

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

**Course and Contact Information**

<b>Instructor:</b>	Mel Day
<b>Office Location:</b>	ART 317
<b>Telephone:</b>	Email preferred
<b>Email:</b>	<a href="mailto:Melissa.day@sjsu.edu">Melissa.day@sjsu.edu</a>
<b>Office Hours:</b>	Tuesdays, 3:20-4:50pm
<b>Class Days/Time:</b>	Tuesdays, 12-2:45pm
<b>Classroom:</b>	Art 141
<b>Prerequisites:</b>	Prior acceptance in the BFA Program
<b>Department Office:</b>	ART 116
<b>Department Contact:</b>	Website: <a href="http://www.sjsu.edu/art">www.sjsu.edu/art</a> Email: <a href="mailto:art@sjsu.edu">art@sjsu.edu</a>

**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 Learning Management System course login website](#) at <http://sjsu.instructure.com>. You are responsible for regularly checking with the messaging system at [MySJSU on Spartan App Portal](#) <http://one.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**

Preparation for BFA project and postgraduate career planning, this course includes field trips, class discussions and studio visits with art professionals.

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. Creative strategic planning, readings, critiques, videos and presentations focus on furthering creative inquiry and laying groundwork for rigorous professional practice.

### **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**

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

Louden, Sharon. *Living and Sustaining a Creative Life: Essays by 40 Working Artists*. Intellect, 2013.

### **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.

Adobe CC: Free download for SJSU students available here:

<http://www.sjsu.edu/ecampus/teaching-tools/adobe/index.html>.

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/atn/webcasting/events/shopysafety/index.html>

### **Library Liaison**

#### **Gareth Scott**

Email: [gareth.scott@sjsu.edu](mailto: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, and influences, exploratory ideas for BFA exhibition proposal. Include 3-4 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. Be sure to include image credits and to cite your work appropriately. 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 Critiques: 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. Active engagement in class dialogue, field trip/s, critiques, occasional small group work, and individual reflective in-class exercises is essential. 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/> or the Art & Art History department office in ART 116, 408-924-4320, [art@sjsu.edu](mailto:art@sjsu.edu)

### **Art Building After Hours Access Policy**

Please see the attached document for further information. Contact Bill Alley ([Bill.Alley@sjsu.edu](mailto:Bill.Alley@sjsu.edu)) or Lydia Black ([Lydia.Black@sjsu.edu](mailto:Lydia.Black@sjsu.edu)) if you have questions.

### **University Policies**

Per University Policy S16-9 (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant information to all courses, such as academic integrity, accommodations, dropping and adding, consent for recording of class, etc. is available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](#) at <http://www.sjsu.edu/gup/syllabusinfo/>

## ART 198, Section 01 / BFA Seminar, Fall 2019, Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	Aug 27	Intros & syllabus review / 1st Reading Assign / Presentation Schedule & Intro to BFA Proposal Assign. / Creative Strategic Planning / Fall student exhibitions?
2	Sept. 3	Alumni Panel / Creative Strategic Planning / Small Group Research / Sign up for BFA Proposal Meetings
		<b>Due: Dedicated notebook</b> <b>Due: Creative Strategic Planning</b>
3	Sept. 10	Reading Discussion / <b>Introductory Presentations</b> / Video Screening / Small Group Research / 2 <sup>nd</sup> Readings Assigned
		<b>Due: 1st Readings due</b> (Frock notes on Canvas / be prepared to discuss) <b>Due: Introductory presentations begin</b> (schedule assigned in class)
4	Sept. 17	<b>Introductory Presentations</b> & Group Presentation / BFA Exhibition Process with Gallery Exhibition Coordinator / Gallery Tour (Exhibition Practices)
		<b>Due: Continue work on Presentations &amp; arrange meeting with instructor</b> <b>Due: Group presentations begin</b>
5	Sept. 24	Reading Discussion & BFA Proposal Assign. Review / <b>Introductory Presentations</b> & Group presentations / 3 <sup>rd</sup> Reading Assigned
		<b>Due: 2<sup>nd</sup> Readings</b>
6	Oct. 1	SJ Gallery Field Trip Research (see Canvas prompt)
		<b>Due: Two Proposal ideas for BFA Exhibition</b> (Canvas; be prepared to discuss)
7	Oct. 8	<b>Finish remaining presentations</b> / Intro Critiques & schedule / Small group meetings on BFA Proposal Ideas / Artist Packet in class reading
		<b>Due: Work on BFA Proposal, meet with Advisor and get signatures!</b>
8	Oct. 15	Reading discussion & BFA Proposal small group meetings / Intro to Artist Packet Portfolio Assign. / Artist Statement Boot Camp
		<b>Due: 3<sup>rd</sup> Readings</b> (Frock notes, Canvas)
9	Oct. 22	Artist BIOS & CV's / Video Screening / Intro to online portfolios
		<b>Due: <b>BFA Proposal Assignment Due</b> (midnight, Canvas)</b> <b>Due: Be prepared to work on artist packet/portfolios in class from now on</b> (download Adobe CC)
10	Oct. 29	BFA Proposal Peer Feedback & Review Critique Schedule / Image documentation / Visiting Artist & Designer TBA
		<b>Due: 2 images of your work</b> & laptop, if possible, with FREE, downloaded version of <a href="#">Adobe Photoshop</a> (keep in mind it can take 48 hours for IT to process requests). <b>Due: BFA Proposal Peer Feedback</b>

11	Nov. 5	Intro Professional Opportunities & Communication / Hole-in-One Review / Research ( <i>ATC Exhibitions</i> )
		<b>Due: Research 3 professional opportunities &amp; website platform direction</b>
12	Nov. 12	Review Critiques / Visiting Artist TBA: Alternative Platforms / Worksheet & Follow-up
		<b>Due: Work on Critiques/Portfolios</b>
13	Nov. 19	<b>Critiques</b> with MFA Leily Khatibi / Grad School & Website Feedback
		<b>Due: Rough Website for peer feedback (Canvas, midnight)</b>
14	Nov. 26	<b>Critiques</b> / Research & Meetings
		<b>Due: Website Feedback for two peers (Canvas, beginning of class)</b>
15	Dec. 3	<b>Critiques</b> / Mel Day Talk (Interdisciplinary Art) / Letter to a Young-ish Artist / Potluck snacks ( <i>Last regularly scheduled class</i> )
<b>Final Exam</b>	<b>Dec 17th 9:45-12</b>	<b>Exam Day: Final Critiques: Potluck Snacks!</b> <b>Due by 9:45am: Online Portfolio</b> (statement, bio, CV, at least 4 work samples with image credits (title, date, medium, size) and short image descriptions <b>Critique work sample and related project statement</b>

*\*This schedule is subject to change with fair notice given in class and on Canvas.*