

ART 475
SENIOR STUDIO

MONDAYS
6:30-10:30PM
ROOM 403

JOSHUA EGE
OFFICE 416

OFFICE HOURS
By Appointment

MONDAY:
5:00-6:00PM

WEDNESDAY:
3:10-4:30PM

THURSDAY:
3:10-4:30PM

COURSE OBJECTIVES

This course is intended to help soon to be graduating students (you) become prepared to enter the work force. You will be educated with information that will further your understanding of the different careers that are available in the Advertising, Design and New Media fields. This will be partnered with reviewing/revisiting existing pieces in your portfolio and filling in any holes with a new piece. You will learn how to handle an interview, write a resume and what is expected once you are hired and working for a company.

- Understanding what types of career avenues are available in the design, advertising and new media industries.
- Understanding professional dynamics and procedures in agencies/studios through speakers and field trips
- Focus your portfolio toward your career objectives to become more marketable
- Strengthen and apply skills learned in previous courses

COURSE DESCRIPTION

In this class you will work on a capstone project that should represent the culmination of what you have learned in the VisCom program. In addition, you will be required to update current portfolio projects as needed.

Over the course of the semester professionals from the areas of art direction, design and new media will speak to class addressing a series of questions about their career, show work and have Q&A. Everyone will listen to these presentations, no matter what the specific discipline. At the conclusion, majors specific to the speaker will stay for one-on-one portfolio critiques. The speaker will critique your work, as well as your complete presentation.

COURSE FORMAT

We will review portfolios at the beginning of the semester and look to strengthen individual pieces or fill holes with a new project work. Each student will be expected to use all the creative methodologies for innovative problem solving that you have learned in earlier Visual Communication classes. You will be expected to work at an advanced level of conceptual thinking, creative management and production. Portfolios will be reviewed again right after mid-semester, tough decisions will be made with this presentation, i.e. if you are ready to graduate.

The Instructor's role will be that of a Creative Director advisor: I will observe your work and ideas generally. It is your responsibility to be prepared to give a general overview of what you are doing and expected to be the creative problem solver every step of the way. Each of you should realize that the class is the primary vehicle for regular, detailed feedback throughout the entire semester.

On occasion the class may need to meet off-site to accommodate guest speakers or tours.

STUDIO TOURS/SPEAKER QUESTIONS

Where did you attend school/what was your major
What made you get into the field
How did you get your first job or an interesting getting a job story
What is your work environment like, how many people to you work with.
Do you work in teams
How is creative handled
What exactly do you do: concept, pitching clients, designing, press checks, edit, etc. convey responsibilities of your job
Do you get to travel
How many hours a week do you work
Two client horror stories
Two stories that make you totally dig what you do
How do you stay current in the field
One thing you hate to see in a portfolio of student work
One interview story

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GRADING

Grades will be assigned according to the following scale:

- A work well above the general class level, evidence of participation in related activities outside of the classroom, thoughtful participation in classroom discussion and critique
- B work above the general class level, participation in classroom discussion and critique
- C average work, minimal requirements met
- D work below class average, lack of participation and/or poor attendance
- F inferior work, work not turned in, failure to attend class

Grades will be based on:

- 20% professional critique feedback
- 10% show participation and exit show
- 70% on portfolio

SHOW ENTRY REQUIREMENTS

You will be required to enter the One Show, DSVC student Show, Creative Summit plus at least one more

MID-TERM GRADUATION REVIEW

Students will submit a pdf for review mid-semester for final graduation determination. Portfolio parameters will vary from student to student, i.e. print vs. new media.

FINAL CRITIQUE

Each student is required to be on time for the final critique and have all their assignments completed. If a student is OVER 10 MINUTES late for the final critique, a full grade will be deducted from his or her final grade. If a student does not show up for the final critique they automatically fail the class.

ATTENDANCE

You may be absent from class twice.

On your first absence you will receive an e-mail warning, which is copied to Lee Whitmarsh.

On your second absence you will receive an e-mail and you will be contacted by Lee Whitmarsh.

On your third absence you will receive an F in the class. If you wish to drop the class you will receive a drop/fail.

Two tardies of 20 minutes or more equals an absence.

A tardy of 60 minutes equals an absence.

Two late returns from break of more than 10 minutes equals one absence.

If a student is OVER 10 MINUTES late for the final, a full grade will be deducted from his or her final grade. If a student does not show up for the final they automatically fail the class.

There is no distinction between excused and unexcused absences.

INSTRUCTOR CONTACT INFORMATION

Please email me any questions as well as your class project work at the email below.

Note: E-mail should be used for brief verbal communications. If your e-mail is lengthy schedule an appointment

joshua.ege@tamuc.edu
214.752.9009