

# ART 450: Senior Seminar

Joshua Almond  
Associate Professor of Art  
Rollins College

Contact Information: Department of Art and Art History  
Office: CFAC 101  
Phone: 407.646.2500  
Email: jalmond@rollins.edu

Office Hours: 9:00am – 11:00 am Tues & Thurs

---

## Course Description:

This course imparts the practical knowledge and skills needed to pursue a career or post-graduate education in the visual arts. Students will gain experience in resume writing, crafting an artist's statement, creating an exhibition invitation, documenting their artwork, and preparing their artwork for gallery or museum presentation. The focus of the course will be the student's involvement in the juried 2017 Senior Art Show scheduled to open at the end of the semester. All of the students will prepare their own individual pieces for the show. Once the jurying process is completed, those students whose work is selected for inclusion in the exhibition will be expected to assist with the installation of the work, for preparing and hosting the exhibition, and for creating a group invitation. Those students whose work is not selected for inclusion in the Senior Art Show will be expected to present and defend their work orally to the studio art faculty at a separate, one-day only public exhibition of their work. All of the students will also be expected to submit an artist's portfolio of twenty images, an artist's statement, resume, and gallery proposal as well as a catalog and website showcasing their work.

## Required Text:

- Bernstein, Mashey and George Yatchisin. *Writing for the Visual Arts*, Upper Saddle River: Prentice Hall, 2001.
- Lazzari, Margaret. *Practical Handbook for the Emerging Artist (2nd Ed.)*, Boston: Cengage Learning Publishers, 2010.
- Paulson, Ed. *The Complete Idiot's Guide to Starting Your Own Business (6<sup>th</sup> Ed.)*, New York: Alpha Books (Penguin Group), 2012.

## Evaluation:

You will receive final grades for the course based on the following graded components:

Studio Logs <sup>1</sup>	8%
Artist's Portfolio <sup>2</sup>	20%
Gallery Presentation <sup>3</sup> #1	5%
Gallery Presentation <sup>3</sup> #2	10%
Mini Critique (2)	6%
Artist Statement Final	5%
Artist Resume	2%
<u>Class Participation</u>	<u>14%</u>
TOTAL	70%*

The remaining 30% of your grade is dependent on the outcome of the jurying process. If your work is selected for inclusion into the 2016 Senior Art Show, the remaining 30% of your grade will be determined as follows:

Preparedness	10%
Installation Assistance	10%
Professionalism	5%
<u>Documentation</u>	<u>5%</u>
TOTAL	100%

If your work is NOT selected for inclusion into the 2017 Senior Art Show: The senior exhibition is not a right, it is a privilege, and it must be earned through professionalism and the development of a cohesive body of work. If at the time of the jurying process the jurors do not feel the work is of sufficient quality and does not present a cohesive statement, the student's work will not be chosen for inclusion in the exhibition. The student will be provided with written justification for the decision along with any additional comments, criticisms, or concerns. They will then be given two weeks to make any changes they want to the work, after which they may choose to resubmit the pieces for jurying. If, at that point, the work is still not of sufficient quality, then the student will not be permitted to participate in the show. Instead, the student will be expected to present and defend their work to the studio art faculty at a separate, one-day only public exhibition of their work to occur the first reading day of exam week, Wednesday May 3 at 2pm. The work can be exhibited at one of two venues (in our order of preference): the main lounge in the Olin Library (just past the circulation desk) or the classroom at Rex Beach (pending availability and scheduling). It is the student's responsibility to schedule and reserve the space, as well as to install and subsequently remove the work. The work must be professionally installed just as it would be in the museum (this includes individual labels, artist statement, framing or other appropriate means of presentation, and lighting) by 1pm on the scheduled day of the defense and must be removed from that space by 5pm the same day. The oral defense will occur sometime in between and should last approximately one hour. The student will be given 30-40 minutes to present their work. This will be followed by 20 minutes of questions from the faculty after which the student will be excused and the faculty will confer to determine their grade. The student will be evaluated on four criteria: The professionalism of the exhibition, the quality of the individual artworks, the strength of their artist statement, and the quality of their presentation.

#### Evaluation Components Explained:

<sup>1</sup> The Studio Log/Journal - The studio journal is the site for reflections about your work. Use this journal to write about the progress you are making and the challenges you are encountering in your work. This journal is also the place where your research and ideas should come together. Provide a one-two paragraph response to something you came across during the week via your outside blog/newsletter research. Take five minutes before you begin each studio session to write about what you hope to accomplish and five minutes after you work to reflect on what actually happened that day. Document your work in the studio, and, if available, include photographic documentation of significant sketches or drawings from your physical journal (these can be simple images captured with a phone or basic digital camera). These should take the form of low resolution JPEGs included as an attachment with your Studio Log. Download a blank Studio Log each week and complete each section in accordance with the details above. Be sure to date each entry and log the hours you worked. (Compile each entry as a hard copy or on your computer for future reference and for critique preparation). This log is due once a week beginning 1/18 - Email to [jalmond@rollins.edu](mailto:jalmond@rollins.edu) by 11am each Thursday.

I will evaluate your weekly logs/journals based on the following criteria:

- Quality - Is the entry thoughtful and honest? Are you working things out in your writing that can be evidenced and/or related to your work?
- Regularity and Focus - Are your ideas and work progressing? Does your entry show evidence that you are building upon each aspect of your studio practice and thinking about how to refine your work and process?
- Time - You are required to work AT LEAST 8-10 hours each week in your studio. Does each entry in your studio log reflect this effort?

<sup>2</sup>The Artist's Portfolio - Your artist's portfolio has three graded requirements - website, catalogue/promotional brochure, and a gallery proposal. You will be graded on the overall quality of the portfolio components (see the assignment guidelines for specifics).

<sup>3</sup>Gallery Presentations - You will be expected to give two artist talk style gallery presentations of your work, one in late March and the other just after the senior show opens (see the assignment guidelines for specifics).

Mini-Critiques - We will have two mini-critique this semester. The first will occur before the final round of faculty critiques; the second will occur shortly before Spring Break. It is expected that you will be showing finished work at this critiques. You will be graded on your level of preparedness, the demonstrated progress of your work, and the quality of your comments/reflections.

Class Participation - Includes active participation in class critiques, discussions, exercises, and committee work.

Preparedness - Includes the timely completion of labels and price-list information, having the work framed and ready to hang or be installed by the specified date, museum loan forms completed, and participating in the scheduled installation instruction sessions with museum staff.

Installation Participation - Includes being an active participant in the installation process, assisting the museum staff with the installation of your own work, assisting the museum staff with the installation of your peers work, and taking an active role in the successful preparation of your exhibition.

Believing that my high expectations are an indication of my respect for you and for your capacity to work at a level of excellence, I will follow the grading standards outlined in the college catalog:

- GRADE A (EXCELLENT) is reserved for work that is exceptional in quality and shows keen insight, understanding, and initiative.
- GRADE B (GOOD) is given for work that is consistently superior and shows interest, effort, or originality.
- GRADE C (AVERAGE) is a respectable grade. It reflects consistent daily preparation and satisfactory completion of all work required.
- GRADE D (POOR), GRADE D- is the lowest passing grade. It is below the average necessary to meet graduation requirements and ordinarily is not accepted for transfer by other institutions.
- GRADE F (FAILING).

Grading Scale					
93.0% - 100%	A	80.0% - 82.9%	B-	67.0% - 69.9%	D+
90.0% - 92.9%	A-	77.0% - 79.9%	C+	66.9% - 63.0%	D
87.0% - 89.9%	B+	73.0% - 76.9%	C	62.9% - 60.0%	D-
83.0% - 86.9%	B	70.0% - 72.9%	C-	0.0% - 59.9%	F

#### Late Policy:

All assignments must be turned in on the day they are due. LATE ASSIGNMENTS WILL NOT BE ACCEPTED UNDER ANY CIRCUMSTANCE. If you cannot make it to class, please arrange to have a fellow student deliver your work or, if possible, send the work to me via email. If you elect to send the work in via email, it MUST ARRIVE BEFORE CLASS IS SCHEDULED TO BEGIN.

#### Materials:

The materials for this course can cost anywhere from \$250 to over \$1000 depending on the cost of framing and/or preparing your work for the show. Please be aware of these expenses and budget for them accordingly. The department does have funding available but you need to apply.

#### Attendance:

It is essential that you attend class regularly. Instructions, lectures, and demonstrations will all be given at the start of each class. Your presence and participation in these activities in conjunction with your studio work directly correlates to your ability to succeed in the course; therefore, attendance will be taken regularly each class session. You get one absence. After that, I will drop your final grade 2/3 of a letter grade for each additional absence. This means a final grade of A would become a B+ with two absences and a B- with three. Four or more absences will result in immediately failing the course. Arriving after attendance has been taken counts as one half of an absence. Excused absences include hospitalization, death of an immediate family member, or a college-sanctioned activity and must be accompanied by documentation from the Dean of Students, OSIL, or the appropriate athletics director. Meetings, job interviews, or early departures for weekend trips are not excused and will count as absences.

#### Community in the Classroom

Throughout the course, you will find that by working together as a community of artists, even the most daunting tasks can be completed in short time. Many working artists succeed in their lives and careers because they have created or tapped into such communities. If your group works well together, your exhibition will be that much more successful and you will have developed a network of artists who can support one another throughout your careers no matter what your individual goals are. Therefore, in our group discussions and committees, we will proceed in the spirit of helping the group succeed through our collective and individual efforts. I expect that each student will be respectful of one another in our discussions whether they take place in the classroom or online.

#### Communication

You are required to maintain a Rollins email account and check it regularly for this course. I will send reminders about our class activities and any changes for project due dates to your Rollins email account throughout the semester. You may contact me through email in order to schedule out of class meetings.

#### Printing Charges:

If you will be printing in Room 113, you must conform to the rules and regulations posted within the classroom. A portion of your class fees (\$30) is available for printing, but you are responsible

for any charges incurred over this amount. A pricing chart will be posted in all printing areas. Violation of the honor system results in a revocation of access.

### **Academic Honor Code Reaffirmation:**

<http://www.rollins.edu/college-of-arts-and-sciences/documents/academic-honorcode-rollins-college.pdf>

Membership in the student body of Rollins College carries with it an obligation, and requires a commitment, to act with honor in all things. The student commitment to uphold the values of honor - honesty, trust, respect, fairness, and responsibility - particularly manifests itself in two public aspects of student life. First, as part of the admission process to the College, students agree to commit themselves to the Honor Code. Then, as part of the matriculation process during Orientation, students sign a more detailed pledge to uphold the Honor Code and to conduct themselves honorably in all their activities, both academic and social, as a Rollins student. A student signature on the following pledge is a binding commitment by the student that lasts for his or her entire tenure at Rollins College. The development of the virtues of Honor and Integrity are integral to a Rollins College education and to membership in the Rollins College community. Therefore, I, a student of Rollins College, pledge to show my commitment to these virtues by abstaining from any lying, cheating, or plagiarism in my academic endeavors and by behaving responsibly, respectfully and honorably in my social life and in my relationships with others. This pledge is reinforced every time a student submits work for academic credit as his/her own. Students shall add to the paper, quiz, test, lab report, etc., the handwritten signed statement: "On my honor, I have not given, nor received, nor witnessed any unauthorized assistance on this work." Material submitted electronically should contain the pledge; submission implies signing the pledge.

### **Credit Hour Statement Policy AC 2000: adopted 4/7/16:**

Rollins College offers four-credit-hour courses that provide three (50-minute) hours of direct or indirect instructional contact. The value of four credit hours reflects the substantial individual attention each student receives from instructors as well as additional out-of-class activities. Faculty require that students undertake at least 7.5 (60-minute) hours of outside work per week, averaged over the course's duration and equaling two and one-half (2.5) 60-minute hours of outside work for every one (50 minute) hour of scheduled class time. In this course, the additional outside-of class expectations are: 4 hours minimum open shop logged studio hours per week.

### **Disability Services:**

Rollins College is committed to equal access and inclusion for all students, faculty and staff. The Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 create a foundation of legal obligations to provide an accessible educational environment that does not discriminate against persons with disabilities. It is the spirit of these laws which guides the college toward expanding access in all courses and programs, utilizing innovative instructional design, and identifying and removing barriers whenever possible. If you are a person with a disability and anticipate needing any type of academic accommodations in order to fully participate in your classes, please contact the Disability Services Office, located in the Mills Memorial Building, Room 217, as soon as possible. You are encouraged to schedule a Welcome Meeting by filling out the "First Time Users" form on the website:

<http://www.rollins.edu/disabilityservices/> and/or reach out by phone or email: 407-975-6463 or [Access@Rollins.edu](mailto:Access@Rollins.edu). All test-taking accommodations requested for this course must first be approved through the Disability Services Office (DSO) and scheduled online through Accommodate at least 72 hours before the exam. Official accommodation letters must be received by and discussed with the faculty in advance. There will be no exceptions given unless previously approved by the DSO with documentation of the emergency situation. We highly recommend making all testing accommodations at the beginning of the semester. DSO staff are available to assist with this process

**Title IX Statement (updated 7/12/16):**

Rollins College is committed to making its campus a safe place for students. If you tell any of your faculty about sexual misconduct involving members of the campus community, your professors are required to report this information to the Title IX Coordinator. Your faculty member can help connect you with the Coordinator, Oriana Jiménez (TitleIX@rollins.edu or 407-691-1773). She will provide you with information, resources and support. If you would prefer to speak to someone on campus confidentially, please call the Wellness Center at 407-628-6340. They are not required to report any information you share with the Office of Title IX. Sexual misconduct includes sexual harassment, stalking, intimate partner violence (such as dating or domestic abuse), sexual assault, and any discrimination based on your sex, gender, gender identity, gender expression or sexual orientation that creates a hostile environment. For information, visit <http://www.rollins.edu/titleix>

ART 450 Senior Seminar  
**Course Calendar\***

\*Schedule subject to change

January 19

- Intro to Course
- Sign up for PR and Design Committees
- 5 Minute update on the state of your work and your goals for the next 8 weeks
- Homework: Read Lazzari Chapter 4: *Your Show* and Bernstein Chapter 7: *How to Write Press Releases*; Brainstorm show title ideas.
- Studio Log #1 due no later than 11am next Thursday

January 24

- Discuss Readings
- Studio time/Individual meetings
- Homework: Read Lazzari Chapter 5: *Documenting Your Work*

January 26

- Discuss Readings
- Discuss show title/invitation
- Homework: Read Bernstein Chapter 4: *How to Write a Resume* and Chapter 5: *How to Write a Letter of Application*. Compose your artist resume incorporating Bernstein's suggestions. Due electronically to me by **11am on February 2**.
- Studio Log #2 due no later than 11am next Thursday

January 31

- Discuss Readings
- Studio time
- Homework: Prepare new work for mini-critiques next class period. Have at least 3-5 new pieces in your studio. These should be completed works or works-in-progress but they should be of exhibition quality - no more mock-ups or refined sketches. From here on out, you should be generating finished work. Have a 1-2 minute synopsis prepared that addresses the content and nature of the new work, as well as any questions you may have for the group.

February 2

- **Mini Critiques - 10 min each**
- Read Lazzari Chapter 12: *Jobs* and Chapter 15: *The Business End*
- Homework: Compose a NEW, updated version of your artist statement due electronically to me by **noon Wednesday February 8**. This draft should be a significant revision/refinement of your fall artist statement and should be free of grammatical errors or typos.
- Studio Log #3 due no later than 11am next Thursday

### February 7

- Discuss Readings
- Review portfolio guidelines/discuss requirements (examples on Blackboard).
- **Group 1:** Prepare new work for the final round of faculty critiques starting next week. Have at least 3-5 new pieces in your studio. These should be completed works or works-in-progress but they should be of exhibition quality - no more mock-ups or refined sketches. From here on out, you should be generating finished work. Have a 1-2 minute synopsis prepared that addresses the content and nature of the new work, as well as any questions you may have for the group.

### February 9

- **FINAL ROUND OF FACULTY CRITIQUES - Group 1**
- Homework: Reflect on the faculty critiques in your studio log
- **Group 2:** Prepare new work for the final round of faculty critiques starting next week. Have at least 3-5 new pieces in your studio. These should be completed works or works-in-progress but they should be of exhibition quality - no more mock-ups or refined sketches. From here on out, you should be generating finished work. Have a 1-2 minute synopsis prepared that addresses the content and nature of the new work, as well as any questions you may have for the group.
- Studio Log #4 due no later than 11am next Thursday

### February 14

- **FINAL ROUND OF FACULTY CRITIQUES - Group 2**
- Homework: Reflect on the faculty critiques in your studio log; Read Lazzari Chapter 6: *Presenting Your Work* and Chapter 7: *Researching Galleries*.
- Design Committee - Complete first draft postcard design
- PR Committee - Complete first draft of pr statement & press release.

### February 16

- Discuss Readings
- Individual meetings/Studio time
- Homework: Read Paulson Chapter 2: *We All Treat Risk in Our Own Way* and Chapter 7: *Writing the Right Plan for Your Business*
- Studio Log #5 due no later than 11am next Thursday

### February 21

- Ben Rinehart Visiting Artist Discussions (followed by lunch w/ Ben for those interested)
- **First Drafts of Postcard/Invitation Due**
- **PR statement and press release Due**
- Homework: Read Paulson Chapter 8: *Calculating Customer, Market, and Sales Opportunities* and Chapter 13: *Estimating Your Startup Financial Requirements*; Complete studio expenses worksheets

### February 23

- Discuss Readings
- In-Class exercises: Studio expenses and Taxes



- Homework: Read Paulson Chapter 14: *Finding the Money You Will Need* and Chapter 15: *Selecting the Right Legal Structure for Your Business*; Complete Schedule C worksheets
- Studio Log #6 due no later than 11am next Thursday

#### February 28

- Discuss Reading
- In-Class exercise: Taxes and Exemptions
- Homework: Prepare new work for mini-critiques next class period. Have at least 3-5 new pieces in your studio. These should be completed works or works-in-progress but they should be of exhibition quality - no more mock-ups or refined sketches. From here on out, you should be generating finished work. Have a 1-2 minute synopsis prepared that addresses the content and nature of the new work, as well as any questions you may have for the group.

#### March 2

- Mini Critiques - 10 min each
- **Second Draft Postcard/Invitation/Poster Due**
- **Homework: Read Business Stuff**
- Studio Log #7 due no later than 11am next Thursday

#### March 7

- Individual meetings/studio time

#### March 9

- Individual meetings/studio time
- FINALIZE ARTIST STATEMENTS
  - Visit Writing Center for help w/ sentence structure & grammar (receipt required).
  - Email FINAL draft to jalmond@rollins.edu no later than 11am Tuesday, 3/21
- PR COMMITTEE: Finalize press release
  - Email draft to jalmond@rollins.edu no later than 11am Tuesday, 3/21
- DESIGN COMMITTEE: Finalize postcard/invitation and poster
  - Email a TIFF file of front and back of design and poster to jalmond@rollins.edu no later than 11am Tuesday, 3/21
- Studio Log #8 due no later than 11am next Thursday

### **March 11 – March 19 Spring Break FINISH YOUR WORK!**

#### March 21

- Turn in receipts from Writing Center
- Final Showcard/Invitation Due
- Final Press Release Due
- Discussion of submissions, digital photographs, framing
- MAKE FINAL PREPARATIONS FOR SUBMITTING WORK

#### March 23

- **NO CLASS – SENIOR SHOW WORK JURIED TODAY!!!** – Jurying will take place today - have work in studio classrooms before 11am with notes of installation set-up etc.
- **Homework: Finalize Artist Statements AND artwork labels and format according to examples on Blackboard - See Course Documents. Email to jalmond@rollins.edu no later than 11am on Thursday, 3/30.**

#### March 28

- Studio Time – Fix any problems noted by jurors, prepare work for exhibition install
- Discuss Portfolio Requirements – Begin work on catalog, website, and show submission
- Begin scanning gallery submission/call for entry announcements for applicable shows.

#### March 30

- Studio Time – Fix any problems noted by jurors, prepare work for exhibition install
- **Select a call for entry/gallery submission by the start of class next Tuesday.**

#### April 4

- Studio Time – Fix any problems noted by jurors, prepare work for exhibition install
- Work **MUST** be to Bill @ Art Systems for framing no later than today
- **Homework: Continue work on portfolio materials**

#### April 6

- FATE Conference: No Class
- **Homework: Group 1 prepare your gallery talk artist presentation. This presentation should be about 15 - 20 minutes in length. It should be smooth and polished and more conversational in tone. Think of it as an expanded, verbalized form of your artist statement.**

#### April 11

- **Group 1: Gallery Talk Practice Presentations**
- **Homework: Group 2 prepare your gallery talk artist presentation.**

#### April 13

- **Group 2: Gallery Talk Practice Presentations**
- **Homework: Continue working on your websites, portfolios, catalogues, and show submissions.**

#### April 18

- Installation of Senior Show over at the Museum
- You will sign up for work times so that we can coordinate schedules with the museum's installation crew. Everyone needs to be available to assist, particularly early in the week, so keep your schedule open during this week.
- **Homework: Continue working on your websites, portfolios, catalogues, and show submissions.**

April 20

- Continue Installation - Take care of any last minute issues
- Continue work on portfolio and publication materials

**April 21 - SHOW OPENS!!!!**

April 25

- Group 1: Formal Gallery Talk Artist Presentations - Meet in Museum

April 27

- Group 2: Formal Gallery Talk Artist Presentations - Meet in Museum

May 2

- Clean Senior Studio Spaces
- **Artist's Portfolios Due, DELIVERED TO MY OFFICE NO LATER THAN 4pm**

May 15

- Exhibition deinstalled and artwork collected from CFAM\*

\* Whether you plan to keep the work or not, it is your responsibility to retrieve the work from the museum. Do not expect the museum staff to pack, ship, or move your work for you. IT IS YOUR RESPONSIBILITY. Unless you have made prior arrangements with the museum staff, any artwork left at the museum after May 9 will be considered abandoned and will become the property of the Cornell Fine Arts Museum to be used, disposed of, sold, or displayed as they see fit.