



Visual Communication & Digital Media Arts | VCDMA

VCDMA SENIOR SHOW THESIS REQUIREMENTS AND DIRECTIONS

Please consult with the Program Coordinator Advisor and Faculty before submitting a proposal. The criteria and requirements are subject to change, regularly meet with your advisor for the most recent updated to these requirements and major. This is a graduation requirement for all VCDMA students.

DIRECTIONS:

In preparing for your senior exhibition and thesis, **you should first maintain an up-to-date and professional portfolio of works (only your best/complete work) of about 15 to 20 samples of work** in design, foundation and related media, especially 2D, 3D design, drawing, painting, photography and sculpture.

You should of course (based on your concentration) have specific area of focus and topic or theme that ties or unites all of the work and your matriculation here at Bowie State University into a whole.

Please also make sure you have read the ART & PORTFOLIO tips handout (or online) and other suggested sites/references for you portfolio and show. It is also suggested that you have visited other professional exhibitions to get an idea of what it is like to mount your senior exhibition.

It is expected that you have more than the minimum number of works and that you are working on projects (and include work) outside of your classes. You will be required to complete an exit survey as you graduate from Bowie State University, and will have to have a final vote by faculty to graduate. If necessary, you may be tested or be required to demonstrate some basic skills using software, tools or concepts based on your major, if there is a question about your portfolio and level of competence.

It is also expected and required that you maintain a sketchbook and if possible and journal (blog). Your portfolio is required to be online, in digital form on a disk and if requested by faculty in a physical portfolio case (printed/matted). We suggest free sites such as behance.net or coroflot.com, and/or for works on film, video or animation include a vimeo.com portfolio and these two sites do a great job of bringing this all together in a clean format, and you can also connect to linked in (.com) and post a resume.

You will be required to develop and submit an artist statement, resume, business cards and other promotional materials (invites, posters or fliers) for your senior exhibition and specifically for both courses ART 491 and 498, and in general.

Of course we have (5) five different concentrations:

Advertising Design, Animation & Motion Graphics, Digital Cinema & Time-Based Media, Digital Media Arts and Fashion Design, so the requirements and suggested show ideas will differ.

However, there may at times be some overlap, but again, all students and **candidates are required to present a 2 page (min.) proposal w/references and images** such as sketches or examples attached or additional information for faculty to gain an idea of the direction you are intending to go in.

These should be in the form, but not limited to sketches, maquettes, patterns, storyboards, sample or works in progress, etc. You should begin to work towards and develop a specific concept or theme early that you will work towards as you complete your senior year. Speak with your coordinator, advisor, mentors other faculty for some help with this.

SUGGESTIONS & THEMES:

Also refer to the handout and online links on "ABOUT" on the VCDMA website. Be certain to review the portfolio tips under our "RESOURCES" page that also has portfolio tips; see especially online examples of student and professional portfolios, based on your specific discipline.

The critical piece is to have all of your work "connected" and working towards a specific theme, concept, outcome or solving a particular problem, based on what you have learned since you have been apart of VCDMA, and based on your concentration.

It is highly suggested that you visit as many area and national museums, galleries as well as attend artist/designer or filmmaker lectures, screenings, workshops and portfolio reviews on and off campus to help you develop your show.

Choose perhaps (3) three different areas or themes that interest you for example (these are only suggestions): *a theme/concept of corporate identity or that of journey, or a series of design projects, clothing, product or package design, short film/animation, etc. (and supporting works) that deal with the topics related to global, social or cultural issues*, or perhaps even trends and advances in technology and art/design as it relates to your concentration.

Maybe you will develop a series of works such as an advertising campaign for a company, and have this demonstrated via online and social media marketing. Do not complete any projects on yourself or submit works that are autobiographical, or self-promotional/branding in nature or that use you as the subject matter for your exhibition. These can be part of the show for your visitors but not “the” show.

POLICY:

Don't make your work overly personal and try to challenge yourself in creating new and original work. No autobiographical work, such as self-branding can be substituted for your theme. These can be distributed to the public who come to gallery, but not considered “the show.” Be aware of clichés and also do not infringe upon anyone's copyright; basically avoid using any images, sound, video or other elements that you do not own or have the rights to use.

If there is a question about the originality or legal authority of your work, or if you were not the original author/artist, your work will not be accepted and you will fail the review. You will need written permission if you decide to include any of these, or your work will be disqualified and not reviewed.

NOTE: If you do not submit the items as required by your advisors and instructors in a timely, you will also fail the review, and will not be allowed to graduate and will be asked to leave the VCDMA program. If you do fail any of the portfolio reviews or senior thesis you will need to meet with faculty to get their feedback, criticism and suggestions and will only have until the next semester to repeat or retake it. **Failure to do so will remove you from the program.**

It is also on you as a student to regularly meet with your program coordinator, academic advisor and all other professor for guidance and input throughout this entire process. It is also suggested that you seek additional input or advice from your professional mentor (outside of the program) and even from members of the part-time faculty.

All VCDMA Students are required to submit the minimum 2-page, typed proposal (with additional sketches, maquettes, storyboards, mood boards or fashion patterns, etc., online and physical portfolio, blog, sketchbook) –based on a specific area of concentration, and based on proposed final exhibition and theme before taking ART 498. Faculty MUST approve this proposal before a student can take the course and/or mount their final show. This proposal must demonstrate a specific theme, concept or area of focus within a students' given concentration and area of research, and successful mastery in the artwork as well as writing for and about the work; and again in an area of discipline specific to VCDMA.

These items should be submitted with portfolio at least one semester prior to taking Art 498, and it must be approved by at least (3) full-time VCDMA/ART faculty members, including the VCDMA Program Coordinator/Advisor.

Students must also plan their final exhibition with permission and approval of Gallery Director, and follow all requirements for mounting a professional exhibition in the BSU Gallery.

Students are also required to complete a final assessment of their senior show, exit survey and final portfolio review in order to meet graduation requirements. Students who fail to adhere to this policy may be in jeopardy of not graduating or in being asked to leave the program.

If you have any questions ASK your advisor, faculty and/or the VCDMA Program Coordinator.

VCDMA SENIOR SHOW REQUIREMENTS/CHECKLIST (BASED ON THEME)

I. Advertising Design: About (15) fifteen or more works that explore and solve a specific problem related to but not limited to visual communication, graphic design, typography, layout, color theory, advertising and more.

Perhaps a corporate identity that involves a print or multimedia campaign involving branding, commercials, website, annual report or product/package design.

This should be achieved by exploring and researching a theme of your choice and visualized in your work through typography, book/magazine, poster design or interactive media. A final written explanation/description of the project is required at the final exhibition, screening, etc.

These must and should include:

- 1) A typed Creative or Design Brief (proposal) with sketches based on your final
- 2) (3) three different comps of how you explored this same idea in different ways
- 3) Print/Web material that is professional printed, mounted, matted and/or framed as required
- 4) Website (online portfolio/resume/artists statement and all of the above) and blog that demonstrates research, conceptualization for all projects including proposals, examples/references to other similar projects (professional work that inspire/inform you), sketches, comps, visual brainstorming and more (show your work and thinking)
- 5) A PDF (interactive is suggested) for professional presentation and online use of this project

Please consult with the Program Coordinator Advisor and Faculty before submitting a proposal. The criteria and requirements are subject to change, regularly meet with your advisor for the most recent updated to these requirements and major. This is a graduation requirement for all VCDMA students.

II. Animation & Motion Graphics: About (12) twelve works, including a final animation/motion graphics film, or project, that explore and solve a specific problem related to but not limited to principles of animation (2D/3D), motion graphics and compositing. One final animated short that also explores narrative and time based animation, principles of animation and/or motion graphics.

This project must be screened or exhibited in the department before an audience of faculty and students, campus community/public. A final written explanation and description of the project is required at the final exhibition, screening, etc.

These works should and must include:

- 1) professionally illustrated, completed and mounted storyboards
- 2) full-color and mounted character(s) turnaround and character studies/design
- 3) background/scene design
- 4) a professional animatic with sound and that demonstrates timing, limited animation, camera angles/shots and transitions based on final animation
- 5) Example of title and credit design and motion graphics
- 6) Animation Production Schedule and Budget
- 7) A Typed proposal based on proposed animated film with plot points and background information
- 8) An animation script in screenplay format based on your final animation
- 9) A script (film, animation or documentary) in screenplay format for a longer film of at least 10 minutes or longer
- 10) A final 2D, 3D or Motion Graphic (composited) animated short (with sound, titles, and credits) that is based on the above and at least 2-3 minutes in length; 2-3 shorter animations (10-15 seconds) that successfully demonstrate principles of animation, visual and sound effects and compositing.
- 11) Gesture Drawings, sketches and drawings of the human figure, anatomy and a sketchbook with 100 or more sketches (based on real subjects, still life, landscape, etc.)
- 12) Website (portfolio/resume/artists statement and all of the above) and blog that demonstrates research, conceptualization for all projects including proposals, examples/references to other similar projects, sketches, visual brainstorming and more (show your work and thinking)

Please consult with the Program Coordinator Advisor and Faculty before submitting a proposal. The criteria and requirements are subject to change, regularly meet with your advisor for the most recent updated to these requirements and major. This is a graduation requirement for all VCDMA students.

III. Digital Cinema & Time-Based Media: (10) ten works that explore and solve a specific problem related to but not limited to narrative filmmaking and time-based media (film, video, interactive or installation).

This includes one final short film/video (or installation, or web-based film project) that also explores narrative and time based. This project must be screened or exhibited in the department before an audience of faculty and students, campus community/public. A final written explanation/description of the project is required at the final exhibition, screening, etc.

These works should and must include:

- 1) professionally illustrated and mounted storyboards
- 2) Character Analysis and breakdown
- 3) a professional animatic with sound
- 4) Example of title and credit design and motion graphics
- 5) Film Production Schedule and Budget
- 6) A Typed proposal based on proposed film with plot points and background information
- 7) A script in screenplay format based on your final short film
- 8) A script in screenplay format for a longer film of at least 10 minutes or longer
- 9) A final short film (edited with sound, titles, credits) that is based on the above and at least 10 minutes in length
- 10) 2-3 short films (3-5 minutes) that are narrative in nature and achieve the goals of storytelling, successful use of camera, lighting, sound, script, editing, and shot composition.
- 11) Website (portfolio/resume/artists statement and all of the above) and blog that demonstrates research, conceptualization for all projects including proposals, examples/references to other similar projects, sketches, visual brainstorming and more (show your work and thinking).

Please consult with the Program Coordinator Advisor and Faculty before submitting a proposal. The criteria and requirements are subject to change, regularly meet with your advisor for the most recent updated to these requirements and major. This is a graduation requirement for all VCDMA students.

IV. Digital Media Arts:

These must and should include:

1) A typed Creative or Design Brief (project proposal) with sketches based on your final. The work must integrate digital media/technology with that of traditional art genres and form, such as an installation, or interactive, multimedia and mixed media project. A final written explanation/description of the project is required at the final exhibition, screening, etc.

2) 15-20 samples of professional work, primarily in digital media and some traditional media that explores or is connected to central theme/concept.

2) (3) three different comps/maquettes (models) of how you plan to explore your theme and concept, and this same idea in different ways visually, and within a gallery setting. Contact Gallery Director and professors for restrictions and gallery use policy.

3) Print/Web material that is professional printed, mounted, matted and/or framed as required

4) Website (online portfolio/resume/artists statement and all of the above) and blog that demonstrates research, conceptualization for all projects including proposals, examples/references to other similar projects (professional work that inspire/inform you), sketches, comps, visual brainstorming and more (show your work and thinking)

Please consult with the Program Coordinator Advisor and Faculty before submitting a proposal. The criteria and requirements are subject to change, regularly meet with your advisor for the most recent updated to these requirements and major. This is a graduation requirement for all VCDMA students.

V. Fashion Design:

These must and should include:

1) A typed Design Brief (proposal) with sketches based on your final fashion line or garments. A final written explanation/description of the project is required at the final exhibition, screening, etc.

Your garments must be on display in the gallery and you may plan or host for a small fashion showcase/event in the Fine Arts Bldg., but this is dependent on space and availability. See Gallery Director and VCDMA Advisor for details and before you plan this event.

- 2) A Look Book of sketches, swatches, mood boards and flat pattern designs
- 3) 8-10 well-constructed garments that explore a theme/concept within a specific line in haute couture or fashion and a specific line of clothing in Men's, Women's and/or Children's wear.
- 4) Print/Web material that is professional printed, mounted, matted and/or framed as required
- 5) Website (online portfolio/resume/artists statement and all of the above) and blog that demonstrates research, conceptualization for all projects including proposals, examples/references to other similar projects (professional work that inspire/inform you), sketches, comps, visual brainstorming and more (show your work and thinking)
- 6) A PDF (interactive is suggested) for professional presentation and online use of this project

Please consult with the Program Coordinator Advisor and Faculty before submitting a proposal. The criteria and requirements are subject to change, regularly meet with your advisor for the most recent updated to these requirements and major. This is a graduation requirement for all VCDMA students.