

**Senior Thesis**  
**VCAD 451 • Spring 2009**  
**Tues-Thurs: 9:00–10:50am**  
**Harris Hall 219B**

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804 524-5455 (office) • Harris Hall 216D

Office Hours:  
Mon-Wed: 12-1  
Tuesday: 11-3

**reading schedule**

j 20 intro–53, “Taking the Leap” handout  
j 27 54-83  
f 3 84–115  
f 10 116-129  
f 17 130-165  
f 24 166-187  
m 3 188–215  
m 10 216-241  
m 24 241-267  
m 31 268-285  
a 7 286-323  
a 14 324-345  
a 21 346–374

the calendar is a tentative estimate and is subject to change without notice.

**important dates**

f 13 last day to file for spring commencement  
f 24 no class  
f 27 graduation applications due  
m 5 Richmond AGIA: GRADE  
m 16 spring break  
m 27 last day to withdraw with a [w]  
a 15 senior show opening  
m 4 classes end  
m 5 reading day  
m 17 commencement

**grading scale**

100-90 [A]  
89-80 [B]  
79-70 [C]  
69-60 [D]  
59> [F]

**additional reading**

- *The Business Side of Creativity: The Complete Guide to Running a Small Graphic Design or Communications Business, Third Updated Edition.* Cameron S. Foote
- *Taking the Leap: Building a Career as a Visual Artist* by Cay Lang
- *Business and Legal Forms for Graphic Designers (3rd Edition).* Tad Crawford and Eva Doman Bruck
- *How to Survive and Prosper As An Artist: Selling Yourself Without Selling Your Soul.* Caroll Michels

**Syllabus**

**overview**

The capstone course preparing the student artist to present their work as professionals.

**course objectives**

- learn the business of art
- produce a cohesive body of artwork (minimum of 6 pieces)
- write a professional artist statement for their body of work
- exhibit their work as part of a group show in Meredith Gallery • April 15, 2009
- collaboration

**topics to be covered**

- gallery & museum exhibition
- professional presentation
- contracts & pricing
- budget
- collaboration
- business of art

**evaluations**

The primary method of evaluation will be instructor assessments of students' professionalism, collaboration and quality and presentation of work.

- body of work 40%
- exhibition production 50% (individual and group exhibition grading criteria will cover the following: research, concept, design, visual organization, communication and craft).
- professionalism 10% (how well you work with others and meeting deadlines)

**attendance**

We will meet as a group on Tuesday only. The remaining time should be focused on planning and implementation of exhibition and works to be included.

This class will adhere to the Department of Music, Art & Design attendance policy. If you are going to be absent from class, please contact me directly. **Do not** contact the art & design office. You are allowed two (2) absences from this class during the entire semester Two (4) tardies [over ten (10) minutes late or leaving class early] are equal to one (1) absence. Any subsequent absences will result in a reduction of one (1) letter grade per occurrence. Excessive absences or tardiness will result in removal from the class.

**required text / materials**

a dedicated sketchbook for this course  
2GB or larger jump drive  
Adobe CS4 software  
[www.lynda.com](http://www.lynda.com)  
*Talent is Not Enough: Business Secrets for Designers.* Shel Perkins  
*Point and Line to Plane.* Wassily Kandinsky

**Affirmative Action/Equal Opportunity Policy**

Virginia State University does not discriminate against employees, students, or applicants on the basis of race, color, sex, disability, age, religion, national origin, or political affiliation.

if you have a disability that may or may not affect your performance in this class, please see me individually to discuss.