SENIOR GRAPHIC DESIGN

Spring 2013

CFA AR 484

Senior Degree Project

LEVEL	BFA · Senior degree project studio
CREDITS	4
MEETS	[confirm]
DATES	Spring 2013 · final reviews April 16, 2013
LOCATION	[confirm]
INSTRUCTOR	Nick Rock
OFFICE	[confirm]
CONTACT	nickrock@bu.edu
OFFICE HOURS	[confirm]

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Course Structure

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 and Elliot Earls. Sign-ups for individual meetings will be available a week in advance.

Final Reviews

Final reviews will be held on April 16, 2013. Guest critics for reviews are Renee Walker and Zak Jensen.

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Projects

Process & Research

Ongoing · PDF of research and sketching submitted with the final project

We will spend a large amount of time at the beginning of the semester researching and developing your concepts. During this phase you will gather, collect and document 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, as long as you can easily present it to the group. In the past students have used Pinterest, GimmeBar, Tumblr, Evernote, Dropbox, iPhoto, a folder on the desktop, an envelope, a shoebox — it's up to 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

Written

In your designer's statement you will define the nature of your project or series of projects. You will lay out what you intend for the outcome of your project, define the subject matter and state your opinions and ideas. It is important to refer to the research you have done to help state your position or justify your project. There is no requirement for length, but 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 and why you intend to create this work.

Project Work

Self-directed · exhibited in the BFA exhibition in May · due TBD

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. When the show is over you will turn in a CD/DVD or flash drive containing your process and research, statement and final project files.