

# 488

ARS

## PREREQUISITES

Must have a C or above in ARS 472 and completion of the Graphic Design concentration and acceptance into the BFA program. Fee.  
3.000 Credit hours  
6.000 Lab hours

## MEETING TIMES

M-W-F  
10:10am-12:05pm  
VA 320

## COURSE DESCRIPTION

A self-directed creative project in the area of graphic design with the guidance of a faculty member. Evaluation of the project is completed by a faculty committee and committee approval is needed to pass the course. The thesis must be exhibited publicly as a class. The student is required to work at least 12 hours per week on the project.

## COURSE OBJECTIVES

- a. Have a complete body of work that exhibits mastery of design skills.
- b. To develop and produce a self-guided solution to a complex design problem.
- c. Utilize a calendar and self motivate to meet all self-assigned deadlines.
- d. Develop an ability to self critique.
- e. Present work in a professional manner both visually and verbally.
- f. Possess the abilities to express concepts and ideas in written form.

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office hours: m-w 3:30-4:30pm  
t: 1-5:00pm  
or by appointment

[www.studio2n.com](http://www.studio2n.com)  
[temperamentalmuses.com](http://temperamentalmuses.com)  
twitter: [almahoffmann](#)  
pinterest: [almahoffmann](#)

## TEXTBOOK

None. Each student may need specific books that relate to each of their particular interests.

# CLASS FORMAT & EXPECTATIONS

## CHANGES IN COURSE REQUIREMENTS

Not all classes progress at the same rate thus course requirements might have to be modified as circumstances dictate. You will be given written notice if the course requirements need to be changed.

**THE SENIOR THESIS CLASS** consists primarily of student's independent and self paced work towards the thesis project. The final project should represent a significant body of independent creative work. It can take many different forms or combinations of forms: print, publication, Web, interactive multimedia, or animation. The specifics will vary greatly from project to project.

Each student will sign up for individual meetings with the professor on a weekly basis. We will determine times and dates on the first day of classes. Once a month we will meet together as a class to help each other with feedback.

The class format relies on a variety of activities including, but not limited to, small lectures, reading discussions, conversations, small and large group critiques, sketching, constant sketch revisions, content and visual research, visual explorations, one to one discussions, field trips if applicable, occasional social media and/or design related videos, and etc..

## SKETCHES

Sketches will take as long as they take. You are required to do a minimum of 50 sketches but sometimes that is not enough to solve a visual problem. Complaining about it will result in me assigning even more sketches. The sketches are assigned to hone your visual thinking skills. Doing them is your decision of course. Though you should know I do count them and grade them as part of the daily work ethics component and the process for every project.

## RESEARCH

You are expected to research your topics and visual decisions. It is important that you learn to offer a sound rationale for your design solutions. A designer must be a good thinker and a strategist, otherwise, we will end up making photocopies and doing second rate work.

You will need to do several types of research: background information, precedents, demographics, materials, visual precedents (every project requires you to turn in a set of at least **50** images for inspiration and precedent), subject matter, and others as appropriate.

## DEADLINES

Missing a deadline is strongly discouraged as I am not able to accept late work. Exceptions are only given in extenuating circumstances as long as these are properly documented and/or pre-arranged accommodations properly documented by The Office of Special Student Services. Examples of excused absences are emergency room visits, hospitalization, car accident, and a death in the family.

## WORK ETHICS & PARTICIPATION

Each class meeting period counts for 10 points. 5 points are dedicated to your coming to class on time and staying until dismissed. The remainder are based the following:

- In addition to being on time, having the textbooks and/or required materials needed to discuss your progress, all assigned sketches properly trimmed to size when instructed, basic tools to work, appropriate attitude in class, disposition to work, and active engagement and participation in class discussions and critiques.
- Professional demeanor and behavior in class.
- All written work must be typed and stapled. Hand written reports, papers and/or loose pages will not be accepted.
- Come to your advisor meetings prepared. Assignments are always due at the beginning of your allotted time of the appointment.

- Craft is as important as the project itself.

Silent attendance will not earn full credit. Sleeping or texting in class lowers your grade. Daily work cannot be made up, it depends on being in class.

### PROFESSIONAL EXPECTATIONS

Respect for your fellow students and the professor is demonstrated by:

1. Class preparedness (completing assignments on time, bringing materials (all required sketches, visual research, tool, and others, to class, checking class site for instructions).
2. Volunteering answers, asking questions, and helping other students.
3. Paying attention during class demonstrations.
4. Following project's instructions on syllabus and taking notes.
5. Participating in critiques, presentations, and discussions. Not only you are showing respect, but you will also avoid quizzes.
6. Arriving on time and staying for the full time period.
7. Notify instructor before class starts if you need to leave early. Make arrangements with a fellow student to obtain any information you might miss and contact them; class material will not be repeated.
8. Keeping cell phone off.
9. Turning projects, binders, and PDFs on time at the beginning of class.
10. Backing up all your files, taking care of your computer, and other materials.
11. Submitting all written work must be typed and stapled. Hand written reports, papers and/or loose pages will not be accepted. Use a 3-hole puncher or plastic sleeves for your binder.
12. Keeping PDA and grooming for your personal time.
13. Only engaging in social media when it is relevant to the class and/or project.
14. All assignments are due at the beginning of class.
15. Keeping excellent craft because craft is as important as the project itself for both binder and final project.

## CLASS FORMAT & EXPECTATIONS

### CHANGES IN COURSE REQUIREMENTS

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# ATTENDANCE & USA's POLICIES

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## ATTENDANCE

Because class attendance is crucial to the learning process it is expected that students will attend every meeting.

1. Two absences will be allowed. However, being that this class will mostly consist of individual meetings, you need to make an effort and keep me informed of your unexcused absences.
2. Each absence thereafter will result in the lowering of the final grade by one full letter.
3. Three unexcused late arrivals or three unexcused early departures will equal one absence. You will not be allowed in class if arriving 40-45 minutes late. It will be considered an absence.
4. If 5 class days are missed, you will get an F in the class.
5. Missing a critique and/or a project's deadlines will not be excused and will lower your grade one letter grade unless you show proper documentation (refer to class expectations).
6. Please try to schedule doctor's appointments and any other appointments so that they do not fall during your particular appointment time.

The University's academic policy and procedures which can be found in the Undergraduate and Graduate Bulletin, page 33.

*"An individual student is responsible for attending the classes in which the student is officially enrolled. The quality of work will ordinarily suffer from excessive absences. At the beginning of classes, instructors must define their policy on absences, and all cases of illness and emergency shall be promptly reported and verified to the instructor.*

*For excessive absences (two or three consecutive class meetings) due to illness, death in family, or family emergency, the Dean of Students' office should be advised.*

*Absence notices will be sent to each instructor notifying him of the reason for and the approximate length of the absence. This notification does not constitute an excused absence.*

*Students receiving veterans' benefits are required to attend classes according to the regulations of the Veterans Administration.*

*All international students on F-1 visas must comply with attendance regulations as dictated by the Department of Justice, Immigration and Naturalization Services. They must remain students in good standing with at least twelve (12) hours per term.*

*Students attending authorized off-campus functions or required activities shall be excused by the responsible University official through the Office of Academic Affairs. In case of doubt, instructors may consult these lists in that office. Work missed as a result of these excused absences may be made up."*

# ATTENDANCE & USA'S POLICIES

## CHANGES IN COURSE REQUIREMENTS

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## ACADEMIC DISRUPTION POLICY

The University of South Alabama's policy regarding Academic Disruption is found in The Lowdown, the student handbook. See: <http://www.southalabama.edu/lowdown/academicdisruption.shtml>:  
*"Disruptive academic behavior is defined as individual or group conduct that interrupts or interferes with any educational activity or environment, infringes upon the rights and privileges of others, results in or threatens the destruction of property and/or is otherwise prejudicial to the maintenance of order in an academic environment.*

*The University of South Alabama respects the right of instructors to teach and students to learn. Maintenance of these rights requires an academic environment that does not impede their exercise. To ensure these rights, faculty and staff members have the responsibility:*

- *To establish and implement academic standards.*
- *To establish and enforce reasonable behavior standards in each academic setting.*
- *To document and report incidents of academic disruption.*
- *To refer for disciplinary action those students whose behavior may be judged to be disruptive under the Code of Student Conduct (refer to USA Policies in the student handbook "The Lowdown" for specifics).*

*Disruptive academic behavior is defined as individual or group conduct that interrupts or interferes with any educational activity or environment, infringes upon the rights and privileges of others, results in or threatens the destruction of property, and/or is otherwise prejudicial to the maintenance of order in an academic environment. An academic environment is defined as a classroom, laboratory, library, study hall, field trip or similar setting in which formal learning is taking place. Though dependent upon the size and nature of the academic setting, disruption refers to behavior a reasonable person would view as substantially or repeatedly interfering with the conduct of an activity. Disruptive behavior may range from the mildly annoying (which should be tolerated as much as possible) to clearly disruptive, dangerous and/or violent behavior which should never be tolerated."*

## STUDENT ACADEMIC CONDUCT POLICY

The University of South Alabama's policy regarding Student Academic Conduct Policy is found in The Lowdown <http://www.southalabama.edu/lowdown/academicconductpolicy.shtml>.

*"The University of South Alabama is a community of scholars in which the ideals of freedom of inquiry, freedom of thought, freedom of expression, and freedom of the individual are sustained.*

*The University is committed to supporting the exercise of any right guaranteed to individuals by the Constitution and the Code of Alabama and to educating students relative to their responsibilities.*

*Students enrolled in online courses are expected to adhere to the Academic Conduct Policy. In particular, students are expected to complete their own coursework and not provide unauthorized information or materials to another student.*

*As a community of students and scholars, the University strives to maintain the highest standards of academic integrity. All members of the community are expected to exhibit honesty and competence in academic work. This responsibility can be met only through earnest and continuing effort on the part of all students and faculty. Any dishonesty related to academic work or records constitutes academic misconduct including, but not limited to, activities such as giving or receiving*

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*unauthorized aid in tests and examinations, improperly obtaining a copy of an examination, plagiarism, misrepresentation of information, or altering transcripts or university records. Academic misconduct is incompatible with the standards of the academic community. Such acts are viewed as moral and intellectual offenses and are subject to investigation and disciplinary action through appropriate university procedures. Penalties may range from the loss of credit for a particular assignment to dismissal from the University. Note that dismissal from any University of South Alabama college or school for reasons of academic misconduct will also result in permanent dismissal from the University. Faculty, students, and staff are responsible for acquainting themselves with, adhering to, and promoting policies governing academic conduct."*

## **POLICY ON PLAGIARISM SOFTWARE**

Students may learn about the meaning of plagiarism and how to avoid it at the following link: <http://www.southalabama.edu/univlib/instruction/plagiarismforstudents.html>.

This is cited from [www.indiana.edu/~wts/wts/plagiarism.html](http://www.indiana.edu/~wts/wts/plagiarism.html).

## **WHAT IS PLAGIARISM AND WHY IS IT IMPORTANT?**

In college courses, we are continually engaged with other people's ideas: we read them in texts, hear them in lecture, discuss them in class, and incorporate them into our own writing. As a result, it is very important that we give credit where it is due. Plagiarism is using others' ideas and words without clearly acknowledging the source of that information.

## **HOW CAN STUDENTS AVOID PLAGIARISM?**

To avoid plagiarism, you must give credit whenever you use another person's idea, opinion, or theory; any facts, statistics, photos, graphs, drawings—any pieces of information—that are not common knowledge; quotations of another person's actual spoken or written words; or paraphrase of another person's spoken or written words."

## **STUDENTS WITH DISABILITIES**

In accordance with the Americans with Disabilities Act, students with bona fide disabilities will be afforded reasonable accommodations. The Office of Special Student Services (OSSS) will certify a disability and advise faculty members of reasonable accommodations. If you have a specific disability that qualifies you for academic accommodations, please notify the instructor/professor and provide certification from the Office of Special Student Services. OSSS is located at 5828 Old Shell Road at Jaguar Drive, (251-460-7212).

## **COURSE AND TEACHER EVALUATION**

Make sure to fill out the evaluations when announced. Constructive feedback is appreciated and welcome. These are not for venting or lashing out. Even if you are mad at your instructor, keep it professional, keep it cool. You don't know if in the future, you will need the same consideration.

## **ADDITIONAL REQUIREMENTS AND RECOMMENDATIONS**

### **ONLINE WRITING SUPPORT**

The University of South Alabama provides online writing tutoring services through SMARTHINKING, an online tutoring service. SMARTHINKING is available at <http://services.smarthinking.com>. Students may enter the site by logging on with their Jag number and using the last four digits of the social security number as the password. For log-on problems, technical questions and/or on-campus writing assistance, contact the USA Writing Center at 251-460-6480 or e-mail [csaint-paul@usouthal.edu](mailto:csaint-paul@usouthal.edu).

Information about the University Writing Center and Online Writing Lab can be found online at <http://www.southalabama.edu/univlib/instruction/antiplagiarism/writinghelp>.

# ATTENDANCE & USA'S POLICIES

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# WHAT TO EXPECT FROM ME

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## **FACILITATE**

In a manner of speaking I am your facilitator. That is, my job is to provoke your creativity and analytical skills with questions and feedback. I will always ask you why and what if... as a way to give you a bridge for your thoughts. I will push you to produce your best work possible and sometimes this will mean being tough and others it will mean holding your hand. In either case, my interest is for you to succeed. I will expect a lot but I will be there for you at the same time.

## **GRADING**

Usually I will grade your work within a month after it is due. However, sometimes attendance to conferences to present a paper, working on a paper for a deadline, and others alike might keep me from grading the work within a month. In those cases, I will inform you and will ask you to be patient.

## **EMAILS**

Every effort will be made to answer your emails within a 24 hour period as long as they are properly written (address, grammar and tone). If you do not get a reply within that time frame, check your email again and make sure it is properly and politely formatted. Unless I am in the middle of a family situation (kids or other) you can expect an email within the 24 hour period.

## **NO EMAILS ON SUNDAYS.**

## **OFFICE HOURS**

My office hours are listed on the first page of your syllabus. Office hours are Mondays and Wednesdays from 3:30-4:30pm and Tuesdays from 1-5:00pm. You can stop by and talk with me if you need to. There will be a sign up sheet on my door for you to pick a time that is convenient for you. Because sometimes I step out to the main office or to a meeting, it is advisable to let me know in advance to put you in my calendar and to ensure I will be there. If those days do not work, contact me to make an appointment.

## **HONESTY & RESPECT**

I will be honest with you regarding your work, performance, and my life in general. I expect the same from you.



At a job interview, no one will ask you what grade you got in Graphic Design classes or this class. However, your portfolio will reflect how well you learned, explored, and expanded upon the concepts covered in this course.

### THE STANDARD RULE

Meet the standard requirements (follow the instructions and complete the assignment) and earn a C. That is the default grade. **TO GET AN A, YOU MUST MAKE AN A, WHICH MEANS MAKING WORK ABOVE AND BEYOND THE STANDARD REQUIREMENTS.**

A	100-90
B	89-80
C	79-70
D	69-60
F	59- 0

Please note that every project and/or assignment given will have its own rubric attached to it, based on the assignment's specific objectives and parameters.

1.0	Work Ethics/Meeting Preparation	10 points per meeting (150 points) <i>Being prepared for biweekly meetings , full class meetings, nd staying on top of all self given deadlines (approximately <b>8 MEETINGS ONE ON ONE OF 20 MINUTES EACH &amp; 7 FULL CLASS MEETINGS</b>)</i>
2.0	Senior Project	700 points
3.0	Project Brief	100 points
4.0	Project Binder	50 points

Total: 1,000 points approximately

1,000-900	A
899-800	B
799-700	C
699-600	D
599-0	F

### SENIOR SHOW

You will have a joint show in the Visual Arts Gallery to showcase your senior project. The show will open on May 5th and will run through May 7th. You will set up on Sunday May 4th from 1-5pm. You must physically be there and set up your own space. You may not have another person set up your space for you. You will take the work down on May 8th.

### SUPPLIES

Because this class is based on your individual project requirements, the supplies you will need depend on what type of project you are executing. However, at the minimum, you must have a binder to start documenting your research, visual research, sketches, iterations, revisions, etc.. The binder must be professionally put together. You should also have a notebook in which to take notes when we meet both individually and as a class.

### CHANGES IN COURSE REQUIREMENTS

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**THERE IS NO DESIGN WITHOUT DISCIPLINE. THERE IS NO DISCIPLINE WITHOUT INTELLIGENCE.**  
**— MASSIMO VIGNELLI —**

# GRADING CRITERIA

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## CHANGES IN COURSE REQUIREMENTS

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## PROJECT BRIEF (NOT TO BE CONFUSED WITH THE PROCESS BINDER)

Students will be required to write a thesis project brief. The brief must state a thesis statement and describe the process from concept to execution. The brief will be graded based on clarity, eloquence, ability to articulate ideas (sharing the 'inside view' of the creative process), and grammar.

As with your binder, the brief should be branded in with your personal identity and be professionally designed.

## REQUIREMENTS

Minimum 5 page written project summary which will include:

- a statement of the Thesis goals/purpose
- a description of how those goals were pursued
- an assessment of the final results
- a critical discussion of historical and/or contemporary
- examples relevant to the project should also be included.

## IMAGES (IN ADDITION TO THE 5 PAGES)

The Thesis images should be high-quality prints that either document the project or are the product of the Thesis project.

The nature of these images will depend on the kind of project undertaken. If the Thesis is a web or multimedia project, then the images document the project, and they should consist of screen shots from different parts of the project together with short written descriptions.

These images should provide a clear presentation of the Thesis project.

## RESEARCH DOCUMENTATION (THE BINDER)

The research and development material should document what the student did during the preparation of the Thesis project. Research material could include print-outs of relevant web sites, photocopies of book pages, magazine tear sheets, and reference images.

Development material should include sketches and design drafts that were produced during the production process. It's important to document the stages of your project through a series of progressive design sketches. See Appendix 1 on page 15.

## CD-ROM

The CD-ROM should contain electronic versions of the Thesis material. Contents of the CD will vary based on the kind of Thesis project undertaken. If the Thesis is a web or multimedia project, then the CD-ROM files are the distribution media for the Thesis.

For a print project, the CD is an archival record of your files. If the project is a print project, then the disk should include source files and reference images. It is not necessary to turn in every file or sketch, just final versions of the important ones. The disk should have cover graphics, be tested for errors and should be fully ready for use.

**MEETING TIMES****10:10-10:30****10:30-10:50****10:50-11:10****11:10-11:30****11:30-11:50****11:50-12:05** (open for questions or walk ins)

<b>week 1</b>	<b>M JAN 13</b>	Class introduction, syllabus, sign up for meeting times and days. Project proposals & calendars due Wed. & Friday
	<b>W JAN 15</b>	<b>FULL CLASS MEETING</b>
	<b>F JAN 17</b>	Meet with students 1-5
<b>week 2</b>	<b>M JAN 20</b>	<b>HOLIDAY: MARTIN LUTHER KING JR.</b>
	<b>W JAN 22</b>	Meet with students 6-10
	<b>F JAN 24</b>	Meet with students 11-15
<b>week 3</b>	<b>M JAN 27</b>	Meet with students 16-20
	<b>W JAN 29</b>	Meet with students 21-23 & <b>OPEN TIME</b>
	<b>F JAN 31</b>	Meet with students 1-5
<b>week 4</b>	<b>M FEB 3</b>	Meet with students 6-10
	<b>W FEB 5</b>	Meet with students 11-15
	<b>F FEB 7</b>	Meet with students 16-20
<b>week 5</b>	<b>M FEB 10</b>	Meet with students 21-23 & <b>OPEN TIME</b>
	<b>W FEB 12</b>	<b>FULL CLASS MEETING</b>
	<b>F FEB 14</b>	Meet with students 1-5
<b>week 6</b>	<b>M FEB 17</b>	Meet with students 6-10
	<b>W FEB 19</b>	Meet with students 11-15
	<b>F FEB 21</b>	Meet with students 16-20
<b>week 7</b>	<b>M FEB 24</b>	Meet with students 21-23 & <b>OPEN TIME</b>
	<b>W FEB 26</b>	<b>FULL CLASS MEETING</b>
	<b>F FEB 28</b>	Meet with students 1-5
<b>week 8</b>	<b>M MAR 3</b>	<b>SPRING BREAK</b>
	<b>W MAR 5</b>	<b>SPRING BREAK</b>
	<b>F MAR 7</b>	<b>SPRING BREAK</b>
<b>week 9</b>	<b>M MAR 10</b>	Meet with students 6-10
	<b>W MAR 12</b>	Meet with students 11-15
	<b>F MAR 14</b>	Meet with students 16-20

# CLASS SCHEDULE

**CHANGES IN COURSE REQUIREMENTS**

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### MEETING TIMES

10:10-10:30

10:30-10:50

10:50-11:10

11:10-11:30

11:30-11:50

11:50-12:05 (*open for questions or walk ins*)

<b>week 10</b>	<b>M MAR 17</b>	Meet with students 21-23 & <b>OPEN TIME</b>
	<b>W MAR 19</b>	<b>FULL CLASS MEETING</b>
	<b>F MAR 21</b>	Meet with students 1-5
<b>week 11</b>	<b>M MAR 24</b>	Meet with students 6-10
	<b>W MAR 26</b>	Meet with students 11-15
	<b>F MAR 28</b>	Meet with students 16-20
<b>week 12</b>	<b>M MAR 31</b>	Meet with students 21-23 & <b>OPEN TIME</b>
	<b>W APR 2</b>	<b>FULL CLASS MEETING</b>
	<b>F APR 4</b>	Meet with students 1-5
<b>week 13</b>	<b>M APR 7</b>	Meet with students 6-10
	<b>W APR 9</b>	Meet with students 11-15
	<b>F APR 11</b>	Meet with students 16-20
<b>week 14</b>	<b>M APR 14</b>	Meet with students 21-23 & <b>OPEN TIME</b>
	<b>W APR 16</b>	<b>FULL CLASS MEETING</b>
	<b>F APR 18</b>	Meet with students 1-5
<b>week 15</b>	<b>M APR 21</b>	Meet with students 6-10
	<b>W APR</b>	Meet with students 11-15
	<b>F APR 25</b>	Meet with students 16-20
<b>week 16</b>	<b>M APR 28</b>	Meet with students 21-23 & <b>OPEN TIME</b>
	<b>W APR 30</b>	<b>FULL CLASS MEETING</b>
	<b>F MAY 2</b>	<b>FULL CLASS MEETING</b>
<b>week 17</b>	<b>M MAY 5</b>	<b>SHOW</b>
	<b>W MAY 7</b>	<b>SHOW</b>

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Designer's name \_\_\_\_\_

Date \_\_\_\_\_

<b>THESIS PROJECT GRADING 70%</b>	<b>no credit</b>	<b>F (fail)</b>	<b>D ( average)</b>	<b>C (average)</b>	<b>B ( average)</b>	<b>A (excellent)</b>
Creativity / Conceptual Ability	0	1	2	3	4	5
Clarity of Visual Communication / Execution of Concept	0	1	2	3	4	5
Visual Structure of Elements / Composition / Layout	0	1	2	3	4	5
Unity – Ability to Work Successfully in a Series	0	1	2	3	4	5
Typography	0	1	2	3	4	5
Use of Images	0	1	2	3	4	5
Appropriate Number of Pieces to Warrant a Thesis	0	1	2	3	4	5
Ability to Self Critique	0	1	2	3	4	5
Work Ethic / Professionalism	0	1	2	3	4	5
Craftsmanship / Presentation	0	1	2	3	4	5

**Thesis Project Grade** \_\_\_\_\_

<b>MEETING PREPARATION &amp; ATTENDANCE (20%)</b>	<b>no credit</b>	<b>F (fail)</b>	<b>D ( average)</b>	<b>C (average)</b>	<b>B ( average)</b>	<b>A (excellent)</b>
Met self-assigned deadlines	0	1	2	3	4	5
Meeting Attendance	0	1	2	3	4	5
Meeting Preparation	0	1	2	3	4	5
Process binder	0	1	2	3	4	5

**Meeting Grade** \_\_\_\_\_

**WRITTEN COMPONENT (10%)**

<b>PROJECT BRIEF</b>	<b>no credit</b>	<b>F (fail)</b>	<b>D ( average)</b>	<b>C (average)</b>	<b>B ( average)</b>	<b>A (excellent)</b>
All Writing Deadlines Met	0	1	2	3	4	5
Quality of Writing & Attention to Grammar/Typos	0	1	2	3	4	5

**Writing Grade** \_\_\_\_\_

**ADDITIONAL COMMENTS**

Designer's name \_\_\_\_\_

Date \_\_\_\_\_

<b>THESIS PROJECT GRADING (70%)</b>	<b>no credit</b>	<b>F (fail)</b>	<b>D ( average)</b>	<b>C (average)</b>	<b>B ( average)</b>	<b>A (excellent)</b>
Creativity / Conceptual Ability	0	1	2	3	4	5
Clarity of Visual Communication / Execution of Concept	0	1	2	3	4	5
Visual Structure of Elements / Composition / Layout	0	1	2	3	4	5
Unity – Ability to Work Successfully in a Series	0	1	2	3	4	5
Typography	0	1	2	3	4	5
Use of Images	0	1	2	3	4	5
Appropriate Number of Pieces to Warrant a Thesis	0	1	2	3	4	5
Ability to Self Critique	0	1	2	3	4	5
Work Ethic / Professionalism	0	1	2	3	4	5
Craftsmanship / Presentation	0	1	2	3	4	5

**Thesis Project Grade** \_\_\_\_\_

# APPENDIX 1

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# PROCESS BINDER

CHANGES IN COURSE REQUIREMENTS  
Not all classes progress at the same rate  
thus course requirements might have to  
be modified as circumstances dictate. You  
will be given written notice if the course  
requirements need to be changed.

Visual artists, designers, film set designers, and even hair stylists keep a journal, binder, folder of things that are of interest to them, a specific topic they need to research, and others containing all things that inspire them, their brainstorming ideas, process, sketches, print roughs, and final prints to document their particular project from beginning to end.

In the art world, provenance—the history of ownership of a valued object or work of art or literature—documents authenticate the legitimacy and originality of a work of art. In the design world, partly due to the commercial nature of it and partly because of how technology has transformed this industry, documentation is often overlooked. Yet, it is having proper documentation of the research and the design process that legitimizes the work, helps counter any claims of copyright infringement, and gives a designer credibility in the eyes of clients.

For these reasons, you will keep and maintain a binder for each and every project in class. In the event that you are working in teams, you are still responsible for your own binder and its content.

A properly documented binder will include the following, but it is not limited to them:

- **TOPIC RESEARCH OR INFORMATION GATHERING**

This may take different directions depending on the project. If doing an identity for a client, dutiful research will include both proper interviews and information gathering from the client, as well as research about the industry or topic within the industry. Your job will be to become an expert in what your client does. Wikipedia can only be used as a starting point. The bulk of your research needs to come from more reliable sources.

- **VISUAL RESEARCH**

50+ images of professional work, historical and contemporary. Examples of how well known designers have solved similar problems. No Google images, do your research. You can use Pinterest to help you with this.

- **BRAINSTORMING SESSIONS**

For the most part, we all get here and do not push farther. However, it is important, if not critical for you to push on and sketch.

- **SKETCHING**

Unless otherwise stated in the project description, 50+ sketches are required per project. If working in teams, you would still need to do them.

- **PRINT ROUGHS**

Make sure to save and print all changes

- **FINAL COMPOSITIONS AND ITERATIONS**

- **REFLECTION STATEMENT**

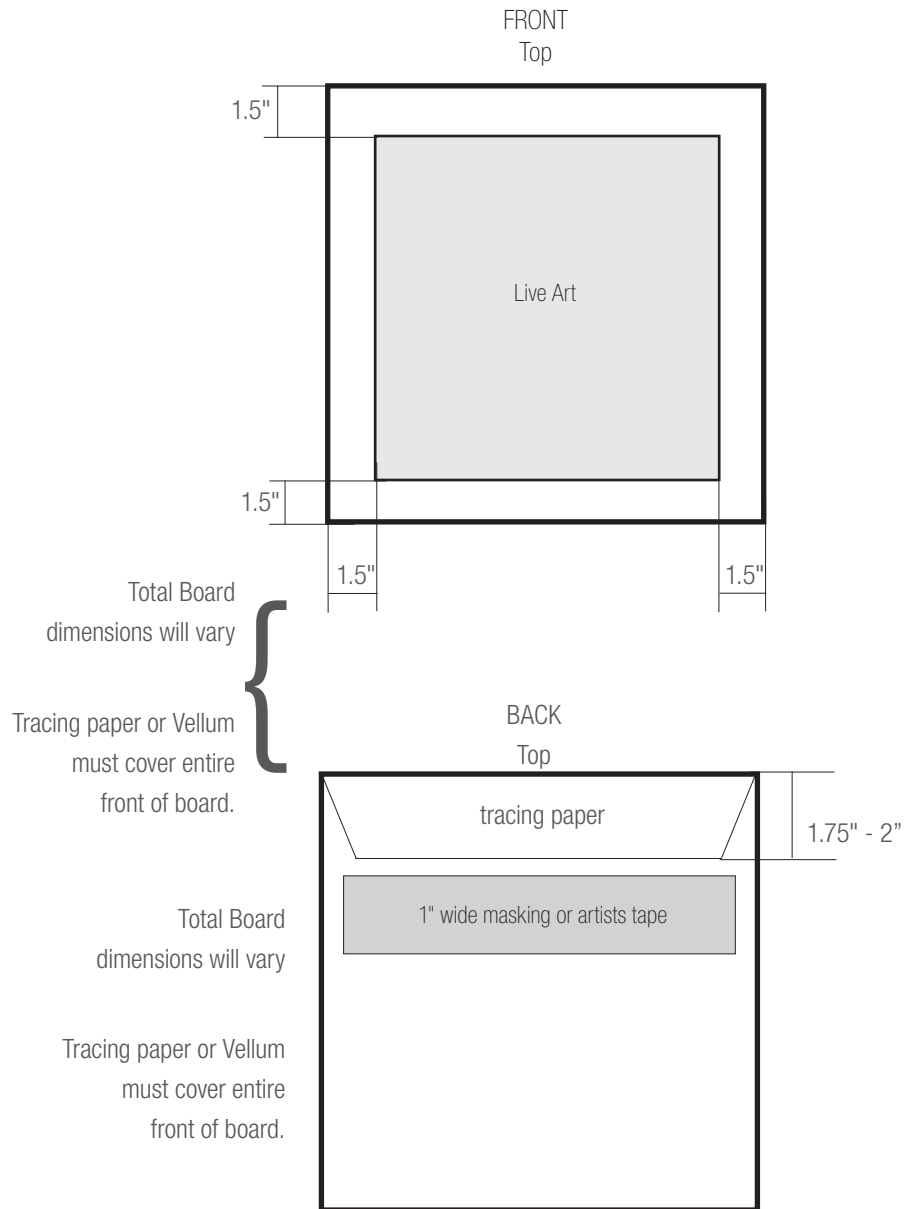
A level of success is assumed when you turn in a project. Therefore, make sure you talk about what you learned, areas of weakness & need for improvement. This is not the platform to brag.

- **2 PDFS OF FINAL COMPOSITIONS THAT CAN BE REPRINTED IF NEEDED**

Unless otherwise stated, **EVERY** project should be turned in the following manner:

## APPENDIX 2 BOARDS

CHANGES IN COURSE REQUIREMENTS  
Not all classes progress at the same rate  
thus course requirements might have to  
be modified as circumstances dictate. You  
will be given written notice if the course  
requirements need to be changed.



DO NOT ATTACH ANY TAPE TO THE BOTTOM  
OF THE BOARD