bring your work to the class and install it physically, taking care with your presentation methods as much as possible. If you are sharing your work in a presentation-format, be sure to document your work carefully (high quality images, white background or no unrelated clutter in the backgrounds, cropped for best view; provide a detail of the work as necessary). Introduce us to your work—what drives you, what you are interested exploring further, your challenges and goals, and your initial ideas for the upcoming BFA Project Proposal.

Upload at least 3 photos of your work with a one paragraph printed artist statement and BFA Project Proposal ideas. This is an opportunity for us to get to know your work as a class, offer feedback, and help you evaluate what's working, what could work better, and what are your next best steps as you begin to plan for your BFA Project Proposal. It is essential that you present your best work—work that is most representative of your practice to date and/or represents a direction you are really interested in exploring further. It's your time to introduce us to your work to us and to engage the class in any questions or struggles you may be having in the work. Do not waste this opportunity. What you prepare and present will help you determine future next steps. Prepare carefully and document and present your work in the best context possible.

Introductory Critiques are worth 10% and are weighted in 4 parts:

- 3pt: Thoughtful participation on all project critique days
- 3pt: Preparation and timeliness: at least three well considered works and initial BFA Project Proposal ideas are thoughtfully prepared and on-time.
- 2pt: Thoughtful attention to presentation and introduction of work to class (e.g. care with hanging/installation methods and quality documentation)
- 2pt: Well considered one paragraph artist statement

Cover Letter & Proposal with Database Research Sheet: 10%

You will be provided a database research sheet to help you begin to lay the groundwork for organizing your own personal database for all your record-keeping including: communications, appropriate residency/grant/gallery opportunities for your work, graduate school research, work inventory, deadlines, etc. Drawing upon your research for this database, you will select one opportunity that is most aligned with your work and appropriate for your level of experience and write a 250 word proposal with a 1 page accompanying cover letter. You can submit your full application for extra credit (2%) with proof of delivery of your application any time before the last two weeks of semester (no exceptions). We will gather more information about our priorities for this assignment from our readings and discussions.

Cover letter with proposal and database sheet is worth 10% and is weighted in 4 parts:

- 3pt: Clearly researched and organized database sheet
- 2pt: All requirements have been followed
- 3pt: Well-articulated project proposal and cover letter, incorporating learnings from class discussions
- 1pt: Clearly written with grammar, spell check

Final Artist Packet: Online portfolio with minimum 7 work samples with image credits/descriptions of work, 1-2 paragraph artist statement, 1 paragraph artist bio, 2 page max, CV: 20%

One of your final projects is a Final Artist Packet containing the above stated components. Your Final Artist Packet should be substantially developed and refined from our work together in class. Selected individual class and instructor feedback should be considered and incorporated as necessary. Your Final Artist Packet is fully vetted, extremely professional, and without errors, grammar or spelling or otherwise. Include additional menu items in your online portfolio as relevant for your discipline/needs (e.g. upcoming, blog, etc.). Design formatting should prioritize legibility and impact and be consistently applied throughout your artist packet.

Final Artist Packet is worth 15% and is weighted in 5 parts:

- 4pt: Online components are well organized, and consistently designed, consider legibility and impact
- 3pt: All requirements have been followed—all components are included as requested
- 3pt: Ideas/themes of inquiry are expressed thoughtfully, clearly, and succinctly; statements and bio well align with work/practice /
- 4pt: Substantially developed, refined throughout the process; instructor-led material and class feedback has been considered and incorporated as necessary; high quality documentation
- 1pt: Clearly written with grammar, spell check; no formatting errors.

Critique/Presentation of BFA Proposal with tech specs and Online Portfolio Preview: 15%

For this final critique you will present your BFA Project Proposal to date (with technical specifications) and preview your online portfolio to the class. You must include images of the work that you presented during your critique and at least 1 new work to show to the class in your online portfolio. The focus will be on your BFA Proposal but this is a good opportunity to share your online portfolio and get feedback to further refine before you hand it in. We will discuss as a class the viability and alignment of your proposal in the context of your presented work and give feedback. With this feedback you will further refine your BFA Proposal with tech specs as well as your online portfolio and hand in next class for final grading. It is essential that I see a substantial progression of ideas and deepened visual thinking and a thorough exploration of your proposal at every step. We will have gone through multiple prototyping steps so I expect your final BFA Proposal to be substantially refined and well considered. You will have a very clear action plan for your BFA Project. Your online portfolio is well considered with high quality images in a legible, appropriately designed format.

Final Critique/Presentation of BFA Proposal with tech specs & online portfolio with new work: 15%

- 3pt: Thoughtfully prepared, designed for legibility and impact; presentation is clear and organized
- 2pt: All requirements have been followed—all required components are included
- 3pt: BFA Proposal Work/Ideas are expressed clearly and succinctly with clearly researched tech specs
- 3pt: BFA Proposal Project demonstrates substantial development and deepened visual thinking/inquiry/design development; feedback has been clearly considered when appropriate
- 3pt: Online Portfolio is complete and designed clearly with at least 7 works, bio, statement, c.v and work

descriptions.

1pt: Clearly written with grammar, spell check

Final written BFA Exhibition Proposal with technical specifications: 20%

You will prepare a thorough BFA Project Proposal with technical specifications. This is a requirement for your BFA Project and will greatly determine the success of your BFA Project Exhibition. A gallery coordinator and Visiting Professor will visit the class mid-way through the semester to discuss requirements and considerations in further detail. You will have the opportunity to share and prototype your proposal/s in class and get peer and instructor feedback. Your final BFA Project Proposal will be refined, professionally vetted, and aligned with your project and work goals.

BFA Proposal with technical specification rubric: 20%

4pt: Components are thoughtfully organized, prioritized with concrete, measurable steps

3pt: All requirements have been followed—tech specs are clearly considered and outlined

3pt: Ideas/themes of inquiry are expressed thoughtfully, clearly, and succinctly

4pt: Substantially developed, refined throughout the process; instructor-led material and class feedback has been considered and incorporated as necessary; high quality documentation

1pt: Clearly written with grammar, spell check; no formatting errors.

Participation: 15%

(precis writings, discussion questions, class/small group discussions, critiques, preparedness)

Participation is an essential part of this upper-level seminar class. It is essential that you are prepared to work in class on in-class work and participate thoughtfully in class discussions and assignments (e.g. strategic planning, reading and/or webinar discussions and precis writing, etc.). It is essential that you complete the assigned strategic planning notebook, readings/webinar precis* (summaries of the text in your own words) and discussion questions on the due date so that you are prepared for small group and class discussions. You will occasionally be required to summarize readings and the author’s key ideas *in your own words* in 400 word responses called PRECIS, along with **two** discussion questions. Your participation in small group work is critical for your own practice and your generous participation helps to create a thriving and fruitful learning experience for all.

**Critical precis* are basically summaries of the text, outlining the main ideas and purpose of the text in your own words (important quotes may be used sparingly). The structure includes three parts: an introduction including the title and author of the text and your name; a summary of the author’s key ideas; and a conclusion. You must also prepare at least two discussion questions for the class to consider at the end of your precis.

Final Examination or Evaluation

The final examination for this class be on **Tuesday, May 23rd from 5:15-7:30pm**. Final written BFA Exhibition Proposal with technical specifications due Canvas by 5:15pm at the latest. Be prepared to share your online portfolio alongside your BFA Proposal in individual meetings.

Grading Information

Grades will be assigned according to University policy from A to F as outlined in the SJSU catalog. All work must be finished and turned in according to ascribed deadlines and instructions.

Your grade will be based on my assessment of your work, based on the criteria listed for each project. The three assignments are designed to test your ability to creatively apply the concepts from lectures, videos, and readings to specific problems. These skills will improve as you apply them to solving incrementally more difficult problems over your college career and beyond.

I will assign you a numerical grade for reading precis/responses, presentation, and the three main projects in this class, as follows:

97-100 = A+
 93-96 = A
 90-92 = A-
 87-89 = B+
 83-86 = B
 80-82 = B-
 77-79 = C+
 73-76 = C
 70-72 = C-
 67-69 = D+
 63-66 = D
 60-62 = D-
 59 and below = F

A= Excellent work
 B= Above average work
 C= Average work
 D= Below average work
 F= Unsatisfactory work

Classroom Protocol

Class is structured to use the fully allotted time. It is essential that you attend classes punctually and stay the full length of the class. You need to be in class for the full amount of time with the required materials, research and assignments completed. Being more than 10 minutes late or leaving more than 10 minutes early counts as an absence. If you are late, leave early, or miss class, it is your responsibility to come to office hours or ask classmates what was missed. I will not be repeating information in class for someone who is late. Similarly, I will not be responding to emails regarding what was missed in class. All assignments, deadlines, and dates of which you are expected to present work are listed clearly on Canvas and any changes on the schedule will be announced in class with fair notice.

Texting or using your phone for personal use is not allowed and will adversely affect your participation grade.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>"

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's Catalog Policies section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the current academic year calendars document on the Academic Calendars webpage at http://www.sjsu.edu/provost/services/academic_calendars/. The Late Drop Policy is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes.

Academic integrity

Students should know that the University's Academic Integrity Policy is available at <http://info.sjsu.edu/static/catalog/integrity.html>. Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University's integrity policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The website for Student Conduct and Ethical Development is available at <http://www.sjsu.edu/studentconduct/>.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy F06-1 requires approval of instructors.

Attention!

Recycling projects already turned in in another class counts as cheating. All work made in this class must be new work—a carefully considered response to each assignment. It is essential that I see your work in progress in the weeks prior to each critique for your piece to receive credit. Work that appears completely out of the blue will be considered highly suspect. I will invite other instructors from the department to view photographs from our class critiques, in order to make sure no project is recurring from another class.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the DRC (Disability Resource Center) to establish a record of their disability.

Student Technology Resources

Computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark

Hall and on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library.

A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

Learning Assistance Resource Center

The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to motivate them to become self-directed learners. The center provides support services, such as skills assessment, individual or group tutorials, subject advising, learning assistance, summer academic preparation and basic skills development. The LARC website is located at <http://peerconnections.sjsu.edu/>.

SJSU Writing Center

The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center website is located at <http://www.sjsu.edu/writingcenter/staff/>.

Peer Mentor Center

The Peer Mentor Center is located on the 1st floor of Clark Hall in the Academic Success Center. The Peer Mentor Center is staffed with Peer Mentors who excel in helping students manage university life, tackling problems that range from academic challenges to interpersonal struggles. On the road to graduation, Peer Mentors are navigators, offering “roadside assistance” to peers who feel a bit lost or simply need help mapping out the locations of campus resources. Peer Mentor services are free and available on a drop –in basis, no reservation required. The Peer Mentor Center website is located at <http://peerconnections.sjsu.edu/>.

SJSU Counseling Services

The SJSU Counseling Services is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit Counseling Services website at <http://www.sjsu.edu/counseling>.

ART 198 / BFA Seminar, Spring 2017, Course Schedule

List the agenda for the semester including when and where the final exam will be held. Indicate the schedule is subject to change with fair notice and how the notice will be made available.

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	Jan 31st	Intro & syllabus review // Questionnaire, discussion // Intro to Strategic Planning

		// Susan O'Malley's "Letter to a Young Artist" //
1		Hwk: Get Louden text, purchase lined notebook or binder and sketchbook, bring to next class/es; Finish remaining Strategic Planning and bring completed workbook to next class. Read: Taking Charge of Your Professional Life (Battenfield; see Canvas); Prepare 2 discussion questions
2	Feb 7th	Measurable goals & Goal evaluation // preliminary BFA Proposal Action Plan // Reading discussion // Intro to Artist Packet // Critique discussion & schedule // Organize Louden reading assignment/groups
2	Last day to Drop without a "W"	Hwk: // Louden text: Read pages assigned to your group, write your own individual precis summary due 2/28 // Work as a group to lead a discussion on your page section for 3/7. Prepare for your individual critique.
3	Feb 14th	Critiques 1
3		
4	Feb 21st	Critiques 2
4		
5	Feb 28th	Critiques 3 // <u>Louden precis due on Canvas</u> // * Professor Craig Hobbs Visit (BFA Exhibition Proposal w technical specifications discussion/requirements) *
5		Hwk: Prepare for Louden group-led discussion next class// Draft BFA Proposal Action Plan due next class
6	March 7th	<u>Draft BFA Proposal of Work & Action Plan assignment due</u> (hard copy in class and upload to Canvas) // Small group feedback // Louden Reading Group-led discussion & webinar group assignments // Artist Tools: Statements, Bio, Cover letter, CV.
6		Watch webinar and prepare for group led-discussion; Cover letter & Proposal with database sheet due March 21st
7	March 14th	Louden Group-led Webinar discussion // small groups / // Artist Tools cont'd: database, Cover letter, CV // Resources handout
7		Hwk: <u>Due: Cover letter & Proposal with data base sheet assign.</u> due next class
8	March 21st	<u>Due: Cover letter & Proposal with data base sheet due (print hard copy and bring to class AND upload to Canvas)</u> // Designing an Online Portfolio // Visiting Artist
8		Homework: Create high quality work samples for online documentation and design online portfolio mock-up with site architecture plan. Due 04/4
9	March 28th	Spring Break! March 27th-March 31st
9		
10	April 4th	<u>Due: Mock-up online portfolio design (with high quality images) & basic site architecture</u> // Small group crits // BFA Exhibition Planning with Assistant Gallery Coordinator Cynthia Cao (6:15) // Dept. Gallery Exhibitions "field trip" // Work-time & Individual meetings
10		Hwk: Continue to incorporate feedback & revise 2 nd draft of BFA Proposal w specs for Crits/Presentations and online portfolio starting 04/18

11	April 11th	Visiting Artist / CC Video Pitch Examples / Work day & meetings
11		Prepare for critiques of your BFA Proposal, specs, & online portfolio 04/18 (7-10 min presentation and upload to Canvas next class)
12	April 18th	<u>Critiques of BFA Proposal w tech specs and online portfolio due</u> / upload to Canvas and class presentations/critiques
12		
13	April 25th	Critiques/Presentations: BFA proposal and specs & online portfolio
13		
14	May 2nd	Critiques/Presentations: BFA proposal and specs & online portfolio
14		
15	May 9th	Finish any remaining critiques/presentations // Small groups & evals // Work day: Final Artist Packets due next class
15		Artist packet assignment due next class, 05/16 // Bring Strategic Planning notebooks next class
16	May 16th	<u>Artist Packets due! Upload to Canvas</u> // Strategic planning // Graduate School // Visiting Artist TBA
16		<u>Final BFA proposal with tech specs due on Canvas next class</u> and bring to class beginning of final exam 05/23! Individual meetings.
Final Exam *	May 23rd	5:15-7:30 pm: FINAL BFA PROPOSAL WITH TECH SPECS DUE 5:15PM SHARP. Be prepared also with online portfolio for review/individual meetings.

* The above schedule is subject to change with fair notice—by announcement made in class.