

## Annual Report – AY2020

# Studio Arts Coordinator - Gary Edward Cuddington

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### Essential Responsibilities

#### •Studio Arts Coordinator

Maintain the safe and effective operation of all its facets of the Studio Art Concentration and build on the natural unity of each of the Art & Archaeology department's concentrations. Creating and nurturing opportunities for collaboration and critical discussion is extremely important and as the Studio Arts Coordinator I regularly seek out potential for community outreach and when possible encourage program growth that utilizes our current resources. For example, *The Portrait Studio Community Group of Frederick*, uses our department's drawing and painting studio to hold live model open studio sessions; sessions are free to students, staff and faculty, and open to members of the community. The open studio sessions are a wonderful way to bring together several areas of the department and further the community awareness of our facilities and the people who populate it.

The Studio Art Concentration is closely intertwined with the Art Education Concentration, the Studio Art minor, the Graphic Design minor, and now the Art Therapy major (a collaborative major between Art & Archaeology and Psychology). The Studio Arts Concentration employed four adjunct faculty to regularly work with undergraduate students and one full-time Assistant Professor, Gary Cuddington. The retirement of the Graduate Ceramic Arts Program Director, Joyce Michaud, required a few temporary adjustments as the department completed a search for a new Program Director; two of our regular adjunct faculty Jenna Gianni and Taylor Pasquale moved up to .5 faculty and I joined our the Chair of our department, Jennifer Ross, as acting Graduate Director. The tremendous work of Jenna and Taylor was essential to the operation of the Studio Arts Concentration, as was the hard work and drive of Corey Shultz, our Studio Arts Manager. In addition to teaching and advising graduate students, Taylor Pasquale, is the Ceramics Arts Technical Coordinator. When Michelle Schulte our former Gallery Director needed to step down, we were very fortunate to have Elizabeth McFadden, who recently received her doctorate, move into the Gallery Director position, assisted by a Gallery Assistant, Ceramic Arts Graduate Student, Jesse Jones.

I serve as mentor and supervisor for studio arts adjunct faculty, review portfolios and often serve on search committees to hire new positions within the department. Throughout the year members of the Studio Art Concentration keep an open dialogue on studio course curriculum, developing vertical planning and assessment. The Studio Arts Manager, Gallery Director and I work together to manage the studio arts budget, plan curriculum, anticipate course projections and communicate with IT and Facilities on a consistent basis to assist with the effective operation of the Studio Art Concentration's, studio/classrooms, the Hodson and Whitaker Galleries, and all of our studio art facilities, including the kiln pavilion. All members of the Studio Art Concentration work with The Studio Arts Manager, Corey Shultz, to stay in compliance with environmental hazard codes and OSHA standards for safety.

### Community Offerings

#### •*Community Portrait Group of Frederick*

Forty-eight weekly sessions of community portrait open studio classes were held. The Community portrait group lead by local artist, Bill Mapes, meets in the drawing/painting studio

throughout the year. Many of the artists in this group have exhibited their work in galleries in Frederick including our Hodson Gallery, during the fall semester of 2017. The group employs a model for each session, often the same model will stay for three to four session, offering the opportunity for extended projects; members pay the model's fee and an addition amount to Hood College for use of the studio. Students and faculty can take advantage, with no cost, of this open studio, to increase their skills and connect with the local artists who participate.

### Adapting to COVID-19

*I truly appreciated the efforts the Hood took, and the many hours/days staff and faculty volunteered, to help prepare individuals with little to no experience teaching courses online.*

At the end of the spring 2020 semester I hosted a Zoom Art Reception with Q & A and gave our students a space to present and discuss their artwork. Students were able to share their screen and use their websites as a gallery book; this was our department's first virtual art reception/artist talks. In the future we could include our Global Artifact page/online exhibition space into a Zoom Art Reception (Further described under PR and Recruitment).

- Obstacle of childcare needs for faculty and staff  
Created time restraints

- New Technology adopted to assist on-line teaching/learning  
Blackboard- Improved Use  
Instructors created and uploaded studio demonstration videos,  
The Blog and Journal tools, helped instructors communicate with students, individually and in groups,  
share their thoughts, notes, concepts sketchbook images and works-in-progress.

#### Purchased a Zoom Upgraded Account

Several faculty members used Zoom accounts to conduct meetings, and advise

#### Purchased Vimeo and similar video sharing platforms

Some faculty used platforms such as Vimeo to store and share videos they created for studio classes

\*Fortunately, the technology we are quickly tried to learn and use effectively now, because it is necessary to adapt; will become additional tools we can add to build the efficiency of our regular curriculum.

### Significant Updates

#### **Graduate Ceramics Program**

The retirement of my friend and colleague, Joyce Michaud, left a large space to fill. As we are a small department, all of our faculty and staff have many essential requirements to fulfill, so when one of our only two full-time Studio Art faculty retires the loss is felt strongly.

The department agreed that the new Graduate Director needs to be able to shape many aspects of the program they are being charged to run, so we did not make any dramatic lasting changes. We mindfully completed two separate searches to hire a new Graduate Director with the skill and experience necessary to guide the ceramic arts program with the confidence and flexibility to

work closely with the entire department in a holistic fashion. Our objective is to build a more unified department, to ensure the success of our students, graduate and undergraduate.

There is no doubt this was a challenging year; the driving force of the Graduate Ceramic Arts Program, Joyce Michaud retired, and as the program's Graduate Director and only full-time professor; both sad and daunting for Joyce's colleagues. Her accomplishment as a studio artist and professor were celebrated with a retrospective exhibition of her artwork in Hood's, Whitaker Gallery, and Joyce's acceptance of the *Outstanding Teaching Award from the National Council for the Ceramic Arts*. Joyce Michaud championed the Graduate Ceramic Arts Program, building the program around her belief in the craft and the skill/knowledge of revered artists from the ceramic arts sphere.

Julie Galloway points out in her review of the Graduate Ceramic Arts program that Joyce impressively and passionately built a graduate program, earning the respect admiration of her students and peers. However, Julie also states in her review, that the ideals the program grew around, are firmly imbedded, and many programs outside of Hood evolved to adapt to the art philosophies of Modern and Postmodern thought.

The department working tremendously hard to sort out three things; 1. How best to keep the graduate program operating while we searched for a new Graduate Director/Ceramic Arts faculty member? 2. Given this moment to reflect (and based on the review of and recommendations for the graduate program) on how the graduate program fits within the Art & Archaeology department, how it compares to similar low-residency programs, and considering our resources, location and department goals, what path do we want to carve out moving forward. 3. Based on the answer to 2; what qualities do look for in the candidates for our new Graduate Director.

During my time as acting Graduate Director of the Ceramic Arts program, I attended Graduate Council meetings, had many discussions with students, faculty and staff within the graduate program and looked carefully at our peer institutions. This experience created new insight into the Ceramic Arts program, especially the many moving parts needed for the program to run and the complexity of remaining competitive.

As a department we came together to keep all areas running efficiently, through a difficult time. We selected candidates for Graduate Director based on a vision, shaped by department/school goals and a direction with the best chance for success. With that in mind the individual we hire is one that we believe can skillfully guide the Ceramic Arts program and will work to forge a deeper connection between graduate and undergraduate areas of the Art & Archaeology department.

Our new Graduate Director, Chaz Martinsen, has potential to take on the some of our most challenging objectives; helping to align Hood's Graduate Ceramic Arts program with peer institutions by adopting more contemporary pedagogy, creating a tighter union between the graduate program and the other areas of the Art & Archaeology department and using his experience/insight to explore the strength of each of the three graduate degrees we offer (MFA, MA and Graduate Certificate). The Art & Archaeology department sees the advantages of having a low- residency Graduate Ceramic Arts program, realizing that we are fulfilling a niche, but as Julie Galloway points out in her review, we wonder if continuing to offer all three degrees (MFA, MA and Graduate Certificate) is too much for a department/program of our size. If we streamline the graduate program, it may allow the department to give more attention to the remaining degrees.

As the Studio Arts Coordinator and Studio Faculty, I plan to work closely with Chaz to increase the efficiency and effectiveness of our studio/classrooms, facilities, PR/community outreach and vertical planning of the curriculum.

## **Art Therapy Major**

The Art Therapy Major was approved by all entities related to Hood College and MHEC (Maryland Higher Education Commission). This major is a collaboration between Art & Archaeology and Psychology departments and its approval is exciting.

There are many plans to be made for the promotion and execution of the Art Therapy major; Ingrid Farreras, of the Psychology department and I have laid out the groundwork, with the help of our departments, within a thorough proposal. Jennifer Ross and I met with Sharon Hannaby, the Director of Volunteer Services for Frederick Memorial Hospital, recently and there is potential for creating art therapy internships in their facility and facilities they are connected to. The reactions we continue to receive to this new major have been positive and given art therapy is one of the most asked about disciplines at recruitment events, I have high hopes for its success.

# Looking Forward

## I. PR and Recruitment

### **On-line Exhibition Platform**

Add an online exhibition/portfolio space for faculty, staff, current Students and alumni, to promote our department/program, and create opportunities for our students to network and market their accomplishments.

The platform I landed on, Global Artifact, can be used for our graduate and undergraduate students, PR and exhibition abilities can be lifted and extended with a strong online platform.

All studio art students will create a series of artwork, that they will install and exhibit in one of the Hood College galleries. Leading up senior the exhibition, students develop their PR, including, a poster, postcard, resume, artist statement, artist biography, press release and documentation images of their artwork and their process. The PR materials they create, goes into their gallery book and website/social media. Additionally, each student gives an artist talk, and participates in a Q & A.

This year the COVID-19 pandemic kept us from using Hood galleries. Although most exhibitions moved to FY21, there is no telling if something might push things back further; I had this in mind when I researched online platforms. In the end I went with *Artifact Global*, a company that had previously reached out to our department Chair, Jennifer Ross.

**Artifact Global** (<https://www.artifact.global>)

I worked with Emily Strickland, Head of Sales for Artifact Global to create an online exhibition for our studio art seniors, and met with the Founder of Artifact Global Aaron Isaac, to discuss ways of finesse the platform to perform optimally for colleges and universities. The objective was to create a Hood College- Art & Archaeology page, that promotes and potentially echoes some of the Hood's exhibits in a virtual space, and to develop alumni, faculty and staff portfolio sites. We also spoke about possibly creating virtual 3-D exhibitions, in the future.

### **Overview, as described on Global Artifact's website**

- Connecting Fine Artists to Opportunity
- Artifact is the only all-in-one ecosystem connecting fine artists, universities, and industry professional. Our mission is to support every fine artist with the skills, tools, and opportunities to launch their careers straight out of university.
- We start by helping academic institutions increase the exposure of their students by bringing their student showcases online. This gives these institutions a tool to document every piece of art that emerged from their walls while allowing students to build their own profiles and portfolios, on a network connected directly to the art world.
- Our approach to art online is unique and comprehensive. While discovering art online is not ideal, it is

indispensable to artists today. To make that experience as meaningful as it deserves to be, our online portfolios bring the voice and story of the artist to life with their work.

- Artifact's portfolio tool allows artists to map the ideas, moments, people and places connected to their work in one place, in their own words. This radically transforms how art is searched, understood and valued.
- Resolving the fragmented and inefficient world of independent art websites, Artifact is an essential for the art industry, acting as a portfolio tool, professional network and global art catalog all in one.

## II. Increase Visibility/Awareness

Work with Corey Shultz and Chaz Martinsen to:

- Develop studio art related PR for the department webpage
- Create digital and physical versions of a promotional book for the department
- Continue to flesh out the Hood College online exhibition/portfolio page through Artifact Global, to promote our galleries, faculty, staff, current students and alumni (graduate and undergraduate)
- Look into the possibility of creating a department woodshop and/or partnering with Joe Brady to use the Theater woodshop, adding 3D printers (standard and ceramic) for department use and adding a welding workshop (Chaz Martinsen is skilled at welding)

## III. Strategically using Technology for Hybrid Instruction

Studio/classrooms Technology- Work with IT to complete the following:

### **Update computer/media carts**

- New computers
- Camera (for recording lessons/lecture, running synchronous video and concurrently projecting demonstrations, to assist with social distancing)

**Studio Art Instruction-** Instructors use the classrooms for a combination of lecture and technical studio work (similar to a lecture/lab split). Computer and computer programs should fully up-to-date and each room will need a camera. Instructors should have the capability to video record demonstration and project in real-time to allow safe distancing.

Install program/app that allows for easy video projection. For instructors that use their iPad and iPhone in the classroom, have a video connector on the media cart.

The media carts in the studio classrooms are often outdated, that is using fine for minimal use, but for the accommodations necessary to operate with COVID-19 safety requirements it's important our instructors have the best/most up-to-date technology and operating systems.

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### **In AY2020**

The Studio Art Concentration has great opportunity to further unify the 2D and 3D factions of the concentration. Our new Graduate Director, Chaz Martinsen brings the energy and excitement of change, and I look forward to the fall with great anticipation.

In addition to new colleagues, we will work on strategies for getting the Art Therapy major up and going, develop more refined PR, plan for new and effective ways to increase recruitment of students and work together to adapt to the challenges of hybrid teaching.

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