**Senior Projects Art 438/L** Sp16, M/W 8am-10:30am  Sagebrush Hall 105.  
Instructor: **Tim Forcum**  E-mail: tim.forcum@csun.edu  
Office hours: AC606  M/W 2pm-3:30pm Phone (818)677-7914

**Course Description:**
Art 438  Senior Projects and Art 438L Senior Projects Lab (3)  
Prerequisite: Senior Standing. Projects which afford students the opportunity to assess their training, summarize their achievements, and analyze their place in the visual arts.

**Course Objectives:**
Art 438 is a capstone course for Art Majors. It provides career development strategies for students interested in pursuing various Art professions. The primary goal of Art 438 is to help Art majors assemble the information they need to begin within their respective fields of interest and to continue to develop their own personal art related projects. Class objectives center on how students move from the academic setting into the business and fine art worlds. We will focus on creating basic professional materials, developing communication skills, and getting information about how other artists began and advanced their careers.

Art 438 has four primary activity areas:

1. **Professional Package**- Letterhead, Business Card, Cover Letter, Personal Statement, Resume, Personal Website/Portfolio.

2. **Individual Project/Presentation**- Expanding your own work beyond school projects. Preparing your portfolio to better represent your artistic skills and personality. Strengthen your ability to verbally explain and present your work in Presentation.

3. **Research/Class Assignments**- Short/Long term goals, Interview a person in your field. Attend one exhibitions, lectures, or professionally relevant events outside of the University and report. Expand Statement and Cover Letter. Letter of Rec.

4. **Class/Group Activity**- Describe your Area, Presentation of past work. Individual Meetings. Working with the class and assigned groups to expand your ideas and evaluate and critique others work. Attendance to lectures, presentations, and films.
Grading:

Your grade will be based on:
- Professional Package 30%
- Individual Project 30%
- Research/Assignments 25%
- Class/Group Activity 15%

Final grades are on a +/- system. All projects are graded on a 100% scale and will be averaged within each of the above mentioned activities areas.

Late assignments will be penalized by one full letter grade for each class it is late. An absence is not an excuse for a late project.

Note:
All written assignments must be typed using 12 font and presented as a college level paper. Papers will be evaluated on content as well as spelling and grammar. Please proofread all written material. If you have problems with writing you can seek help through the writing center on campus.

Attendance:
Attendance is mandatory. Course information is not repeated, so if you miss a class it is your responsibility to receive the information from another student in your group. The class schedule can change, so stay informed.

You are allowed 3 absences. After 3 your final grade will go down one letter grade for each additional absence. Attendance will be taken at the beginning of each class. Excessive lateness will effect your final grade. (3 tardies or late leaves, equals 1 absence)

Recommended Reading:

- Creative, Inc.: The Ultimate Guide to Running a Successful Freelance Business by Cho, Joy Deangdeelert
- Art/Work: Everything You Need to Know (and Do) As You Pursue Your Art Career by Bhandari, Darcy
- Graphic Artists Guild Handbook, Pricing & Ethical Guidelines by Graphic Artist’s Guild
- Business and Legal Forms for Graphic Designers
- The Practical Handbook for the Emerging Artist by Margaret R. Lizzari
- A Short Guide to Writing about Art by Sylvan Barnet
- Art Marketing 101 Third Edition by Constance Smith
- The Designer’s Common Sense Business Book by Barbara Ganim
Art 438 Schedule

1/25  Introduction. Review Syllabus.  Short/Long Term Goals, Intro

2/1   Lecture: Statements.  Statement Workshop.  Individual Project Proposal Due
2/3   Group Activity: The Pitch. Discuss Interview.  1st Draft Personal Statement Due

2/8   Individual Meetings Groups 1 and 2  Review Statements, and Individual Project
2/10  Individual Meetings Groups 3 and 4

2/15  Individual Meetings Groups 5 and 6
2/17  Individual Meetings Groups 7 and 8

2/24  Lab Day

2/29  Individual Presentations Group 1, 2, 3, and 4. Your work up to date.
3/2   Individual Presentations Group 5, 6, 7, and 8

3/7   Lecture: Networking Group Activity  2nd Draft of Personal Statement Due
3/9   Lab Day

3/14  Lecture: Letter of Rec.  1st Draft Cover Letter and Resume (on Letterhead) Due
3/16  Lab Day
3/21  Spring Break
3/23  Spring Break

3/28  Individual Meetings Group 1 and 2  Update on Individual Project. Portfolio/Website.
3/30  Individual Meetings Group 3 and 4

4/4   Individual Meetings Group 5 and 6
4/6   Individual Meetings Group 7 and 8

4/11  Group Discussion: Project Critique. Portfolio/Website Review.
4/13  Lab Day

4/18  Film  Event Report Due
4/20  Lab Day

4/27  Lab Day

5/2   Groups Discussion: Letter of Rec., 2nd Draft Cover Letter on Letterhead Due.
5/4   Film

5/9   Presentations of Individual Project Group 5, 6, 7, and 8
5/11  Presentations of Individual Project Group 1, 2, 3, and 4  Professional Package Due

5/16  Scheduled Final Monday 8am-10am  Pick up Professional Package
# 438 Grade Worksheet

Name________________________

<table>
<thead>
<tr>
<th>Professional Package</th>
<th>Grade_____</th>
<th>30%_____</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letterhead</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Card</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover Letter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal Statement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resume</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website/Portfolio</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Individual Project/Presentation</th>
<th>Grade_____</th>
<th>30%_____</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Project Proposal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Research/Class Assignments</th>
<th>Grade_____</th>
<th>25%_____</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report on Relevant Event</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interview in Field</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1(^{st}) Draft Cover Letter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2(^{nd}) Draft Cover Letter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1(^{st}) Draft Personal Statement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2(^{nd}) Draft Personal Statement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Letter of Recommendation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Class/Group Activity</th>
<th>Grade_____</th>
<th>15%_____</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short-term Long-term Goals</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intro</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Describe Your Area Activity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statement Workshop</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Pitch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Networking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentation of Past Work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individual Meetings</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Class Attendance                  |            |          |

Final Grade_____________

Final Grade_____________
Intro

What Area of the Art Department are you in?

Explain specifically what your specialty is within that Area?

Are you doing an internship now or you have done an internship? Or are you working in your field at present?

What are your immediate plans after graduation?

How strong is your portfolio? Do you have a website?

What do you think needs to be added to your portfolio right away?

Which Professor do you feel the most connected to? Feel like you can go talk to?

Name 5 contemporary/historical Artist, Designers, Animators, Art Historians, Educators, Illustrators, Photographers, etc. that influence you?

Name 5 places you would like to work, or galleries you would like to show at, or grad schools you would like to attend?
Describe Your Area

1. How would you describe your area to someone completely unfamiliar with the discipline?

2. What different specialties are within your area?

3. What kind of jobs can you get with a degree in your area?

4. What do you know about the area now that you didn’t know about it before?

4. What is good work in your area? Why? How do you discriminate between good work and bad work?

5. What are some of the invisible rules others might not know?

6. What are annoying stereotypes about your area?
Short-term And Long-term Goals

Not only should you set useful goals, you should also set both short-term and long-term goals.

**Short-term goals** are ones that you will achieve in the near future (e.g., in a day, within a week, or possibly within a few months).

**Long-term goals** are ones that you will achieve over a longer period of time (e.g., one year, five years, then twenty years).

Long-term goals often are our most meaningful and important goals. One problem, however, is that the achievement of these goals is usually far in the future. As a result, we often have trouble staying focused and maintaining a positive attitude toward reaching these goals. This is why it is helpful to set up what we call enabling goals.

An **enabling goal** is a special type of shorter-term goal. It is written to help us achieve a long-term goal. Enabling goals are like stepping stones that help us measure our progress toward reaching longer-term goals.

For example:
This class is setting up enabling goals. Getting a better understanding of your work by writing a statement. Working on your own projects to make your portfolio stronger and more coherent. Visiting events, lectures or exhibitions to give you a better understanding of your field of interest and for networking. Practice talking about your work by giving presentations so you can strengthen your confidence in explaining yourself and your work. Putting together a professional package that makes you ready to present yourself and your work on a high level. Talking to people in your field of interest so you can begin to develop relationships and contacts. Having a current Website.

With these goals met you will be better prepared to confront your chosen profession and succeed in your field. On top of that you must be considering what other enabling goals you need to set to help you reach your long-term goals.

**Assignment:** One page typed listing your Short-term and Long-termed goals. This is for you. You will not be graded for content. Be honest and sincere in what you want to accomplish. Due next class.