San José State University  
Department of Art & Art History  
ART 198, BFA Seminar, Section 1, Spring, 2019

Course and Contact Information

Instructor: Mel Day  
Office Location: 317  
Telephone: Email preferred  
Email: Melissa.day@sjsu.edu  
Office Hours: Tuesdays, 3:20-4:50pm  
Class Days/Time: Wednesday, 12-2:45pm  
Classroom: Art 110  
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 (Optional)

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on my faculty web page at http://www.sjsu.edu/people/firstname.lastname and/or on Canvas Leaning 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 in PDF format unless stated otherwise. Canvas will also be used for announcements about gallery openings, studio visits, cultural events, deadlines and changes to the course schedule. Ensure your Canvas contact works.

Course Description

This seminar is dedicated to preparation for the BFA project, postgraduate career planning and creative inquiry through readings, in-class assignments, presentations, critiques, class discussions, videos, visiting artists, field trips and strategic planning. Students are required to develop an artist packet, cover letter, online portfolio as well as research and prototype their BFA exhibition through a written proposal and technical specification.

GE Learning Outcomes (CLO)

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

- CLO 1: Articulate, through verbal and visual presentation, their processes and methods as working artists in the 21st century
- CLO 2: Critically engage ideas generated through readings, critique, and visual analysis
● CLO 3: Prototype their BFA exhibition through a written proposal, including material and/or technical specifications and mock-ups
● CLO 4: Generate an online artist portfolio using appropriate web technologies
● CLO 5: Write an artist statement, CV/ résumé, bio and cover letter
● CLO 6: Give a formal, verbal presentation of their artwork and answer audience questions
● CLO 7: Work within deadlines, completing projects by agreed upon dates/times

Required Texts/Readings
All reading material will be available on Canvas or given out in class.

Recommended Texts

Other technology requirements / equipment / material
Purchase one lined notebook for readings, notes, strategic planning research, and one unlined notebook or sketchbook for visual research and exploration. The notebook must be used exclusively for Art 198 and must be brought to every class along with a writing utensil. A laptop with Adobe CC Suite (freely available to SJSU is required for in-class work use and projects. A $6 entrance fee is required to get into the San Jose Museum of Art (with student ID) as part of a field trip.

Lynda.com: Free access through the SJSU library portal here (with library card): https://www.lynda.com/portal/patron?org=sjlibrary.org

Hazardous Materials (HAZMAT)
Basic training powerpoint: http://www.sjsu.edu/fdo/docs/hazmatandlabsafetyguidance.pdf. Material Data Safety Sheets (MSDS) must be on file for all potentially hazardous materials before they can be used in any of the Art & Design facilities. Students must submit one copy of the material’s MSDS to the department in Room 104 and a second copy to the faculty member responsible for the class in which the material will be used. Note that food containers cannot be used for chemical storage and that common household items (bleach, vinegar, etc.) are deemed hazardous materials and must be stored appropriately.

Shop Safety
Please watch the video below http://www.sjsu.edu/at/tn/webcasting/events/shopysafety/index.html

Library Liaison
Gareth Scott
Email: gareth.scott@sjsu.edu
Phone: (408) 808-2094
Dr. Martin Luther King, Jr. Library
4th Floor Administration Offices
Art and Art History Resources: https://libguides.sjsu.edu/Art

Grading Information (Required)
Grades will be assigned according to University policy from A to F as outlined in the SJSU catalog. Your grade will be based on my assessment of your work, based on the criteria and rubric listed for each project. The assignments are designed to test your ability to creatively apply concepts from lectures, videos, and readings to specific problems. Select assignments and in-class exercises may be graded as ‘Complete/Incomplete’ and must be completed to pass the course. A ‘complete’ essentially means that all requirements and directions have been followed and attempted in good faith, any questions have been answered, and the work has been submitted on time and meets the required length. I will assign you a numerical grade for the 4 main projects 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

Grading Policy
Rubric A = 100 - 90% = Outstanding
Student exhibits exemplary effort at comprehension and application of the course curriculum. Work is submitted on time, with careful and thoughtful attention to detail; among the very best.

B = 89 - 80% = Above Average
Student completes assignments, and demonstrates a good grasp of key concepts, shows potential. Student participates actively in the classroom through seminar discussion. Quality of work is roughly equal to the majority of work completed by other students.

C = 79 - 70% = Average – Below Average
Student completes the assignment but may lack enthusiasm or drive to push the work into a detailed creative or critical space. The work lacks creative and aesthetic effort. Student is not engaged consistently in the classroom environment.

D = 69 - 60% = Unsatisfactory
Student does not complete the work as assigned. Substantial problems exist in student's work. Lack of commitment is clearly evident.

F = < 60% = Fail
Student does not submit work, or work is below unsatisfactory level.
Incomplete grades are not given in this course except in cases of documented emergencies.

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.

Introductory Presentation: 15%
BFA Exhibition Proposal with technical specifications: 25%
Artist Packet / Online Portfolio: 25%
Final Critique & Portfolio Feedback: 15%
Participation: 20% (Preparedness for readings, field trip and class discussions, small group work, peer feedback, in-class assignments, etc.)
Cover Letter, Creative Strategic Planning & Mini Reading/Writing Assign: Complete/Incomplete

All projects are due at the beginning of class on the due date in hard copy or pdf format on Canvas (see schedule), unless otherwise stated. Images must be in jpeg or png format. No Pages files please. All assignments and exercises listed below must be completed to pass the course.

Introductory Presentation of Work (8-10 min.): 15%
Introduce the class to the main ideas, themes and questions behind your work, key sources, influences, and exploratory ideas for BFA exhibition proposal. Include 3 images of your work (in-progress work is fine), 1 inspirational/influential work by a well-recognized, contemporary artist, 1 “show and tell” image (anything you’d like to share that is inspiring or preoccupying you right now) and outline 2 exploratory ideas/directions/significant variations on an idea for your BFA exhibition for discussion/feedback. Upload your presentation to Canvas. (CLO 1, 2, 3, 7)

Final written BFA Exhibition Proposal with technical specifications: 25%
Research and prepare for your BFA Exhibition with a written proposal through technical specification. This is a requirement for your BFA Project and is one of the main objectives of this course. Your proposal must include a detailed 250-word exhibition proposal summary, a clear visual layout of your work within the site specific space of your ideal SJSU gallery space, a budget projection for materials and expenses, and a timeline of key steps (around 100-150 words). Upload with a photo of the completed Art 199 form available from the Art Office, signed by your sponsoring faculty/BFA Advisor. (CLO: 1, 3, 7)

Final Artist Packet as Online Portfolio: 25%
Develop an online portfolio/website including the following components: artist statement (around 150 words), bio (around 100 words), CV, 4 high quality work samples with image credits (title, medium, dimensions, date, collaborators, installation venue) and brief image descriptions (50-75 words). Consider class discussions,
exercises, individual and class feedback. Design formatting should be consistent and prioritize legibility, professional impact. (CLO 1, 4, 5, 7).

**Final Critique & Portfolio Feedback: 15%**
Present one new work/s or one substantially developed work for final critique along with a draft of your online portfolio for feedback. Be prepared to share about your ideas in relation to your BFA Proposal. It’s fine if the work you would like to be critiqued is still in-progress but the ideas and work must be substantially developed from your Introductory Presentation. Carefully consider the presentation/context (installation, framing, etc.). Prepare one question and area of feedback for the class to consider. (CLO 1, 2, 3, 7)

**Participation: 20%**
You are expected to arrive on time and be prepared for all readings, assignments, and presentations, and to actively engage in class dialogue, field trip/s, critiques, occasional small group work, and individual reflective in-class exercises for the full length of the class. Your considered and generous peer feedback is also required for occasional assignments, in-class work. Please note: Canvas cannot automatically assign peer feedback if your assignment is late and alternate arrangements for peer feedback are often not feasible. Check assignment deadlines, requirements and comments on Canvas regularly to ensure you are timely and up-to-date. Texting or using your phone or laptop for personal use will adversely affect your participation.

**Mini Writing/Reading Assignments: Complete/Incomplete**
You will be asked to prepare short reading responses (each about ½ page) and occasional Canvas/Discussion Forum comments. Readings and requirements will be detailed on Canvas and are due at the beginning of class unless stated otherwise. (CLO: 1, 2, 7)

**Creative Strategic Planning: Complete/Incomplete**
Reflect and set future goals and action plans in selected worksheets adapted from Creative Capital Strategic Planning Workbook.

**Cover Letter: Complete/Incomplete**
Drawing upon creative strategic planning work and goals, research and prepare a 1-page, professionally formatted cover letter for a vetted professional art-related opportunity (internship, residency, exhibition, etc.). Class work and discussions will also include beginning research for a basic professional database outlining relevant opportunities and communications. The Cover Letter and Artist Packet together comprise the essential components for future submission in a relevant application of choice. (CLO 1, 2, 5, 7)

**Final Examination or Evaluation**
The final examination for this class be on **Friday, May 17, 9:45-12am.**

**Late & Incomplete Work**
Work is considered late if posted after the due date/time. The default time for submission of work is the beginning of class, unless specified otherwise in the schedule. Any deadline missed will result in lowering the assignment grade one letter grade for each week that it is late. If you receive a comment on Canvas about missing or insufficient work, you must re-submit your work by the following class to receive to receive a ‘Complete.’ If you anticipate missing class, being late, or leaving early, it is your responsibility to let me know before the class. Special circumstances will be taken into consideration (e.g. illness, court appearance, death of
a relative.) with appropriate documentation. Some class exercises, lectures and in-class peer feedback cannot be repeated. Check Canvas, come to office hours and/or ask classmates about missed work before emailing.

**Classroom Protocol**
You are required to actively engaged for the full length of the 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. Ensure your Canvas/My SJSU messaging works and regularly review assignment requirements and comments on Canvas. Texting or using your phone or laptop for personal use is not allowed.

**Department Advising**
For information about majors and minors in Art & Art History, for a change of major/minor forms and a list of advisors: [http://www.sjsu.edu/art/](http://www.sjsu.edu/art/) or the Art & Art History department office in ART 116, 408-924-4320, art@sjsu.edu

**Art Building After Hours Access Policy**
Please see the attached document for further information. Contact Bill Alley (Bill.Alley@sjsu.edu) or Lydia Black (Lydia.Black@sjsu.edu) if you have questions.

**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 at [http://www.sjsu.edu/gup/syllabusinfo/](http://www.sjsu.edu/gup/syllabusinfo/)

**ART 198 / BFA Seminar, Spring 2019, Course Schedule**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
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<tbody>
<tr>
<td>1</td>
<td>Jan 30</td>
<td>Intros &amp; syllabus review / Intro to Creative Strategic Planning / 1st Reading &amp; Presentation Schedule / PASEO Info</td>
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<td>2</td>
<td>Feb 6</td>
<td>Reading Discussion &amp; 2nd Reading Assigned / Intro to BFA Proposal Assign. / SJSU Gallery Visit &amp; Exhibition Planning with Assistant Gallery Coordinator, Curator / Continue Creative Strategic Planning / Presentation Schedule</td>
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<td><strong>Due:</strong> Dedicated notebook; Be prepared to share top 2 lessons from 1st reading (beginning of class); Hand in Creative Strategic Planning Worksheets</td>
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<td>3</td>
<td>Feb 13</td>
<td>2nd Reading Discussion &amp; 3rd Reading Assigned / Review of key terms <strong>Introductory Presentations begin</strong></td>
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<td><strong>Due:</strong> 2nd Reading (Canvas; beginning of class);</td>
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<td>4</td>
<td>Feb 20</td>
<td>3rd Reading Discussion / <strong>Introductory Presentations</strong> &amp; Peer Feedback with MFA or Alumni Artist Guest/s / BFA Proposal Review, Meetings &amp; Work-time</td>
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<td><strong>Due:</strong> 3rd Reading (Canvas; beginning of class)</td>
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<td>5</td>
<td>Feb 27</td>
<td><strong>Introductory Presentations</strong> &amp; Peer Feedback with MFA or Alumni Artist Guests / Field Trip Waivers / BFA Proposal Review, Meetings &amp; Work time</td>
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<tr>
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<td>6 March 6</td>
<td>Due: Field Trip Waivers; Continue work on BFA Proposals next 2 weeks &amp; schedule a meeting time with BFA Advisor (don’t leave until last minute!)</td>
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<td>7 March 13</td>
<td>Due: Field Trip Discussion Forum Comments (by midnight; see Canvas prompt) Due: Last week to get 199 forms signed!</td>
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<td>8 March 20</td>
<td>Due: BFA Proposal &amp; Copy of 199 Form (midnight; Canvas)</td>
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<td>9 March 27</td>
<td>Due: Peer Artist Statement (hard copy, in class) Due: BFA Proposal Peer Feedback (Canvas)</td>
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<td>10 April 3</td>
<td>SPRING BREAK!</td>
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<td>11 April 10</td>
<td>Due: PDF of Rough Statement, Bio, CV &amp; 2 high quality work samples with image credits</td>
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<td>12 April 17</td>
<td>Due: Artist Packet Peer Feedback Due: Online hosting/working basic web-set-up (for in-class, small group work)</td>
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<td>13 April 24</td>
<td>Professional Communication, Rejection / Cover Letter Ex, Work-time &amp; Meetings 4th Reading Assigned (Anatomy of Applying for an Artist Opp.; Akademie X Lessons in Art &amp; Life)</td>
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<td>14 May 1</td>
<td>Due: Top 3 opportunities for Database/Cover letter (beginning of class)</td>
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<td>15 May 8</td>
<td>Due: Cover Letter (Midnight; Canvas)</td>
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<td>Final Critiques &amp; Portfolio Feedback with MFA Visiting Artist/s / Reading Discussion &amp; Letter to a Young-ish Artist (Susan O’Malley) / Potluck snacks (Last regularly scheduled class)</td>
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<td>Final Exam*</td>
<td>May 17 9:45-12 (Art 110)</td>
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| **Due: 4th Reading (be prepared to discuss in class); refreshments (optional)**  
**Due: Cover Letter Peer Feedback** | **Finish Final Critiques & Portfolio Feedback / Potluck snacks**  
**Due: Online Portfolio** with working links for statement, bio, CV, and at least 4 work samples with image credits (title, date, medium, size) and 50 to 75-word short image descriptions |

*There shall be an appropriate final examination or evaluation at the scheduled time in every course, unless specifically exempted by the college dean who has curricular responsibility for the course. Readings will be listed on Canvas.*