

# BFA Thesis - Graphic Design

Department of Graphic Design, GDS 465

Prof. Mari Hulick,

Wednesdays 8:30am—11:30am and 1:15—3:15, G310

<http://www.thestudio-site.com/ed/bfa.html>

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## Course Description:

*catalog description* - This is the core class for the senior year of study in the major. The class meets weekly for presentations and to develop research skills and strategic practice. This is the research and idea-phase of the BFA thesis, which will be presented in the spring. Presentation, research, and ideational skills are stressed.

In this studio/seminar course, students will pursue in-depth research and study within a studio concentration that culminates in the public presentation of the BFA Thesis Exhibition in the Spring. In this first semester of this year-long course, students determine and define their individual thesis investigations. This semester is also the time that students create a design direction as they begin production of materials that showcase their solutions to the problems they investigate. At the end of the semester, students will be required to prepare and present their thesis, problem and proposed solution for critical review to their Faculty Committee. The committee will determine if the students proceed to the next semester, or re-present in the first few weeks of the Spring semester.

## Course Objectives:

To provide the student with specific working format and guidance during planning and preparation of the BFA thesis investigation and research.

## Course Topics:

Topics include: Defining a thesis; Creating a problem statement; Supportive research; Solution Ideation; Design practice in relation to problem investigation

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## Class Schedule

August 27	Analyze Introduction to class - Clarification of Thesis Research and Projects Design Practice and Design Theory Introduction to voice recording and iMovie <i>Project</i> - The Vignelli Canon
September 3	Research <b>Design Challenge Due</b> One Sentence and brief presenting a design challenge. Your Problem Statement will come out of this challenge.

## BFA Course - Graphic Design

September 3 (cont)

Digital Presentation on your challenge is due.  
Mood Boards. Required.  
Research Methods covered.

September 10 Empathize

### **Empathy Map and Initial Problem Statement Due**

Second presentation movie. Prepare a visual Empathy Map using any of the presentation tools covered so far.

List Stakeholders

September 17 ideation

### **Ideation and Solutions explored**

Ideation board presented.

Peer Evaluations.

Second Presentation,—showcasing Empathy Map, Problem, Ideation and proposed solutions.

As you present your work, frame it in the Design Brief:

What is the project?

Who is the target audience and how do you propose to meet their needs?

What do you want them to feel?

How have other designers dealt with similar projects? What was successful in their work, and what needs improvement? (Design analysis)

Reworked Mood Boards Due

Begin collecting all documentation and initial ideas or a “Findings Document” - clearly outlining your process and research and inspiration up to this point.

September 24 Define

### **Committee Member Forms Due**

### **Roughs of Ideas**

Software and other skills needs (such as construction) covered

October 1 Prototype 1

### **Prototype: Initial Comps Due**

With greater insight on your idea, you can now go ahead and start thinking of ways to realize your ideas, concepts, questions, etc. through the design. Choose the sketches you feel are most appropriate and start designing your piece. Refer to the Design Brief as you work. This is the guide to your process. Ground every choice in the Problem Statement, Empathy Map and initial Ideation

## BFA Course - Graphic Design

- October 8 Ideate 2  
**Individual work time and conferences**  
Peer Feedback and Evaluations  
Rework Mood Boards into final state
- October 15 Prototype 2  
**Presentations - Guest feedback**  
Peer Evaluations
- October 22 Define  
Individual Meetings
- October 29 Test  
**Initial Prototype Presentations**  
Using your initial concept description, your research and piece design, write a statement. Be sure to include your reasons for your choice of media
- November 5 Prototype 3  
**Piece Description and Diagrams due**  
Write a text-based description of your proposed piece. Include proposed piece diagrams and drawings, which will help visualize exactly what the piece will look like. Begin planning for an alternative space and/or special media needs NOW.
- November 12 Prototype 4  
**Test Prototype with key Stakeholders**  
Get the responses of key stakeholders
- November 19 **Dress Rehearsal for Midyears**
- November 26 **Thanksgiving Break Starts. No Class**
- December 1—December 5 (schedule for Finals TBA)  
**Mid-Year Reviews**  
For the review, each student will present a proposal for their BFA. See The checklist on the next page.
- NOTE: Students must pass their midyear review. If a student does not receive approval to move forward from their committee, they will not be eligible to move forward into the final semester and participate in the BFA Installation in May 2014.

Dates and times for Mid Year Reviews will be scheduled around committee and space availability.

**Mid-Year Review Requirements:**

- A digital presentation giving a brief overview of research and the initial sketches and first iterations of the work
- Business Card, Resume, Mini Portfolio
- Hard Copy initial phases including process boards and comps
- The first Iteration of the Findings Document (bound)
- Written proposal for work schedule during Winter Break
- Written proposal for progress for the Spring 2006 semester

## Required Reading (PDFs available)

*Dilemmas in A General Theory of Planning* by Horst Rittle and Melvin Webber

4

*Pretotype It* by Alberto Savoia

## Recommended Reading

*The Craft of Research* by Wayne Booth, Gregory Colomb, Joseph Williams

*Visual Research, An Introduction* by Ian Noble and Russell Bestley

*Design Writing Research* by Ellen Lupton and Abbott Miller

# CIA Policies

## **Class Trips Policy from the 2012-13 School Catalog:**

Faculty may conduct instruction-related trips or tours that require students to travel away from the Institute and be absent from scheduled class times for courses other than the one for which the excursion is intended. Students must notify the faculty of course meetings that will be missed. In addition, all students must sign an approved release form, in advance of the trip, that declares that they will not make a claim against the Institute or its personnel/ representatives for injury or damage sustained while on the trip. Release forms should be returned to your faculty member at least a week before the trip. All CIA policies are in effect during sponsored excursions away from campus.

## **CIA Attendance Policy from the 2012-13 School Catalog:**

It is in your best interest to attend all sessions of the classes in which you are registered and to attend all associated lecture programs and meetings. Your progress as an artist depends not only on completion of assignments but also on full participation in dialogue with studio and academic classes. Each faculty member has discretion in taking attendance and penalizing habitual absences or tardiness, and will advise the class about what will be considered acceptable attendance for the purpose of grading.

More than three weeks of class absences may result in failure. Four weeks of absences will result in failure. You must notify your faculty member if you will miss a class, and Academic Services if you will miss more than one class. If you have a problem with missed classes, meet with an Academic Services staff member to discuss your options.

Individual faculty members may require written documentation of your illness or injury. Note that Student Health Services (SHS) does not provide documentation for class excuses. Under certain circumstances, SHS will give you written verification of the date of your visit to their office. If you are hospitalized or have an extended illness, you should give permission to a staff member in Academic Services so they can communicate with SHS and the hospital regarding your illness and assist you.

You should contact your instructor(s) as soon as possible after an unavoidable absence. An unexcused absence from a final critique or exam will result in automatic failure of the course. You are required to notify a staff member in the Office of Academic Services prior to missing a final exam or critique.

## **CIA Grade Descriptions and Grading Policy from the Student Handbook:**

Consistent with CIA's long-standing tradition of excellence in all levels of art and design education, effective Fall 2014, all students must earn a grade of at least "C" in all studio and core courses required by the major in which they are enrolled. This minimum requirement does not pertain to Liberal Arts, Foundation, or studio electives taken in another major. Any student earning a "C-" or lower will be required to repeat that course at CIA and attain a "C" or better grade.

Letter grades are a means by which the faculty member communicates his/her professional assessment of your performance. The primary purpose of assigning grades is to provide you with a realistic standard of reference by which you can measure your progress while enrolled at CIA.

Grades are reported twice each semester: mid-term grades after the first eight weeks and final grades at the close of the term. The mid-term grade is a preliminary indication of your progress to date. Only the final grade is entered into your official record. A dual grading system permits faculty to measure your accomplishment and effort separately.

Semester and cumulative grade point averages are reviewed by Academic Services each term to determine each student's academic status. Each transcript includes the semester Grade Point Average (GPA) and the cumulative GPA.

Letter grades have the following meaning:

- A, A-: Work of consistently outstanding quality, which displays originality, and often goes beyond course requirements
- B+, B, B-: Work of consistently good quality, demonstrating a high level of proficiency, knowledge and skills in all aspects of the course
- C+, C, C-: Satisfactory work that meets the requirements of the course and conforms to the standards for graduation
- D+, D, D-: Work deficient in concept or execution but acceptable for course credit
- F: Work unacceptable for course credit and does not meet the standards for graduation

### **CIA Policy on Plagiarism and Academic Dishonesty from the Student Handbook:**

All acts of academic dishonesty diminish the integrity of the Institute and are taken very seriously by the school. Students being accused of Academic Dishonesty will participate in our judicial process and if found responsible, will be subject to appropriate sanctions. Sanctions may include, but are not limited to any one or a combination of the following:

- Formal warning/censure/academic alert.
- Reduced grade including a failing grade for the assignment.
- Reduced grade including a failing grade for the entire course.
- Forfeiture of student leadership positions, and/or restrictions on participation in Institute activities.
- Academic probation
- Suspension
- Expulsion from the Institute.