

# VCDMA THESIS PROPOSAL GUIDELINES



Image: *Happening/I Only Have Eyes For You* by Doug Aitken

*VCDMA Students who are submitting a 1-2 page, typed proposal for their senior thesis exhibition should review and include the following and use these procedures.*

**1. Theme:** Your show must have an original, creative and clear theme, concept or idea that connects all of the individual works or collection of images, artwork, media or examples of film, video, animation or fashion design. This should be researched and discussed with your instructors, advisors, mentors and program coordinator in advance.

The work should be related specifically to your major and area of concentration and should have a focus. No general or random portfolio pieces solely and faculty is expecting a new or existing body of work, especially work that is done outside of class. See VCDMA Senior Thesis Requirements and Directions (See VCDMA website or Program Coordinator for details). **ASK QUESTIONS!!**

It is suggested that you visit other professional and student exhibitions, film screenings, galleries, museums, fashion shows and more to get an idea. *Imagine your work as telling a story, communicating, expressing or advertising an idea, concept;* maybe even challenging, building upon or expanding and area or aspect of visual communication, fashion, video, design, technology, media arts, etc. Provide a title for this as well.

**2. Research.** Start early at least 1-2 years before you are to graduate and take Art 498. Provide your professors with references: provide names of designers, artists or

producers you have been informed, or inspired by. What are some of the successful techniques and processes found in their work.

**3. Concept.** Provide visual examples if at all possible such as images, links to media and websites that will help us get an idea of where you would like to go. Research the techniques, methods as well as innovative and useful tutorials or tips for industry practices, tools, equipment and software if applicable that can assist you. Document your process through notes, sketches; a blog or journal and the process from concept to completion as your work in your thesis project.

**4. Plan.** How will the gallery visitor or audience experience your work? Get the floor plan of the gallery or space you plan to exhibit/screen and display your work. Are there any special precautions or equipment you would need? Has this been approved by the Gallery Director, Program Coordinator and your professors?

Is this an installation and if so, how will your display affect other students who may also be exhibiting with you (as a group show)? Discuss elements such as sound or video; live models if applicable or others important to your show, as well as opening night and the duration of the show.

**5. Budget.** How much will this cost you? Do you have the means to print/mount and display and screen your work? What are some alternatives? Include all costs even for frames, mannequins, etc.

**6. Create.** Make your work! Don't wait until the last minute and you should begin by or before having your proposal approved by faculty and by your junior year at the latest. Get input from all your professors, mentors and seek professionals for guidance as well.

**7. Promote.** How will you advertise and promote your show? What about your social media presence and all professional materials such as an artists statement, program brochure, posters, fliers, etc. How will you get people to come?

For your reference:

Happening by Doug Aitken

<http://www.youtube.com/watch?v=CjzfbjtSqWI>

<http://pitchfork.com/news/46200-hirshhorn-museum-pitchfork-and-wired-to-present-doug-aitken-happening-in-washington-dc/>

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