

GDES 4362  
GDES 4362H

# *Senior Thesis & Exhibition*

SPRING 2020

**CREDITS:** 3

**SECTIONS:** GDES 4362, SECTION 1  
GDES 4362H, SECTION 1

**INSTRUCTOR:** Karl Engebretson

**CONTACT:** karleng@umn.edu

**ROOM:** McNeal 336, Tu & Th 8:30-10:25

**OFFICE HOURS:** **BY APPOINTMENT** OR  
Wed: 11:00-12:00  
McNeal 207

## *Course Description*

Senior Thesis and Exhibition is a capstone experience for seniors in the BFA graphic design program. A hybrid of studio and seminar, Senior Thesis and Exhibition will combine creative problem-solving, design prototyping, design refinement and a public exhibition, which itself will be a designed event. The course will refine and make tangible the comprehensive graphic design thesis research project started in Thesis Studio and Writing. All students are expected to successfully finish their projects using professional best practices for creating a final prototype: materials, quality, technologies, etc. Thesis projects may evolve, but any radical departure from the research phase is not advised.

The learning environment will consist of one-on-one tutorials, small group sessions, class presentations and critiques. Team work, timeliness, and collaboration is critical due to the exhibition scheduled for May 2020.

## *Student Learning Outcomes:*

### **CAN IDENTIFY, DEFINE, AND SOLVE PROBLEMS**

By applying the elements and principles of design through the iterative design process; by proposing solutions, incorporating feedback and refining design proposals; by experimenting, innovating and testing ideas involving complex visual communications; by prototyping designs in the most technically proficient way possible.

### **CAN COMMUNICATE EFFECTIVELY**

By making oral, visual and spatial presentations; by participating in critiques; by developing a critical vocabulary; by implementing appropriate levels of legibility and readability; by concurrently considering message content, visual and spatial form; through consideration of audience flow and interaction in three-dimensional context.

## *Attendance & Punctuality Policy*

Design studio courses involve a considerable time commitment unlike other courses. The essential learning objectives for the course involve presence, participation, and design process. If more than 30% of these components is missed, it will not be possible to receive an incomplete or a passing grade.

Daily attendance and interaction with the class is required. Please arrive on time and plan to stay the entire session, unless notified otherwise or given permission. Late entry to class (>10 minutes) is disruptive to the class and the instructors, and will be counted as an "late." Leaving early without communication or approval from us will also count as a "late." 3 "lates" equate to one unexcused absence.

Absences should be for substantiated medical and personal emergencies only. Students with more than 2 unexcused absences will receive a reduction of one letter grade from their earned grade (i.e. an A becomes a B) and five unexcused absences will receive a F as the final grade.

You are responsible being caught up and prepared for the next session you attend. Deadlines are not extended and requirements for each session must be met. Review the lecture notes on Canvas and contact us for clarification.

## *Expectations of Students*

- Communicate with the instructor whenever you cannot attend class, **for any reason**, or there is any confusion about the content or assignments of the class.
- You are responsible for all class meetings and materials, including any information contained in this syllabus.
- If you cannot attend a class period it is your responsibility to first review the class notes and then contact the instructor for any questions or clarifications.
- You are responsible for being on time and prepared for all class sessions.
- You are responsible for meeting all course requirements, observing all deadlines and other scheduled items as they relate to this course.
- You are responsible for seeking help when needed. My office hours and ways to contact me are listed on every page of this syllabus.
- If you are a student who needs a special accommodation, you are responsible for working with the instructor and the relevant University offices to establish those proper accommodations before curriculum and expectations will be modified.
- You may not make commercial use of my lecture notes or University-provided materials without the express written consent of the instructor or relevant University office.

## *Critiques*

We will be conducting regular critiques throughout this course. You are required to attend and present whether or not you feel your own work is ready. You are expected to critique your own work as well as the work of your peers. Critiques provide important ongoing feedback and support throughout the design process and help students refine their work and develop a critical eye, design methodology, and increased vocabulary. In all cases, be direct, but respectful and constructive when it comes to assessing the work in progress of others.

## *Expectations of Instructor*

- I will clearly outline what is expected of you, with adequate time to prepare assignments or prepare for class sessions.
- I will be flexible to the needs and desires of the class and adjust this course's curriculum to optimally fit the interests and skills of its participants.
- I will be available for questions, clarifications and meetings at scheduled class times as well as be available for out of class meetings.
- I will clearly communicate any changes to assignments or class preparations via class lecture notes, emails and/or updates to the Canvas site
- I will endeavor to communicate and monitor progress with each of you in a balanced fashion.
- I will be direct, but helpful when providing feedback.
- I will not supply my opinion in regards to aesthetics as it pertains to assignments. I will give constructive feedback on progress and development with the goal of leading you to develop your own solutions.
- I will focus on giving detailed feedback of your work in a timely manner after assignments are due.
- I will happily honor your request at any point to address you by your correct name, gender pronoun, or any other manner you would like to be referred. If you like, I will also instruct class members to do the same. Please advise me of how you would like to be referred to in class.

# Use of Class Notes and Materials

The material I present in class cannot be reproduced or profited from in any way without written consent from me or the relevant University office.

– <https://policy.umn.edu/education/studentresp>

## Semester Deliverables **NOTE:** *There is no extra credit option for this class.*

### **1. COMPLETED SENIOR THESIS PROJECT: 60 POINTS**

The star of your portfolio, the crowning achievement of your BFA degree (60% of grade).

### **2. PRESENTATIONS AND PROCESS: 30 POINTS**

Periodic updates and presentations to the class. Process and development will be determined through assessment of presentations and in one-on-one checkins (30 % of grade).

### **3. COMMITTEE PARTICIPATION IN SENIOR SHOW 10 POINTS**

Organization, identity and exhibit design, and installation of exhibition show and reception. Cooperation, contribution, accountability, responsibility, etc. in a selected committee (10 % of grade).

## Course Evaluation

Interim feedback will be given (oral and written) to guide students on their progress. Because of the complex nature of a semester-length thesis project, only a final letter grade will be given. The following criteria categories will be assessed:

#### **DESIGN PROCESS**

ideation, prototyping, testing, refining

#### **TECHNIQUE**

craftsmanship, neatness, exactitude, finesse

#### **LAYOUT**

hierarchy, composition, legibility, readability, spatial relationships, use of design principles and elements

#### **CONCEPT**

quality and originality of ideas, problem-solving appropriateness, creativity

## Accepting and Returning Assignments

If there is an issue where you cannot attend a class session when an assignment is due, it is your responsibility to arrange a time to turn it in to me **BEFORE ITS SCHEDULED DUE DATE**. I will return your assignments directly to you. Also, please **DO NOT** drop off any work at the DHA front desk.

## Makeup Work for Legitimate Absences

You may contact me to discuss modification of any deadline/s as a result of legitimate absence/s from class. This discussion must take place **BEFORE** the deadline unless there are extenuating circumstances that prevent communication.

– <https://policy.umn.edu/education/makeupwork>

## Release of Work Statement

Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).

## Late Project Policy

You are required to complete all assignments, and present them to me, on time. If no arrangements have been made, projects which are one class period late will be marked down two letter grades. After that time projects will not be graded except for extraordinary circumstances. If you have a problem completing the work on schedule, please see me about alternative means of meeting your course obligations. Should such arrangements be made, it does not release you from any of the assignments required by this course. Work that is two or more class periods late work will not be graded.

## Grading Structure:

– <https://policy.umn.edu/education/gradingtranscripts>

**A:** Achievement that is outstanding relative to the level necessary to meet course requirements.

**B:** Achievement that is significantly above the level necessary to meet course requirements.

**C:** Achievement that meets the course requirements in every respect.

**D:** Achievement that is worthy of credit even though it fails to meet fully the course requirements.

**F (or N):** Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement

between the instructor and the student that the student would be awarded an I.

**S:** Achievement that is satisfactory, which is equivalent to a C- or better (achievement required for an S is at the discretion of the instructor but may be no lower than a C-).

**I (Incomplete):** Assigned at the discretion of the instructor when, due to extraordinary circumstances, e.g., hospitalization, a student is prevented from completing the work of the course on time. Requires a written agreement between instructor and student.

**\*NOTE: ALL assignments must be turned in to receive a final grade. One missing assignment will automatically result in an “F” as the final course grade.**

## UNIVERSITY POLICIES

### *Make Up Work for Legitimate Absences:*

• [policy.umn.edu/Policies/Education/Education/makeupwork.html](https://policy.umn.edu/Policies/Education/Education/makeupwork.html)

### *Personal Electronic Devices in Classroom:*

• [policy.umn.edu/education/studentresp](https://policy.umn.edu/education/studentresp)

### *Use of Class Notes and Materials:*

• [policy.umn.edu/education/studentresp](https://policy.umn.edu/education/studentresp)

### *Scholastic Dishonesty & Student Conduct Code:*

• [policy.umn.edu/Policies/Education/Education/STUDENTRESP.html](https://policy.umn.edu/Policies/Education/Education/STUDENTRESP.html)

### *Sexual Harassment:*

• [policy.umn.edu/hr/sexualharassment](https://policy.umn.edu/hr/sexualharassment)

# Plagiarism

As defined by The Office of Community Standards, plagiarism shall mean representing the words, creative work, or ideas of another person as one's own without providing proper documentation of source.

Plagiarism is a serious offense in academia and is not tolerated by the College of Design. It is the responsibility of students to understand the standards and methods of proper attribution and to clarify with each instructor the standards, expectations, and reference techniques appropriate to the subject area and class requirements, including group work and internet use.

The College of Design holds students accountable to the standards set forth in the Student Conduct Code regarding plagiarism. Students are encouraged to seek out information about reference methods from instructors and other resources and to apply this to all submissions of academic work.

- [communitystandards.umn.edu/content/plagiarism](http://communitystandards.umn.edu/content/plagiarism)
- [regents.umn.edu/sites/regents.umn.edu/files/policies/Student\\_Conduct\\_Code.pdf](http://regents.umn.edu/sites/regents.umn.edu/files/policies/Student_Conduct_Code.pdf)
- *The above information was adapted from the University of Minnesota Office of Community Standards.*

These examples highlight plagiarism (avoidance and offenses) in graphic design and other creative practices:

- [chronicle.com/article/Creative-Plagiarism/135158](http://chronicle.com/article/Creative-Plagiarism/135158)
- [ethicsingraphicdesign.org/legalities/plagiarism-and-appropriation/](http://ethicsingraphicdesign.org/legalities/plagiarism-and-appropriation/)
- [artistsense.wordpress.com/2012/12/18/creative-inspiration-vs-imitation-when-does-copying-turn-into-plagiarism/](http://artistsense.wordpress.com/2012/12/18/creative-inspiration-vs-imitation-when-does-copying-turn-into-plagiarism/)
- [ethicsingraphicdesign.org/whats-the-difference-between-appropriation-and-plagiarism/](http://ethicsingraphicdesign.org/whats-the-difference-between-appropriation-and-plagiarism/)

## Academic Freedom and Responsibility:

- [regents.umn.edu/sites/regents.umn.edu/files/policies/Academic\\_Freedom.pdf](http://regents.umn.edu/sites/regents.umn.edu/files/policies/Academic_Freedom.pdf)

## Statement on Climate of Inclusivity:

You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to me when speaking. The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help. Or download the policy at:

- [regents.umn.edu/sites/regents.umn.edu/files/policies/Equity\\_Diversity\\_EO\\_AA.pdf](http://regents.umn.edu/sites/regents.umn.edu/files/policies/Equity_Diversity_EO_AA.pdf)

## Credits and Workload

**3 CREDITS:** For undergraduate courses, one credit is defined as equivalent to an average of three hours of learning effort per week (over a full-semester) necessary for an average student to achieve an average grade in the course. For example, a student taking a three credit course that meets for three hours a week should expect to spend at least an additional six to eight hours a week on coursework outside the classroom.

## *Religious Observances*

If your religious practice requires a modification of the existing schedule for this course, please contact me between the first and third class sessions. I am happy to work with you to ensure you stay on track if class sessions must be missed to observe your religious practice.

## *Availability of Disability & Mental Health Services*

The University of Minnesota is committed to providing equitable access to learning opportunities for all students. The Disability Resource Center is the campus office that collaborates with students who have disabilities to provide and/or arrange reasonable accommodations.

If you have, or think you may have, a disability (e.g., mental health, attentional, learning, chronic health, sensory, or physical), please contact the DRC at 612-626-1333 to arrange a confidential discussion regarding equitable access and reasonable accommodations.

For additional information please visit: [diversity.umn.edu/disability/](http://diversity.umn.edu/disability/)

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities. University of Minnesota services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about the broad range of confidential mental health services available on campus via

– [www.mentalhealth.umn.edu](http://www.mentalhealth.umn.edu) – or contact Counseling/Consulting Services at 612-624-3323.

## *Academic Services*

If you would like additional help, please contact one of the offices listed below.

### STUDENT WRITING SUPPORT

[writing.umn.edu](http://writing.umn.edu)  
Center for Writing  
10 Nicholson Hall, Mpls  
612.626.7579

### STUDENT ACADEMIC SUCCESS SERVICE

[uccs.umn.edu](http://uccs.umn.edu)  
340 Appleby Hall, Mpls  
199 Coffey Hall, St. Paul  
612.624.3323

### STUDENT ENGLISH LANGUAGE SUPPORT

[success.umn.edu/sels](http://success.umn.edu/sels)  
Locations:  
20 Nicholson Hall, Mpls  
Bio-Medical Library Diehl Hall  
204 Walter Library  
612.624.1503

# Key Dates / Timeline

Each of you will develop a course schedule based on your own project. However, there are some important dates deadlines that you will need to incorporate into your proposed schedule. Staying on track is essential to completing your projects. These dates may shift and are subject to change.

PHASE	MONTH	DATE	DETAIL
<b>1 CONCEPT</b>	<b>JAN</b>	28	HGA Gallery site visit & DigiFab Tour–Rapson Hall (8:50–10:10)
	<b>FEB</b>	11	Preliminary Concept/s Presentation
	<b>FEB</b>	25 or 27	Day TBD. Field trip and Committee meeting #1 (Same day)
	<b>MAR</b>	5	Phase 1 Presentations

<b>MAR</b>	9–13	Spring Break
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<b>2 TEST &amp; ITERATE</b>	<b>MAR</b>	19	Committee Meeting #2
	<b>MAR</b>	26	Phase 2 Presentations

<b>3 REFINE &amp; BUILD</b>	<b>APR</b>	2	Committee Meeting #3
	<b>APR</b>	16	Committee Meeting #4

**VENUE ..... HGA Gallery | Ralph Rapson Hall | 89 Church St SE Minneapolis, MN 55455**

**INSTALLATION ..... Tues\_Apr 28 – Sun\_May 3**

**EXHIBITION ..... May 4–15, 2020**

**RECEPTION ..... Tuesday May 12, 2020; 6-9pm, HGA Gallery**  
 Set up of event before and reception take down after. Timing TBD by Reception Committee.

**TAKE DOWN / REMOVAL OF EXHIBITS AND EXHIBITION .....MAY 16–17**  
 Must be completed on or you will not receive your final grade.