

San José State University
Department of Art and Art History
ART 198-01, BFA Seminar, Section 01,
Class Number 41538, Spring 2020

Course and Contact Information

Instructor(s):	Valerie Mendoza
Office Location:	Duncan Hall of Science, 401C
Telephone:	(408) 924-4693 - Off campus, email preferred
Email:	valerie.mendoza@sjsu.edu
Office Hours:	Tuesdays and Wednesdays from 3:00-4:00 via Zoom; & by appointment only TBA (To Be Arranged)
Class Days/Time:	Tuesdays from 12:00 - 2:45
Classroom:	Online only via Zoom
Prerequisites:	Prior acceptance to the B.F.A Program

Additional Contact Information

- * E-mail is generally the best method of contact during non-office hours.
- * Please allow 48-hours for an e-mail response.
- * Emergency: 911
- * Campus Escort: 924-2222 (from your cell phone), or use a [Blue Light phone](#)
- * Individuals with disabilities may contact the [Accessible Education Center](#), www.sjsu.edu/aec/ Administrative Building 110, 408-924-6000. A variety of resources are available.
- * Need help with writing? SJSU Writing Center: <http://www.sjsu.edu/writingcenter/>
- * SJSU Counseling Services: <http://www.sjsu.edu/counseling>

Course Description

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

Course Format - Online Only - Synchronous

Technology Intensive Course

You should have your own laptop computer to take this course and will need it with you for most class meetings. Macs are preferred and will make life easier, since demos are given on a Mac. You should also have the latest edition of the Adobe Creative Suite. As an SJSU student the software is **FREE** for you! For this course you may need software such Adobe Photoshop, Lightroom, Premiere Pro or one of the many other applications offered. Follow the instructions at this link to download your free software:

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

Class meetings will take place on Zoom and will be **synchronous**. I will send you the link prior to our first meeting. The link will also be available on Canvas, as will the link to my office hours.

Lynda.com : Excellent resource for learning or brushing up on software which you might need for work in this course. Free access through the SJSU library portal here (with library card):

<https://www.lynda.com/portal/patron?org=sjlibrary.org>

Course Materials

Assignments, Readings, Handouts - <https://sjsu.instructure.com/courses/1375594>

Course materials such as your syllabus, assignment instructions, handouts, notes, etc. can be found at the above link or [on Canvas Learning Management System course login website](https://sjsu.instructure.com/) at <https://sjsu.instructure.com/>.

Your Username is your 9-digit SJSU ID number. Your password is your SJSU-One account password.

Canvas is a fairly stable platform, but if you make a habit of downloading important assignments regularly, you will always have them, whether Canvas is active or not. Your materials will be available in the *Files* folder on Canvas. Assignments will be available there, and also in the *Assignments* area of Canvas. I urge you to leave your notifications ON for this course. That way you will be reminded of upcoming assignments and deadlines.

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](tel:408-924-4320), art@sjsu.edu

Digital Media Art Program Information

http://www.sjsu.edu/art/art_programs/undergraduate/digital_media_art_undergraduate/

Photography Program Information

http://www.sjsu.edu/art/art_programs/undergraduate/photography_undergraduate/

Pictorial Art Program Information

http://www.sjsu.edu/art/art_programs/undergraduate/pictorial_art_undergraduate/

Spatial Art Program Information

http://www.sjsu.edu/art/art_programs/undergraduate/spatial_art_undergraduate/

Course Goals

This course will focus on professional development of essential skills and documents necessary for success in your near-future lives as professionals in the field post-graduation. Students will be required to develop an application packet, CV, cover letter, Artist Statement, Bio and online portfolio, as well as research and prototype their BFA exhibition through a written proposal with technical specification. The course will include creative strategic planning, readings, critiques and presentations focused on furthering creative inquiry and laying the groundwork for professional practice. Two critiques of the work you plan to exhibit will help prepare you for your BFA Exhibition. You will be encouraged to bring the experience, interests, ideas and the skills you have acquired over a lifetime into your work, acting as artists and inventors, expanding on ideas previously explored, and developing an individual direction, while working within both small and large groups.

Course 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

Required Textbook:

Art/Work - Revised & Updated: Everything You Need to Know (and Do) As You Pursue Your Art Career

Paperback – October 17, 2017

By Heather Darcy Bhandari and Jonathan Melber

Publisher: Free Press; Revised, Updated edition (October 17, 2017)

ISBN-10: 1501146165

ISBN-13: 978-1501146169

Available on Amazon for \$14.89 paperback; \$15.99 Kindle; used options and other sellers also available

Highly Recommended - PDF Excerpts will be provided from:

Living and Sustaining a Creative Life: Essays by 40 Working Artists

Paperback - October 15th, 2013

Edited by Sharon Loudon

Publisher: Intellect Ltd; First edition edition (October 15, 2013)

ISBN-10: 9781783200122

ISBN-13: 978-1783200122

ASIN: 178320012X

Available on Amazon: \$33.50 paperback; \$19.66 Kindle; used options and other sellers also available

Highly Recommended - PDF Excerpts will be provided from:

Smashing It: Working Class Artists on Life, Art & Making it Happen

Paperback - February 25th, 2020

By Sabrina Mahfouz (Editor), Riz Ahmed (Contributor), Bridget Minamore (Contributor), & Bryony Kimmings (Contributor)

Publisher: The Westbourne Press (February 25th, 2020)

ISBN-10: 1908906405

ISBN-13: 978-1908906403

ASIN: B07QMZT5HV

Available on Amazon: \$15.43 paperback; \$1.74 Kindle; used options and other sellers also available

Other Readings

In addition to the books listed above, pdf versions of study questions to which you will provide a response to the readings for credit, will be made available on Canvas for you, as well as support materials for writing assignment such as your CV, Artist Statement, etc..

Library Liaison

Gareth Scott

email: gareth.scott@sjsu.edu

phone: (408) 808-2094

Dr. Martin Luther King, Jr. Library

4th Floor Administration Offices

Reading/Writing/Discussion

Much of your work in this class will involve professional development in the form of creating documents necessary for your success in the professional world post-graduation. Early in the semester, readings and discussions, along with your written responses, will revolve around three books: *Art/Work - Revised & Updated: Everything You Need to Know (and Do) As You Pursue Your Art Career* (**Required**), excerpts from *Living and Sustaining a Creative Life: Essays by 40 Working Artists* (**Provided**), and *Smashing it: Working Class Artists on Life, Art and Making it Happen* (**Provided, but recommended**). As the semester progresses, a first draft of your written **proposal for your BFA exhibition, CV, Artist Statement, Artist Bio and Letter of Introduction** will be due, along with an updated online portfolio (**website**) of your work. During this time, you will use *Art/Work* as a resource for these projects, along with pdf handouts provided by me on Canvas. Finally, you will use these documents to create an **application packet (worth 15% - 15 points)** which will be submitted on the day scheduled for our final. We will also critique your work twice this semester. Discussions and critiques are considered mandatory, and will count toward both your class participation grade, and in the case of critiques, the grade you will receive on your projects. Critiques for a class of this size will take two class periods. Failure to attend all critique days for a given assignment will result in a half-letter grade deduction for your work. Your Reading/Writing assignments make up a significant portion of your grade and are worth **35% (35 points)** of your final grade in this course. I will also ask you to keep a **journal** and take notes in it each day. The TA and I will check your journal periodically (dates included on schedule). I will ask you to bring the journal you plan to use for this purpose to the **next class meeting**. Please note: I will NOT be reading your journals. If English is not your first language, feel free to use the language most comfortable for you. More instructions will be provided on Canvas, in terms of how to submit this assignment. Each of you will also choose one artist to speak about during a quick, **five-minute presentation**. I will ask you to choose an artist whose work and career trajectory is similar to what you hope to achieve. This presentation will be worth **5% (5 points)** toward your final grade in this course. Constructive criticism and creative problem solving will be rigorously pursued with the ongoing objective of promoting the intelligence of the work of every member of the class. **Field trips to exhibition spaces usually provide firsthand information about living and working as an artist/imagemaker in the 21st century - This probably won't be possible. Stay tuned.**

Other technology requirements / equipment / material -

1. You must have your own laptop computer with a copy of the Adobe Suite of software. Free access at link below.
2. You will most likely need a good-sized usb drive or other form of storage (DMA & PHOTO)
3. Depending on the size of your computer's hard drive, you may want to buy more storage in the form of an external hard drive or cloud space. Not mandatory but strongly recommended if you're short on space and plan to use video or other demanding media in your work (DMA & PHOTO)
4. You may need to purchase supplies for your work. Prices vary widely.
5. Canned air: strongly recommended for scanning - if your work requires scanning.
6. Though we will not be printing or creating work in this class, you will need to prepare work outside of this class for your exhibition. I recommend **white cotton gloves during printing and/or handling your work during preparation for exhibition**. They are inexpensive (around \$5.00) and keep your work clean.
7. **Large cardboard/plastic tube or artist portfolio for transportation of prints & other work – strongly recommended.**
8. Presentation materials – vary widely depending on the nature of your work

Adobe Software is often used for this class. SJSU students can download the Adobe Creative Suite for FREE. You must have an active SJSU One ID and password to qualify to download this software. Follow the instructions at this link to download your free software: <http://www.sjsu.edu/ecampus/teaching-tools/adobe/students/index.html> [Tip: Check your SJSU email (not your personal email) for software download.]

Course Requirements and Assignments

University statement

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

End of Semester Culminating projects - More Details

Your Final critique will occur on **Tuesday, November 24th**, and will be worth **15% (15 points)**. Your final written BFA proposal, complete with technical specification (either a physical mockup or detailed drawing or model) will also be due on **Tuesday, November 24th** and will be worth an additional **3% (3 points)**. The final version of your professional packet (CV, Artist Statement, Bio, Letter of Introduction, etc.) will be due on our Finals day, **Thursday, December 10th, 9:45 - 12:00**. It is worth **15% (15 points)** of your final grade in this class. Together your culminating assignments (Final Critique, completed BFA proposal, and professional packet) are worth **33% (33 points)**. It will be difficult or impossible for you to pass this class without completing these assignments. **You should begin to plan now to have extra time available for these significant projects at the end of the semester.** We will talk about this and plan together throughout the course of the semester.

Class Participation

The best way to emerge from this course as a well-prepared, soon to be professional in the field is to be present and actively participate. Remember, this class only meets once a week. It is a very condensed course; **1 missed day is like missing 1 week of class.** We only meet 15 times, plus the final day (16 total). There will be a number of activities and discussions that you will not experience if you are not present. Watching the Zoom recording is not the same, and does not count toward Class Participation points. While I do not grade based on attendance, **20% (20 points)** of your final grade will be based on **Class Participation**. It is impossible to participate if you are not present. If you are experiencing extenuating circumstances it is your responsibility to make me aware of them *as they occur*. Waiting until the end of the semester to explain the difficulties you encountered throughout the semester won't be very effective in terms of attempting to lobby for a higher grade.

Zoom Participation

I will start each session at 11:45, to allow you to settle in and talk among yourselves. Class will begin promptly at noon. Find a quiet, private place in your home for your Zoom class sessions. I am asking that you have your cameras turned on, unless there is a special reason why you cannot do so, in which case, you must let me know. It will help us build a better class dynamic if we are all present, engaged, and can see one another. Dress in presentable clothing, so that you will feel comfortable on camera. To reduce background noise, your microphone should be silenced until you are ready to speak. If you are a naturally quiet person, try using the "Chat" feature. If your camera is consistently turned off, there is no sign of your activity in the "Chat" feature, and/or it is obvious that you are distracted by other activities during class, expect serious deductions in your Class Participation grade.

Classroom Protocol

Students are expected to be punctual, to remain for the duration of the class, and to actively engage during all class meetings. Cell phones, laptops (when not specifically asked to use them) or other devices that detract from full attention should be turned off, put away or silenced.

Final Examination or Evaluation

Our Final Exam is scheduled by SJSU to take place on **Thursday, December 10th, from 9:45AM -12:00PM**. Please note that this is a different day and time than usual. Make appropriate arrangements **now**, so that you will be available to meet on this day. A portion of your final work will be due on this day. Participation is mandatory, per SJSU regulations. SJSU quote: Faculty members are required to have a culminating activity for their courses, which can include a final examination, a final research paper or project, a final creative work or performance, a final portfolio of work, or other appropriate assignment.”

Grading Information

100 total points possible - Relative weight of course requirements:

Introduce your work: **CR/NC - toward Class Participation grade**

First critique of work in progress: **5% (5 points) of your final grade**

Finished website: **5% (5 points) of your final grade**

Presentation - 5 minute - Artist of your choice - a professional who is doing what you hope to do: **5% (5 points)**

Final critique of BFA work in progress - near-finished work: **15% (15 points) of your final grade**

Reading/writing assignments: **35% (35 points) of your final grade**

Journal: **2% (2 points)**; BFA Proposal - 1st draft: **2% (2 points)**; BFA Proposal - Final draft with technical specification: **3% (3 points)**; Artist Statement: **5 points**; Reading Response x 4: **2 points each, T = 8 points**; Letter of Intro/Intent: **5% (5 points)**; CV: **5% (5 points)**; Bio: **5% (5 points)**

Professional package: **15% (15 points)** - for commercial position, exhibition proposal, teaching position, curator or gallery director or assistant, etc. - opportunity submission of your choice must be approved by instructor - will include many/most of the documents above, compiled into a package

Class participation: **20% (20 points) of your final grade**

Grade Reduction for missed Critique days

I expect you to attend all critique days, even if you don't have work of your own to show. A class of this size requires two days of critique. You must attend *both* to earn full credit for your own assignment. Failure to do so will lower your assignment grade by a half letter for each missed critique day, and could affect your Class Participation grade as well. I will be much more likely to accept excuses for late work if you attended the critique. Late assignments will only be accepted under unusual, extenuating, or emergency circumstances. You must notify me in advance if you are experiencing serious difficulties that may cause your work to be late.

Determination of Grades

The work created in class will be evaluated based on the following criteria.

- A **Outstanding:** thoughtful and intelligent ideas presented in a clear, organized, and engaging manner; among the very best.
- B **Above Average - Good:** the ideas are interesting and successfully presented; shows potential, but not necessarily distinctive; roughly equal in quality to the work completed by other students.
- C **Average - mediocre:** achieves minimum requirements of the assignment, but not particularly clear, nor ambitious. Quality of work is below that of most other projects submitted. May be above average idea presented in incomplete state.
- D **Unsatisfactory:** does not satisfy the minimum requirements of the assignment; generally unsatisfactory in terms of quality and clarity. Usually sloppy, incomplete and or late work.
- F You didn't submit an assignment.

Numeric grade equivalents - Detailed Letter Grade Rubric

A plus = 100 to 97 points
A = 96 to 93 points
A minus = 92 to 90 points
B plus = 89 to 87 points
B = 86 to 83 points
B minus = 82 to 80 points
C plus = 79 to 77 points
C = 76 to 73 points
C minus = 72 to 70 points
D plus = 69 to 67 points
D = 66 to 63 points
D minus = 62 to 60 points
F = 59 points or lower

Make Ups and Late Work

It is your responsibility to make up missed class sessions or late work. If you must miss a class for a legitimate reason, please send me an e-mail before class. While I will make Zoom recordings available, it is not the same as attending class with the group and will result in missed in-class work, and a reduction for class participation. Late assignments will only be accepted under unusual, extenuating, or emergency circumstances. Talk to me if you are having problems. I will make exceptions for legitimate excuses.

University Policies

Per [University Policy S16-9](https://www.sjsu.edu/gup/syllabusinfo/) (<https://www.sjsu.edu/gup/syllabusinfo/>), relevant university policy concerning all courses, such as student responsibilities, academic integrity, accommodations, dropping and adding, consent for recording of class, etc. and available student services (e.g. learning assistance, counseling, and other resources) are listed on [Syllabus Information web page](https://www.sjsu.edu/gup/syllabusinfo/) (<https://www.sjsu.edu/gup/syllabusinfo/>), which is hosted by the Office of Undergraduate Education. Make sure to visit this page to review and be aware of these university policies and resources.

Dropping and Adding

Monday, August 31st: Last day to drop courses without an entry on student's permanent record (D).

Tuesday September 8th: Last day to Add courses and register late (A).

For more information regarding add/drop policies see the Dropping and Adding section at <https://www.sjsu.edu/gup/syllabusinfo/#Adding%20and%20Dropping>

Equipment Loaning Resources - Might still find useful information at these links

Equipment loans are now severely limited, but the resources listed below are where you would normally check out equipment. Computer labs for student use were available in the Academic Success Center located in Clark Hall and in the Student Union. Computers may still be available for rent in the MLK Library. A wide variety of audio-visual equipment was available for student checkout through [Academic Technology](#) located in IRC 112. These items included cameras, audio recorders, sound systems, wireless microphones, projectors, projection screens, monitors, etc. The [Academic Technology](#) website is: <https://www.sjsu.edu/it/services/academic-tech/index.php>. The phone number for equipment checkout is: **924-2888**. Or use the online equipment reservation system found at: <https://www.sjsu.edu/it/services/academic-tech/equipment-loaning/index.php>. For students enrolled in Photography courses, or Photo majors working on BFA exhibitions, equipment was available on the 4th floor of Duncan Hall at the checkout window. Students used the QR code posted on the

wall of this classroom and filled out the form prior to visiting the window, or did so while there. Checking out equipment is now limited. If you need help, let me know and I will assist as much as possible.

Guidelines for Letters of Recommendation

1. You should give me (or any professor) 30 days minimum forewarning for letters of recommendation (not counting holidays or breaks during which I will not be writing letters).
2. I will not be likely to grant last minute requests, though it's always worth a try, in emergencies.
3. It should go without saying that you should be a student who did very well in the class/es you took with me.
4. All pertinent documents necessary for the letter should be emailed to me, including contact information.
5. If hard copies are required, stamped, addressed envelopes for each recipient should be included, along with Contact information for each.
6. I strongly suggest that you schedule a brief meeting during my office hours to discuss the purpose of the letter at the time of your request. I am happy to write letters of support for all who follow these guidelines.

Important Reminders:

For Today, 8/25

1. Remember that next Monday, 8/31, is the last to drop courses without an entry on your permanent record (D).
2. Reminder about **Pecha Kucha assignment** due next week (see Assignment/handout).

For Tuesday 9/1

1. Bring your past work to share with class in the form of a **Pecha Kucha** (see Assignment/handout) a credit/no credit assignment - counts toward class participation points.
2. Have Journals purchased (or electronically constructed) that you will be using for this class – your entries from the weekend should be in them...a credit/no credit assignment - counts toward reading/writing points.
3. Reminder that 1st Reading/discussion/response is due next week.

For Tuesday 9/08

1. 1st Reading/discussion/response due -
2. BFA Proposals due - Present in class
3. Reminder that 2nd Reading/discussion/response is due next week.

For Tuesday 9/15

1. 2nd Reading/discussion/response due - Finish Proposal Presentations if necessary
2. Reminder that 3rd Reading/discussion/response is due next week.

For Tuesday, 9/22

1. 3rd Reading/discussion/response due -
2. Website workshop - Open lab

For Tuesday, 9/29

1. Website due - Present to class
2. Reminder that 4th Reading/discussion/response is due next week.

I look forward to working with all of you!

ART 198-01 / BFA Seminar, Fall 2020, Course Schedule

Schedule is subject to change with fair notice. Notice will be given in class, via email, and updated version will be posted to Canvas.

Week	Date	Topics, Readings, Assignments, Deadlines
1	Tues 8/25	Introduction: Take attendance, go through class expectations together, discussion, in-class writing assignment. Next Tues, 9/1 bring work to share - Pecha Kucha & first journal check
2	Tues 9/01	Bring work to share - 5 minute Pecha Kucha - See handout - First Journal Check
3	Tues 9/08	Reading 1/Discussion - Response Due Proposals for BFA Exhibition Due – Present to class - no more than 5 mins
4	Tues 9/15	Reading 2/Discussion - Response Due Finish up Proposal presentations if necessary
5	Tues 9/22	Reading 3/Discussion - Response Due - 2nd Journal check Web design workshop - Open Lab in small groups - pick breakout groups
6	Tues 9/29	Completed websites due - present to class - all due today!
6	Fri 10/02	First Fridays Art Walk in DT San Jose?
7	Tues 10/06	Reading 4/Discussion - Response Due Finish website presentations if necessary
8	Tues 10/13	First Critique – Present work in progress in small breakout groups, comment on Canvas ATC exhibitions in galleries this week
9	Tues 10/20	5 minute Presentation on your ideal artist Due - All present today! ATC exhibitions in galleries this week
10	Mon 10/26	ATC Presentations - tentative - More info to come...
10	Tues 10/27	5 minute Presentation on your ideal artist Due - finish today if necessary ATC Presentations - tentative - may or may not impact our class - if so you will be invited to attend...via Zoom, of course, followed by finishing up presentations
11	Tues 11/03	Updated CV due - small group discussions - look over one another's documents in each group - Briefly reconvene as large group to discuss next class expectations
11	Fri 11/6	First Fridays Art Walk in DT San Jose?
12	Tues 11/10	Artist Statements & Artist Bios Due (2 separate documents) uploaded to Canvas - Small group discussions - look over one another's documents - total of 6 documents for each group of 3 - spend at least 10 minutes on each document - Briefly reconvene as large group to discuss next class expectations;
13	Tues 11/17	Letter of Intro Due - Small group discussions - look over one another's documents - 10 minutes on each document - Briefly reconvene as large group to discuss next class expectations
14	Tues 11/24	Final Critique – Final version of written BFA Proposal uploaded to Canvas Deadline today for all students, late otherwise - with work in progress and technical specification (physical mockup or detailed drawing or model) due uploaded to Canvas Give brief presentation of your final proposal
15	Tues 12/01	Our Last Regular Class Meeting Final Critiques – Final version of written BFA Proposal - Finish 2nd half of class presentations of final proposals end today
15	Fri 12/04	First Fridays Art Walk in DT San Jose?
16	Tues 12/08	NO CLASS - Study Day/"Dead" Day

Week	Date	Topics, Readings, Assignments, Deadlines
Final Exam	Thurs 12/10	<p>9:45 - 12:00 - Mandatory! Please note that this is a different day & time than normal - plan ahead to have this time free and be here.</p> <p>Final packages w/all materials included Due! Journals due!</p> <p>Grades on final critique and final BFA Proposal uploaded to Canvas by today.</p> <p>No late Packets or Journals after today!</p> <p>Let's treat this like an online opening - Celebrate your accomplishments!</p>

<https://www.sjsu.edu/classes/final-exam-schedule/fall-2020.php>