



Art & Archaeology Department

ARTS 470: SENIOR SEMINAR

Credit Hours: 3

Mon / Wed 1:00-3:00pm

Room TA 19

Prof. Cuddington

cuddingtong@hood.edu

Office: room TA236 / office hours by appointment

In addition to the normal class meeting times you will also be required to participate in the installation and de-installation of your exhibition, as well as the exhibition opening reception.

COURSE DESCRIPTION

A capstone experience in each student's program of study, the main object of this course is to provide the student with the opportunity to produce a finished portfolio of work. Emphasis is placed on studio work, independent production and class presentation. The class will operate as a supportive workshop for ideas, discussions, and critiques of on-going work inclusive of the many studio media. In order to facilitate and inform the on-going discussions of historical, theoretical, critical, and practical problems in the production of artwork, students are expected to read and research topics in line with their creative directions and contemporary trends as assigned. Students will also be expected to keep a critical journal consisting of responses to and consideration of student work, critiques, screenings, readings, and discussions. Information on the business aspects relevant to the senior exhibition and financial survival will also be addressed. Students will be required to show work created during this class in a final gallery exhibition.

OBJECTIVES

1. The student will develop methods to produce work that demonstrates originality, a personal statement, strength in the composition of their artwork and technical competence.
2. The student will foster an aesthetic awareness and integrity in the art form.
3. The student will further comprehend the relationship of form and materials.
4. The student will demonstrate increased skill in their chosen medium.
5. The student will develop a strong individual direction for their work.
6. The student will learn to respect and evaluate aesthetics, composition and technical skills of personal work and the artwork of others.
7. The student will demonstrate increased familiarity with studio procedures, equipment and supplies.
8. The student will develop an understanding of the business of producing and marketing personal art work.
9. The student will produce a body of work for exhibition.
10. The student will set/hang an aesthetically cohesive exhibition.
11. The student will present a gallery talk at the opening reception communicating their personal direction to the public.

SUGGESTED TEXTS

Lazzari, Margaret. *The Practical Handbook for the Emerging Artist*, Wadsworth, Cengage

Learning, Boston, 2010.

Feldman, Edmund Burke. *Practical Art Criticism*. Prentice Hall, New York, 1994.

HELPFUL RESOURCES

The Visual Artists Business and Legal Guide, Gregory T. Victoroff, Esq.;

The Potters Challenge, Bernard Leach

The Artists Way, Julia Cameron

Drawing on the Artist Within, Betty Edwards

ART/WORK, Heather Darcy Bhandari and Jonathan Melber

COURSE REQUIREMENTS

Create a comprehensive series of work planned and executed by the student and consisting of **approximately** 9-15 major pieces. All work must be completed by the deadlines. Students will study and explore the business of marketing artwork. Formal critiques for the work will be held in the gallery. Final critique will consist of an exhibition with gallery talk and interview/portfolio review.

1. Class Attendance
2. The student is required to complete readings and assignments, presented to the class or individually, keep a **comprehensive notebook** on the information presented in class during lectures, and individual instruction.
3. The student is required to keep a **personal sketchbook** (notebook and sketchbook can be one in the same) with images, ideas, thoughts, reflections, critical comments, documentation and other notes and use this sketchbook in developing ideas and directions for their body of work for the exhibition.
4. The student is required to visit at least two exhibitions during the semester. These can be Hood exhibition openings (outside of the senior exhibition).
5. The student is required to obey all studio rules and regulations.
6. The student is required to actively participate in the design, execution and distribution of PR materials; poster and postcard, press release, and related publicity for the senior exhibition and meet all deadlines for publication.
7. The student is required to actively participate in the design and installation of the senior thesis exhibitions, including planning, preparation and presentation of the art work, opening reception and the advertising needs of the senior exhibition.
8. The student is required to present a minimum of 9-15 finished works of art completed during this course in the senior exhibition. **Quantity is dependent on the complexity**, and scope of the work, ie. very large or complex may require fewer pieces, small less complex work may require more pieces. Students will plan for their exhibitions, but final decision of the work to be exhibited rests with the professors and the curator of the gallery.
9. The student is required to complete a **gallery book/portfolio** containing an artist's statement, resume, images of work on display for the senior exhibition, and documentation pictures of the process, press exposure and sales receipts and business cards. A gallery list is required for the gallery book and cover letter is required when the gallery book is rearranged into a portfolio to be presented on the last day of class. The portfolio will give students the documents needed to apply for graduate schools and/or exhibitions after graduation.
10. The student is required to create a **press packet** (Hard copy and/or digital) for evaluation.
11. The student is required to participate actively in **objective** evaluation of their personal work.

CLASS FORMAT AND ATTENDANCE POLICY

Classes will be a combination of discussion, critical review, lecture and hands on experience. Classes will begin at the scheduled time. Students will sign the attendance roster upon arrival and begin working. Attendance is mandatory and the student is expected remain for the entire class period. Senior Seminar consists of discussion, critique, and lectures and hands on work. Outside studio time equal to or greater than twice the class time is expected and required. Creative practice is vital to success. Experience and repetition result in mastery of technique. Ongoing studio work is necessary for completion of the required work.

To excuse an absence, students must have the Deans office email me the reason you are missing class or bring in a note from a doctor.

Four unexcused absences will result in a full letter grade reduction for the course. An additional full letter grade will be taken off your grade with every additional absence. Please respect my sensibilities and those of your fellow students by turning the ringer off on your cell phones before class.

EVALUATION - GRADING PROCEDURES

The course is designed to develop the student's own personal artistic statement, set goals and **create a cohesive body of work**. The student will find this course to be quite demanding of time and thought. Information received in class and through lecture and individual assessment, in conjunction with the required readings and assignments, is designed to provide the student with the knowledge and methodology to become proficient in producing aesthetically pleasing forms in their medium. Only excellent examples of the students work free from weakness or defects should be retained. Only finished work prepared for exhibition will be considered for final evaluation and grading during the thesis exhibition and critique. The completed work will be evaluated with consideration to all facets of its aesthetics: subject, content, composition, craftsmanship and presentation in the gallery. Work completed for this course will be evaluated during each artist's exhibition critique as stated above, along with the assessment the completeness and presentation of the gallery book and its required contents in support of the artwork in the exhibition, PR documents and the business needs of every artist. Class participation and participation in the production and exhibition process will also be a significant part of the grade for this course.

GRADING CRITERIA

Evidence of search and investigation supporting and culminating in a body of work for exhibition

Recognition and demonstration of issues in your field

Evidence of growth in resources, ideas and work methods

Generosity of work in range and quality

Interest and involvement in, group participation

LETTER GRADE DESIGNATION

- A Mastery of course objectives, exceptional knowledge and understanding of subject matter and demonstrated excellence in the application of theory and

- technique on assigned projects, outstanding craftsmanship
- B Assimilation of course objectives, above average knowledge and understanding of subject matter, and above average, above average craftsmanship
- C Conceptual comprehension of course objectives, acceptable knowledge and understanding of subject matter, application of theory and technique on assigned projects, acceptable craftsmanship
- D Less than acceptable knowledge and understanding of subject matter, application of theory and technique on assigned projects, acceptable craftsmanship
- F Unacceptable knowledge and understanding of subject matter, application of theory and technique on assigned projects, unacceptable craftsmanship

GRADING BREAKDOWN

Attendance & Class Participation 10%

Attendance
Class Participation

Planning & Preparation: 10%

Production Plan/Budget; Refined
Exhibition Planning

Poster, Postcard and Business Card: 10%

Poster
Postcard
Business Card

Artist Paperwork & Documentation: 20%

Documentation: Artwork produced & Artist at work
Artist Statement
Resume
Bio
Press Release

Portfolio Website & Gallery book: 10%

Portfolio Site
Gallery Book (Organization of material & overall appearance)

Finished Exhibition & Personal Development: 40%

Body of artwork
Artist Talk
Exhibition design & execution (Installation and de-install)
Final review & exhibit walk-through

SEMESTER OUTLINE

1. Student presentation of exhibition concepts planning and beginning work.
2. Introduction to planning the exhibition; Studio Research; Working in a series
3. Designing and creating a series of related work.
4. Production planning, development, and implementation, sticking to budgets and time lines.

5. In process: Plan your series and exhibition. Plan development and time sequence.
 6. Artist Statement, Resume and Biography – updates as needed
 7. PR: press packet (press release, resume, bio, artist statement, images of artwork and artist at work), Finalize posters and postcard invitation design and send to printer, publicity photos and documentation, newspaper articles, graphics
 8. The business of art: visual identity, marketing your work, sales receipts, commissions
 9. Exhibition design, installation
 10. Aesthetics and critical analysis
 11. Photographing artwork
 12. Professional development, Gallery talk
 13. Gallery design and installation in preparation for required exhibition.
 14. Creating a Portfolio
 15. On-going review of work in progress
 16. Final Critique and interviews
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Academic Honor Code

All Hood undergraduates affirm on each class assignment that they “have neither given nor received any unauthorized aid.” Cheating or plagiarism—any unacknowledged use of another person’s language or ideas—is thus both an affront to the general standards of conduct on which an intellectual community depends and a specific violation of the Honor Code. As such, these offenses are treated seriously and may lead to severe disciplinary action, including dismissal from the College. For a full description of the policies and procedures of the Honor Code, contact the dean of students. Students wishing advice on the proper use and acknowledgment of scholarly materials should consult their individual instructors, the library staff and any of the several reliable guides to scholarly writing that these sources may recommend.

Copyright Statement: Hood College affirms the obligation of its faculty, staff, and students to comply with all Federal copyright laws (Title 17, United States Code). Copyright law gives copyright holders (writers, publishers, artists, etc.) exclusive rights to distribute, copy, perform, or publicly display, their own original works. The College recognizes its obligation to promote the rights and responsibilities granted under this law. Hood College assumes that any questions regarding copyright, as they apply to materials for instructional or other College use, will be resolved prior to the use of those materials on College-owned equipment or in College-sanctioned activities.

As members of an institution with an established Honor System emphasizing intellectual integrity, the Hood College community should recognize their responsibility to follow the law and to model it for others. All members of the College community are responsible for complying with College guidelines regarding the legal use of copyrighted materials, regardless of their format or the purpose for which they are used, and for complying with the requirements of copyright law, including obtaining required permissions to use copyrighted materials. Members of the Hood community who willfully disregard copyright law do so at their own risk and assume any liability, (Termination or Sanctions for Cause), and c) for staff, in the Staff Handbook (Section 405.3).

Peer-to-Peer File Sharing: Uploading or downloading works protected by copyright without the permission of the copyright owner is an infringement of the copyright owner’s exclusive rights of reproduction and/or distribution. Anyone found to have infringed a copyrighted work may be liable for statutory damages up to \$30,000 for each work infringed and, if willful infringement is proven, liability may be increased up to \$150,000 for each work infringed. An infringer of a work may also be liable for the attorney’s fees incurred by the copyright owner to enforce his or her rights. The files distributed over peer-to-peer networks are primarily copyrighted works, and there is a risk of liability for downloading material from these networks. There are currently many “authorized” services on the Internet that allow consumers to purchase copyrighted works online, whether they be music, e-books, or motion pictures. By purchasing works through authorized services, consumers can avoid the risks of infringement liability.

The Digital Millennium Copyright Act: The DMCA is a response to concerns regarding the pirating and distribution of digital materials, and it helps to clarify how copyright relates to those materials. The

DMCA criminalizes the development of technologies intended to circumvent devices (such as passwords or encryption) that limit access to copyrighted material, and it also criminalizes the act of circumvention itself. Institutions of higher education that act as Internet Service Providers (such as Hood College) are granted limited liability for copyright infringement involving the use of their networks if they take steps to designate a local agent to receive notices regarding instances of infringement over the local network and for effecting a "take-down" of the infringing material. The Library Director will provide contact information for Hood's Take-Down Officer.

which may include criminal, and/or civil penalties. In addition, disciplinary action may be taken as outlined a) for students, in the Bylaws of the Student Government Association (Judicial System), b) for faculty, in the Faculty Code

STUDENT SUCCESS TEAM – Beneficial-Hodson Library & Learning Commons Suite 1027

Mission

The Student Success Center promotes an accessible, enriching, and supportive community that fosters success for each diverse member of Hood College.

Core Values

- Differences such as age, race, gender, nationality, sexual orientation, ability, preferred learning modality and background enrich Hood's learning and work environments. We promote full equity and inclusion for all community members and believe each student has the potential to be successful and persist to degree completion.
- We believe academic support services should be accessible to every student; they teach fundamentals for college success.
- We work with students to help them create and refine an educational plan through reflection on personal strengths and goals, development of self-advocacy and growth mindset, understanding of campus processes and resources, and active engagement in programs and opportunities.
- We value collaboration and communication with campus colleagues and encourage students to use available support systems.
- We advocate for students within the College community to promote student success.
- We engage in continual assessment and utilize the strengths and ideas of our team members to improve our services.

Contact Information

Phone: 301-696-3952

Fax: 301-696-3952

Email: studentsuccess@hood.edu

Hours of Operation

Monday – Friday, 8:30-5pm

**During scheduled breaks and summer, hours of operation may vary.*