

# Delta State University

## Department of Art

### Senior Project Guidelines

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#### Senior Project Guidelines for BFA Students with a Concentration in Graphic Design

##### Objective of Senior Project

The senior project and exhibition is the capstone experience of the BFA program. This senior project demonstrates your ability to conceive, plan and execute a body of work appropriate to a professional graphic designer. The senior project should represent a cohesive, aesthetically unified, technically accomplished group of works. The senior project furthermore should demonstrate your professionalism and ability to manage your time effectively and complete a project within a given period of time.

Senior Project is designed to require graduating seniors to attempt all major forms of graphic design learned through the development of a brand identity and accompanying materials (logo suite and brand basics, advertisements, package design, web design, and physical products at minimum). The Brand Identity Guide serves as the writing portion. This will require you to explain your brand in terms of tone and conceptual idea as well as display and design specifics - a necessary skill for a graphic designer.

Finally, you will create a display of your Senior Project for the Senior Thesis Exhibition.

##### Senior Project Semester

To complete your senior project, you will need to **enroll in ART 416 Senior Project**.

##### Meetings with Senior Project Advisor

ART 416 Senior Project meets twice a week. This serves as work time as well as individual meeting time with your instructor. A set of four group critiques during the semester will also take place inviting all senior project classmates to critique each other's work and offer ideas. Additional faculty will be invited to the final critique.

##### Final Critique

Your final critique will take place during finals week. At this point your senior project should be completed and properly installed in the gallery. The purpose of the final critique is to evaluate

the outcome of your senior project based on its content, craftsmanship and whether it presents a unified vision and assign a grade for your senior project.

### **Senior Project Documentation**

The following documentary material should accompany your senior project:

1. A short bio
2. A 1-page artist statement
3. Branding Standards Guide
4. Photographic documentation of your completed senior project
5. Digital files for all design works in your senior project
6. Resume

Other accompanying materials come from portfolio and process course in which you will create a book that contains an artist statement, portfolio of work (with descriptions), and resume; in addition, you will create a personal logo, business card, sample cover letter, and personal website of you work.

All documentary materials are to be submitted through Canvas before your final critique. Bring a paper copy of your documentary material to your final critique.

### **Evaluation of Your Senior Project**

The final grade for your senior project is based on the committee's evaluation of your final project as well as the progress of your senior project. The chair of your committee will discuss the committee's evaluation with you after your final critique.

Evaluation criteria:

- weekly meetings with your senior project advisor (class time)
- senior project progress, process work, and planning materials (sketchbook)
- ability to explain and defend the concept and execution of the work
- exhibition design and installation
- analysis of the work in the exhibition: conceptual strength, quality, quantity, aesthetic consistency, and whether it demonstrates proficient use of materials and techniques.
- quality and completeness of the student's portfolio and supporting materials.

### **Senior Project Exhibition**

The director of Fielding Wright Art Center Gallery will meet with all senior thesis students at the beginning of February to allocate exhibition space, discuss how to prepare for your senior thesis exhibition, and provide a timeline for submitting supporting materials for the exhibition.

The senior thesis exhibition usually opens on the day of commencement with a reception for participating students and their guests. The exhibition usually runs until the end of June.

**De-installing Senior Project**

Your senior project is not complete until you have de-installed your work and cleared the gallery. De-installation of your work is part of the grade for your senior project, failure to de-install the work by the deadline given by the gallery will result in changing the senior project grade that appears on your transcript to an incomplete.

## **Senior Project Checklist**

### **Thesis Semester**

- Make sure that all academic and studio requirements for the BFA degree have been or are being met.
- Register for ART 416.
- File for graduation at the office of the Dean of Arts and Sciences.
- Participate in four group critiques with other Senior Project students
- Attend meeting of senior thesis students with gallery director to discuss gallery procedures
- Inform gallery director about your gallery needs (pedestals, access to electric outlets, etc.)
- Submit your artist statement and label information to gallery director.
- Prepare documentation for your thesis project.
- Submit documentation prior to your final critique.
- Install exhibition.
- Schedule final critique.
- De-install your work at the end of the Senior Thesis Exhibition.

### **Appendix:**

**Appendix A: Senior Project Documentation Template**

**Appendix B: Senior Project Group Critique Evaluation Form**

**Appendix C: Senior Project Evaluation Form**

## Senior Project Documentation Template

Cover Page:

**Title of Your Senior Project**

**A Senior Project in Graphic Design**

**Submitted to the Delta State University Art Department**

**By Student Name**

**Semester and Year**

**Senior Project Instructor: Name of Instructor**

**Senior Project Instructor: \_\_\_\_\_**

**Date: \_\_\_\_\_**

### Senior Project Outline:

- **A short bio**
- **A 1-page artist statement**
- **Branding Standards Guide**
- **Photographic documentation of your completed senior project**

Include a DVD with digital images of your work.

- Guidelines for the Documentation of your Creative Works
- Still Works / Images: JPEGs sized at a minimum of 1000 and a maximum of 2000 pixels wide, maximum 4 megabytes.
- Time Based Works: H.264 or Quicktime
- Label each file with your name, title of work, date.

**Senior Project Meeting Assessment Form**

To be completed by senior project instructor and used for assessment of student’s semester-long senior project progress.

**Date:**

**Senior Project student:**

**Form completed by:**

1. Based on the work displayed, I feel this student has made strong progress in response to the feedback received from the previous meeting.

5	4	3	2	1
Excellent	Good	Average	Below Average	Insufficient

2. Adequate pace and completion of artworks since the previous meeting.

5	4	3	2	1
Excellent	Good	Average	Below Average	Insufficient

**Comments including expectations for next meeting:**

**Senior Project Final Evaluation**

To be completed by the senior project committee chair person and signed by all committee members.

**Date:**

**Senior Project Student:**

**Senior Project Instructor:**

	<b>Percentage of Grade</b>	
<b>Class and Group Critique attendance</b>	<b>10%</b>	
	<b>10%</b>	
<b>Project progress</b>	<b>10%</b>	
<b>Analysis of the work in the exhibition:</b>	<b>40%</b>	
<b>conceptual strength</b>		
<b>quality</b>		
<b>quantity</b>		
<b>aesthetic consistency</b>		
<b>proficient use of materials and techniques</b>		
<b>Ability to explain and defend the concept and execution of the work</b>	<b>10%</b>	
<b>Exhibition design and installation</b>	<b>10%</b>	
<b>Quality and completeness of the student's portfolio and supporting materials</b>	<b>20%</b>	
<b>Final Grade</b>		