San José State University
Department of Art & Art History
Art 195,Section 2 BFA Group Exhibition
Spring, 2020

Course and Contact Information

Instructor:	Rhonda Holberton
Office Location:	ART 319
Telephone:	(408) 924-4348
Email:	rhonda.holberton@sjsu.edu
Office Hours:	Tues/Thur 10:30-11:30
Class Days/Time:	Tues 3:00PM - 5:50PM
Classroom:	Art Building 314
Department Office:	ART 116
Department Contact:	Website: www.sjsu.edu/art Email: art@sjsu.edu

Prerequisite: 30 units of upper division art, admission to the BFA program and ART 198 or ART 210 with advisor's consent.

Course Format

Technology Intensive, Hybrid, and Online Courses

This course requires access to a computer which can support Unity, Autodesk's Maya 3D modeling program (plenty of memory and a good graphics card) and Adobe Creative Cloud . Mandatory Apps include Photoshop and Premiere. Students can use the lab computers or download the current edition of Maya & Adobe Creative Cloud.

Email

All emails MUST include Art 195 in the subject line. Emails that don't include Art 102 won't be answered. Expect a reply within 1-2 business days (Monday-Friday). See Classroom Protocol for emails regarding missed class.

Canvas

Course materials such as syllabus, schedule, handouts, notes, assignment instructions, etc. can be found on Canvas.

Course Description

Students will develop individual approaches, methodologies, and practices in the creation of art and participate in a final group show demonstrating professional competence in the students area of concentration. Participation in the final exhibition with the approval of the student's advisory committee is required.

Prerequisite: 30 units of upper division art, admission to the BFA program and ART 198, or ART 210 with advisor's approval.

Art 195 is an in-depth study focusing on contemporary topics in art and related subject matter. This course is for the procurement of the undergraduate BFA in Art degree. Within this course, the student will develop individual approaches, methodologies, and practices in the creation of art. This course will culminate in a final group show demonstrating professional competence in the students' area of concentration. Participation in the final exhibition with the approval of the student's advisory committee is required.

This course offers the opportunity for individual exploration in the student's area of interest, including deep investigation of specific topics and processes in a single semester long project. The course will build into a final public group presentation of the work and is the final graduation requirement for the BFA Degree.

The development of the final project and installation will be supplemented with readings, group discussions, one on one meetings with faculty and guest presentations. Students in this class are responsible for the planning, organization, and execution of the final exhibition. Open dialog, critique, and discussion are vital to the student's success in this class. The final work can be executed in any medium, including print, video, animation, writing/publishing, web, or installation.

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:
LO1: Create professional level artwork that demonstrates conceptual depth and technical craftsmanship
LO2: Successfully mount, install, and execute the final exhibition
LO3: Work with fellow students to plan, organize and promote the final exhibition
LO4: Conceptualize the final exhibition through detailed organization, critique, and discussion
LO5: Design the final exhibition considering audience, artwork, and venue

Required Texts/Readings

Textbook

No textbook is required; all reading material will be available on Canvas.

Other technology requirements / equipment / material

Software (free)
- **Maya -** Free download for SJSU students here: https://www.autodesk.com/education/free-software/maya.
- **Adobe CC** - Request free download for SJSU students here: http://www.sjsu.edu/ecampus/teaching-tools/adobe/index.html.
- **Lynda.com** - Access to Lynda is free through the SJSU library portal here (need library card): https://www.lynda.com/portal/patron?org=sjlibrary.org

Essential Hardware

- A computer capable of running Maya
  - CPU: 64-bit Intel® or AMD® multi-core processor with SSE4.2 instruction set
  - Graphics Hardware: Recommended systems and graphics cards: Maya Certified Hardware
  - RAM: 8 GB of RAM (16 GB or more recommended)
  - Disk Space: 4 GB of free disk space for install.
    - External Hard-Drive: if the computer is low on disk space students may need to purchase hard-drive for this class.
- 3-button Mouse: scroll-wheel middle button design. There are many Middle and Right Click Operations in Maya.

Course Requirements and Assignments

This class will be run as a critique and studio. Students will be working in depth on their BFA projects for final presentation in the form of a group exhibition. We will be working for the semester to our final show and develop good Professional Practices. Students will also need to build and maintain a website for documentation of their final projects.

Resume, Cover Letter & Business Card
Students will create a professional packet. Your resume should be a functional resume that highlights your art & design experience. Your content and your design are equally important. Your cover letter is directly targeted at the position you are applying for. For this assignment, you will turn in a resume and create a cover letter that is targeted for an actual job position you have selected. You do not have to apply for the job in real life if you don't want to, but your cover letter must be tailored to your selected post. Find a job that interests you. A job that is in your field. A job that you are reasonably qualified to apply for. It is okay to stretch and challenge yourself, but be real- you aren't qualified for a senior level position as you graduate. Please do not select a job that does not reveal who the company is. For this assignment the ability to research and respond directly to a specific company is critical.

Practice Interviews
Students will be interviewed by professionals in the Art Management Industry. You will be required to prepare answers to 30 of the most common interview questions. Those not being interviewed or part of the Interview Panel be responsible for taking notes for the interviewees, please bring paper and pencil with you.. You must have final printed copies of your Cover Letter, Resume, and business card with you to present for your interview.

Final Project Proposal
The Project proposal must include both a written proposal and a slide presentation that must include:
1. **Purpose:** Please describe the project in one or two brief sentences (maximum 50 words).
2. **Detailed project description:** Describe the proposed project, its genesis, its stages and technical requirements (maximum 500 words).

3. **Artistic practice/Capsule bios** of senior team members**:** Describe the artist or organization's artistic history and experience working with interactive art, and include specifics about the aesthetic aspects of this project (maximum 300 words).

4. **Context:** Please summarize the critical, historic or current challenge, opportunity, or issue (political, social, economic, cultural, etc.) that the project is addressing. If relevant, add details or statistics that explain why this project is needed now: this could include historic and/or current conditions of the community. Provide 3 artists and 3 piecing of writings that have influenced your practice. (maximum 400 words).

5. **Budget:** You are bidding to be hired for this 'job'. Research hourly/project rates for similar work in San Francisco to make a competitive bid for the project.
    a. List of Materials: Provide a detailed list of materials and technology required to complete the project
    b. A recap of the total fees and total expenses (plus any applicable taxes)
    c. A billing plan (a simple list of invoice amounts and when they will occur during the project-the payment terms will be explained in the terms and conditions)
    d. Appropriate terms and conditions

6. **Timeline:** Provide a detailed timeline for development

7. **Renderings/Drawings:** Please provide a drawing of your proposed project. You may approach this drawing in whatever style is most comfortable for you. For instance, you might use a standard sheet of letter paper, or a large piece of cardboard. You might make a loose sketch in charcoal, or a carefully drafted and to-scale technical drawing. The drawing can focus on the visual impact of the work, its technical functioning, or some other aspect that interests you. While there are no restrictions on how to approach this part of the description, consider what aspects can be best expressed using this highly visual medium and how it might help to convey your creative intentions. Also consider what is difficult to convey in text, but easy in a drawing.

Final Project Model/Prototype

After developing the Project Proposal, students will then work on a scale model/prototype of their installation. The format for this will depend on the project and will be determined with the help of the instructor but may include: paper maquettes, digital mockups, 3D models, Wire Frames, etc.

Reading Discussion

Students will select one of the contextual readings presented in their final project proposal and lead a 15 minute reading discussion with the class. Students should be able to provide an overview of their interpretation of the reading and will turn in the reading synopsis along with 5 reading prompts or questions to direct the conversation in-class.

Group or Solo BFA Installations

Every student is required to install an exhibition of new work that they develop over the course of the semester. This may manifest in a solo exhibition or participation in the group exhibition. Please discuss your intentions with the instructor. As a class you will be required to prepare your own work as well as organize and promote the final event. All corresponding press materials and final documentation will need to be divided up into small teams of students. The final installation should be professional exhibition level.

Artist Portfolio/Research Statement/Documentation

Document every stage of the process from conceptualization through installation. Provide a creative brief that shows your process on your own web portfolio in addition to the final documentation of the project. You web portfolio must include:
- Artist/Research Statement
- Bio
- Portfolio
    - Documentation

- ○ Work list
  - ■ Title
  - ■ Medium
  - ■ Size/Duration
- ○ Description: One paragraph description that includes
  - ■ Process/Tools
  - ■ Inspiration (existing work from other artists)
  - ■ Concept
- CV

Grading Information

- Projects 1-4 40%
  - ○ Project 1: Cover Letter/Resume/5 Pillars 10%
  - ○ Project 2: Interview 10%
  - ○ Project 3: Final Project Proposal 10%
  - ○ Project 4: Model of Final Project 10%
- Reading Discussion 10%
- Artist Portfolio/Research Statement/Documentation 10%
- Thesis Installation 40%

TOTAL 100%

Determination of Grades

The work will be assessed according to the following rubric

A 100-90% Excellent. Student exhibits exemplary effort at comprehension and application of the required materials. All creative and programming work is engaging.

B 89-80% Good. Student completes assignments, and demonstrates a grasp of key programming and creative concepts. Student participates actively in the classroom.

C 79-70% Satisfactory. Student completes the assignment but the work lacks creative and aesthetic effort. The work is underdeveloped, incomplete or partially broken.

D 69-60% Unsatisfactory. Student does not complete the work as assigned. Substantial problems exist in student's work.

F < 60% Fail. Student does not submit work, or work is below unsatisfactory level.

Participation in Class Discussions and Project Review Day

• Students must be present on discussion and review days to receive credit
• Students who are not ready to present on review days must attend class to receive participation credit

Hazardous Materials (HAZMAT)

All studio classes that use any "hazardous materials" should include one graded assignment that helps students understand HAZMAT regulations and develop consistently safe practices—this might be as simple as a labeling assignment. 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. The campus EHS (Environmental Health & Safety) office and the County will schedule inspections with increasing frequency; fines assessed by the County are now high enough to put us out of business, so this is a serious matter. The

techs are NOT responsible for cleaning up facilities and classrooms and offices—this is your responsibility. If you need information or help, please let us know. Additional note: clutter is deemed a hazard, and we can be fined for clutter. Basic training powerpoint: http://www.sjsu.edu/fdo/docs/hazmatandlabsafetyguidance.pdf

Library Liaison

Gareth Scott
email: gareth.scott@sjsu.edu
phone: (408) 808-2094
Dr. Martin Luther King, Jr. Library
4th Floor Administration Offices

Shop Safety

Shop safety test—Safety tests for Spring 2020 will ONLY be given between January 24th and February 15th.

Classroom Protocol

Show up on time. If you need to miss a class, let me know ahead of time and tell me what you will do to make up the missed work and when you will turn it in. Everyone is required to find two partners that can help answer questions and fill you in on content if you need to miss a class.

- If you are absent, you are responsible for finding out what you missed from your team.

- I will respond to emails regarding makeup work only if they include an email thread showing that your team was unable to answer your 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/"

Department Advising

For information about majors and minors in Art & Art History, for 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.

Art 192, Section 2/BFA Group Exhibition, Spring 2020, Course Schedule

Schedule is subject to change with fair notice and is available on Canvas. Check regularly for any updates.

Week	Date	Topics, Readings, Assignments, Deadlines
1	Tue 1/28	Course Introduction Discussion of Resumes, Letters, Narrative and Identity.

2	Tue 2/4	Cover Letters - The Whys and Hows to writing them well, In-class workshop, 5 Pillar Presentation & Action Verbs. Due: Job Posting, Website Link
3	Tue 2/11	Intro To Portfolios & Job Interviews - How to be prepared. Practice Q&A Top Ten Questions SHOP SAFETY TEST: WEAR CLOSED TOED SHOES Due: 5 Pillars, Cover Letter, & Resume Draft
4	Tue 2/18	The Art of Networking. The story you tell versus the story your body is telling for you. Due: Top 30 Interview Questions Answered
5	Tue 2/25	**Meet at SJMA 3:15 Practice Interview, Resume Workshop, Networking** **Due: Bring 3 Printed Copies of your Resume & Cover letter**
6	Tue 3/3	Due: Final Project Proposals, 3 Artists, 3 Readings, Timeline, Components
7	Tue 3/10	Student led Reading 1: Discussion Due: Model of Final Project
8	Tue 3/17	Student led Reading 2: Discussion Due: All Parts/Components for Final on Hand Due: Exhibition Team Lead Signup & Installation Management Document Complete
9	Tue 3/24	One-on-One Meetings Due: Documentation of in-Progress Work: Deliverable 1
10	Tue 3/31	*Cesar Chavez Day (Observed) - Campus Closed (CC)* Due: Documentation of in-Progress Work: Deliverable 2
11	Tue 4/7	Due: Student Presentation of in Progress Work: Deliverable 3
12	Tue 4/14	Due: Student Presentation of in Progress Work: Deliverable 4
13	Tue 4/21	Student Presentation of Working Technical Components for Exhibition Due: Promotional Material for Email, Social Media
14	Tue 4/28	**Preparation for Install at Hammer Exhibition Friday May 1** **Deinstall Sunday May 3** *Exhibition in the BFA Group Show is a requirement of the DMA BFA degree and completion of this course. You must exhibit to pass Art 195.*
15	Tue 5/5	15 min Artist Presentations PT1
FINAL	Thur May 14 2:45-5:00 PM	15 min Artist Presentations PT2 **Final Website documentation delivered**