PROJECTS

Process & Research

We will spend a large amount of time at the beginning of the semester researching and developing your concepts. During this phase you will be gathering, collecting and documenting visual inspiration and reference. You will also sketch, test and prototype ideas. The culmination of this phase will be your core concept and the foundation for the design work and written statement. We will review your research constantly so always be prepared to show and discuss where you are in your process. You may use any tool or method you like to collect and document, however it needs to be something you can easily present to the group. In the past students have chose to use Pinterest, GimmeBar, Tumblr, Evernote, Dropbox, iPhoto, a folder on your desktop, an envelope, a shoebox ... it's up to you. I will ask that you prepare a pdf of all of your research and sketching to submit with your project at the end of the semester.

Designer's Statement

In your designer's statement you will define the nature of your project or series of projects. You will layout what you intend for the outcome of your project. You will define the subject matter and state your opinions and ideas. It is important in this statement to refer to the research you have done to help state your position, or to justify your project. There is no requirement for length, however it needs to be more than a few sentences. The project is personal work, not client work. You should be able to articulate why you are drawn to the content or why you intend on creating this work.

Project work

There are no parameters for the work you must complete for your individual project. We will define these together over the course of the semester. It is expected that your work be impeccably crafted and designed. You are expected to sweat even the tiniest details. This project will be a feature of your portfolio and should ultimately be able to represent you as a designer. If the project feels sloppy and unfinished, that will reflect upon you as a designer. Your project will live in the BFA exhibition in May. Upon completion of the show you will be required to turn in a CD/DVD or flash drive containing your process & research, statement and final project files.

DUE: TBD

Guest Critics:
We will have a series of guest critics this semester. Currently scheduled for February to coincide with the BoNE Show are:

Stewart Smith
Elliot Earls

SIgn ups for individual meetings will be available a week in advance.

FINAL REVIEWS

WILL BE HELD ON APRIL 16, 2013
GUEST CRITICS FOR REVIEWS ARE RENEE WALKER & ZAK JENSEN