

Fall 2014/ Art 400 / Practicum

Tues. / Thurs, 3:30-5:30pm

Deering / bdeering@udel.edu

302.888.2267 studio / 302.528.8528 cell

DESCRIPTION / OVERVIEW

This course is designed to introduce 4rd year Visual Communications students (seniors) to various aspects of a career in the various positions that is available in the applied arts. This class is intended to address, discuss ideas and encourage conversation of the students creative development of their work.

This course / class will engage the working visual communication professional and faculty. Professionals from design, advertising, interactive media, illustration, social media, illustration animation, film and photography will be invited to discuss their work and the profession.

Students are responsible for participating in this dialogue, sharing information, and documenting discussion content. Along with assigned readings, students will take the initiative to explore issues of interest at a greater depth. Professional guests, weekly readings and discussions on contemporary design related issues will be discussed.

ASSIGNMENT

Students will seek out an internship and complete a portfolio that is specific to a context and audience in the marketplace that is of interest to them professionally. Students will complete design problems using ideas that are relevant and applicable to the profession.

CREATIVE WORK

A complete outline of what your intentions are. This should be outlined in depth in your written proposal. What possibilities do you see for creating new projects as it pertains to letterpress and to the creative process? What are you proposing to print in the press and why?

WRITTEN PROPOSALS

Written proposals are due the end of the day Tuesday September 10th, 2013, typed and in detail and they should be a hard copy and the should emailed to me so I have a chance to look at them prior to class on Thursday September 12th, 2013. Please bring a hard copy to class on Tuesday September 10th, 2013. The proposal should include your objectives for the semester and outline what you wish to achieve with dates and deadlines; the proposal should be in detail.

OUTCOMES / GOALS / AWARENESS

Students will compare the different types of design profession that are available in a number of areas, evaluate different employment possibilities as it relates to the profession and visual communications in all areas as it relates to the creative profession. Research, contemporary and cross-disciplinary, Social Responsibility, job opportunities, careers and understanding the market place.

Students will express themselves through creative writing and explore internships and design practice, business and economics of the design profession, as well as production techniques in a number of areas.

Apply a model of the creative process to complete a portfolio that is specific to a context and audience in the marketplace and solves a design problem using ideas that are relevant and applicable to the profession.

Differentiate and knowledgeably discuss the work of contemporary artists and designers who utilize new all visual communication media both on and off-screen, analog as well as digital.

STRUCTURE

Lecture / presentation format, field trips as well as professional visitors will be visiting class, discussing and presenting their work, there will be in-class discussion, workshops and exercises as well as in class studio work time.

Attendance and participation are mandatory. After three absences your final grade will automatically drop a letter. After four absences, you will not receive a passing grade for this course. Lateness or leaving early will not count as being present for class. Attendance will be taken daily. Participation during class and discussions are MAJOR components of your grade. Since this course is about professional practices, you should be professional in attendance and participation. A completed Website, Resume and the obtaining of an Internship is part of this class.

ATTENDANCE & GRADES

<http://www.udel.edu/provost/fachb/III-1-1-attendance.html>

<http://ust.udel.edu/content/delawares-grading-system>

Attendance is required and should be 100%. Your upper level students and you know what it takes to move your work forward. All students are required and responsible for turning your work in on time. Having nothing to do in class means you have come unprepared. See the UD attendance guidelines for missing classes above and the attached web address.

Grading is based on assignments, website, and your work in class, participation, attendance, and final review of all work done during the semester. Presentation of assignments, professionalism, portfolio, website, blog are all part of the grading process.

FACILITIES

There is no access to the building past 12:00 pm. Please be mindful of others that must use the space after you. There are other students that must use this room. You are not allowed to cut on the tables please.

NEW YORK CITY FIELD TRIP

There will be one New York City field trip this semester on Thursday September 26th and is highly recommended for you to attend and is part of this class. New York City field trips are an important learning experience for this course; they are a part of your grade.

SUPPLIES

Students will determine the materials they will need for this class, the selection of materials will depend on what direction your going with your work.

READINGS / BOOKS MAGAZINES

VC / Internship guidelines

Design Matters: Portfolios 01: An Essential Primer for Today's
Competitive Market Place / by Maura Keller

http://www.amazon.com/Design-Matters-Portfolios-Essential-Competitive/dp/1592536026/ref=sr_1_3?s=books&ie=UTF8&qid=1311964633&sr=1-3

CA Magazine / <http://www.commart.com/>

Art 400 / Deering / Visual Communications Practicum Schedule

Week 1 /	August 27, Tues	Orientation / Syllabus / Keys, Nate Sherman Project #1 / Internship and portfolio discussions
	August 29, Thur	Laura Mechling, Mo Smith, http://dsc.discovery.com/ http://www.lauramechling.com/
Week 2 /	September 3, Tues September 5, Thur	Work Session / internship / Resume / Web site / portfolio Bill Starkey / http://www.ltrickpony.com/
Week 3 /	September 10, Tues September 12, Thur	Lanny Sommese / http://www.adicaa.org/designers_detail.asp?id=61 VCUK/14, London and Internship Presentations
Week 4 /	September 17, Tues September 19, Thur	Work Session / ½ to GCC for printing tour Camden Assay / http://camdenasay.com/ / http://cwpdesignstudio.com/ Andrew Lee / http://www.o3world.com/
Week 5 /	September 24, Tues September 26, Thur	Work Session / ½ to GCC for printing tour New York Field Trip
Week 6 /	October 1, Tues October 3, Thur	Work Session / internship / Resume / Web site / portfolio Prep for Governors dinner Trabant
Week 7 /	October 8, Tues October 10, Thur	Work Session / Portfolio / Internship / web site / resume etc David Brinley / http://www.davidbrinley.com
Week 8 /	October 15, Tues October 17, Thur	Work Session / internship / Resume / Web site / portfolio Chelsea Ness, http://cargocollective.com/cness
Week 9 /	October 22, Tues October 24, Thur	Work Session / internship / Resume / Web site / portfolio Bill Hartman, Dave Smith, http://dsc.discovery.com/
Week 10 /	October 29, Tues October 31, Thur	Work Session / internship / Resume / Web site / portfolio Guest Speaker / TBD
Week 11 /	November 5, Tues November 7, Thur	Work Session / internship / Resume / Web site / portfolio Shannon Stevens, Chris Cunningham, http://essentiacreative.com/
Week 12 /	November 12, Tues November 14, Thur	Work Session / internship / Resume / Web site / portfolio Guest Speaker / TBD
Week 13 /	November 19, Tues November 21, Thur	Work Session / internship / Resume / Web site / portfolio Work Session / internship / Resume / Web site / portfolio
Week 14 /	November 26, Tues November 28, Thur	Work Session / internship / Resume / Web site / portfolio Thanksgiving
Week 15 /	December 3rd, Tues.	Last day of classes, final presentations / web sites etc.