



**GRAND VALLEY
STATE UNIVERSITY**
DEPARTMENT OF
VISUAL AND MEDIA ARTS

2019-2020 Studio Art and Art Education Guide to the Major

<https://www.gvsu.edu/vma/advising-78.htm>

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WELCOME

Congratulations! By enrolling in one of the Studio Art degree programs offered by the Department of Visual and Media Arts, you have taken an important step toward living up to the challenge of your natural talents and the pursuance of a career in art or design. The program is oriented toward individuals interested in pursuing careers in art and design, within the academic context of a broad liberal arts education, aided by state-of-the-art facilities and technology. A rigorous core Foundations Program (first year) instills motivated students with the necessary technical and theoretical disciplines to succeed in a NASAD-accredited program. The program is designed as a means of honing your skills while exploring a variety of two-dimensional and three-dimensional ways of seeing and thinking. Your work at Grand Valley will develop your technical skills but even more importantly will provide you with clarity of vision and an appreciation of the social and ethical aspects of artistic production. It will be a challenging time of tremendous growth. Grand Valley provides a rich cultural atmosphere for its students, as does the surrounding area of Grand Rapids. As an artist, all these stimuli and experiences will be of utmost importance to your intellectual growth and development.

The Studio Art degree programs cultivate the philosophy and personal vision of each student in preparation for a professional career and/or continued education in the visual arts. Students focus on the philosophical, communicative and aesthetic relationships of diverse media and technology, and are nurtured with individual attention from faculty composed of nationally recognized, practicing professionals. Faculty are ready to advise and mentor you on your career path. The department prepares undergraduate students to be literate and intellectually flexible within a complex and expanding profession, in order to become capable of meaningful visual communication within our society and culture. Courses emphasize theoretical frameworks, historical backgrounds, and an awareness of contemporary issues and aesthetics as the basis for exploration and development of a conceptually driven practice of the arts.

For the first time in your academic life, art and design will be the focus of your studies. The studio art courses are long - five hours per week plus the expectation of homework. Hard work will be demanded but it is also important not to lose sight of the other advantages of being at a university, and to make the time to take advantage of those opportunities. The information on the following pages is of key importance in the pursuance of your student career at Grand Valley. Requirements and procedures are described which will make your academic career function smoothly and efficiently, as well as help you to graduate on time. Please read this material carefully since it will guide you through your years in the Department of Visual and Media Arts. If you have any questions, do not hesitate to ask your academic advisor, an instructor or other members of the staff.

Finally, enjoy yourself. Art is more a way of life than an occupation in the traditional sense. Many would argue that art is life itself.

DECLARING A MAJOR, EMPHASIS AREA, AND ADVISOR ASSIGNMENT

The Art Education and Studio Art degree declarations are submitted to the Department Coordinator who will send them to the Records office. These declarations are only submitted after students have been admitted to the department via an admission portfolio review. You will be assigned an academic advisor at this time.

Students pursuing a minor in Studio Art, or a major or minor in Art History, Photography, or Film and Video Production do not need to submit an application to be admitted to the Department of Visual and Media Arts. To declare your intent to pursue any of these degrees, you can submit your major declaration online in Banner.

After successful completion of the Foundations Review, you need to decide on an emphasis area if you plan to be a Bachelor of Fine Arts Major (B.F.A.) in Studio Art. The B.F.A. Studio Art degree has 8 Emphases to choose from: Ceramics, Graphic Design, Illustration, Jewelry/Metals, Painting, Printmaking, Sculpture, and Visual Studies. The Bachelor of Arts Major (B.A.) in Studio Art does not require selection of an emphasis area. Once you have decided on your degree preference (and emphasis area if applicable), contact the Department at (616) 331-3486 or email us at vma@gvsu.edu and we can send a request to Records to declare this for you. Requests to change your advisor can be processed by contacting the department. Failure to declare an emphasis area in the B.F.A. degree in a timely manner could prolong your expected graduation date. The individual requirements are listed in the current edition of the catalog.

A double emphasis is also available. In order to earn a second emphasis, a student must complete all requirements for that emphasis, including 21 unduplicated hours of studio work and a second 6-credit exhibition in a different semester than the first required exhibition.

TYPICAL COURSELOAD

If your goal is to graduate in four years, we suggest you take three studio art courses per semester. We also suggest that you choose your art courses first and fill in the academics around them. Twelve credit hours equates to fulltime student status. Please check with your faculty advisor to map out your course of study.

ADVISING

It is highly recommended that you **meet with your faculty advisor every semester**. The Department of Visual and Media Arts website has an Advising page with links to several degree checklists and examples of course plans to assist with completing degree requirements. <https://www.gvsu.edu/vma/advising-78.htm>

Mandatory Advising: Advising is mandatory for every student enrolled in a Foundations course (ART 150, 151, 152, 153, 155, and 157) who currently is or aspires to be either a major or minor in the degree programs offered by the Department of Visual and Media Arts (B.A, B.S., and B.F.A. in Studio Art, B.A. or B.S. in Art Education, B.A. in Art History, Minor in Studio Art.)

Students at other levels in their degree programs in Studio Art are also encouraged to participate, in particular, students participating in Junior Review who need to analyze their degree progress with emphasis coordinators/advisors, and Transfer students.

SEE APPENDIX A, MANDATORY ADVISING.

GRADE POINT AVERAGE

As a Studio Art major you are expected to do well in all of your studies. You will find that the information you learn in your academic courses will be used in relation to your studies in the arts.

You are expected to achieve and maintain an overall GPA of 2.0. Students in the BFA degree must maintain a minimum GPA of 2.75 in their upper level courses. Keep in mind, that this is an overall GPA. For example, you might receive a C in one class, but this may be offset by a higher grade in another class. You will not be allowed to continue taking art courses if the GPA requirement is not maintained.

Grading Scale

		B+	3.3	C+	2.3
A	4.0	B	3.0	C	2.0
A-	3.7	B-	2.7	C-	1.7

REVIEWS

Students in all studio programs in Studio Art and Art Education (B.F.A., B.A., and B.S. in Studio Art, and B.A. and B.S. in Art Education) are required to participate in an Admission Review to gain entry as a major to the department.

Students in all studio programs in Studio Art and Art Education (B.F.A., B.A., and B.S. in Studio Art, and B.A. and B.S. in Art Education) are required to have faculty reviews of their work at the end of their foundation courses during the Foundations Review.

The Secondary Admission Review is required for students in the Studio Art B.F.A. who want to declare either Graphic Design or Illustration as their Emphasis area in the Studio Art B.F.A degree.

Students in all Studio Art B.F.A. emphases are reviewed again near the end of the Junior year. Participation in this review is required in order to move on to the next level of courses.

Students in all Studio Art B.F.A. emphases are reviewed again at the completion of their Senior Project.

ADMISSION REVIEW – STUDIO ART AND ART EDUCATION

Students in all studio programs in Studio Art and Art Education (B.F.A., B.A., and B.S. in Studio Art, and B.A. and B.S. in Art Education) are required to participate in an Admission Review to gain entry as a major to the department. The Admissions Review consists of a portfolio review and assessment of the student's other application information. Information about the Admission Review process and applications for it are found at the address listed below.

<https://www.gvsu.edu/vma/apply-studio-art-and-art-education-12.htm>

Students entering the program from high school fill out and submit the Freshman Application for admission. Students transferring to GVSU from a community college or other four-year institution, fill out and complete the Transfer Application. Students already enrolled at GVSU and taking classes, fill out and complete the Internal Student Application.

FOUNDATIONS REVIEW

Students in all studio programs in Studio Art and Art Education (B.F.A., B.A., and B.S. in Studio Art, and B.A. and B.S. in Art Education) are required to have faculty reviews of their work at the end of their foundation courses. A thorough and demonstrated knowledge of the fundamentals is necessary to be successful in our program; therefore, the department takes the Foundations Review very seriously.

Foundations Reviews occur at the end of fall and winter semesters. You are required to participate in the review during the semester in which your foundations classes will be completed. You will receive instructions from faculty on how to sign up for the review. Once you have signed up for the review, you will receive an email confirmation. Specific written instructions as to when, where, and how to present your work will be distributed at a meeting scheduled for first year students to receive information about participation in the review. You will not be present during the review of your Foundations portfolio.

During the Foundations Review a faculty committee will evaluate a portfolio of all your foundations course work: ART 150, 151, 152, 153, 155 and 157. (ART 153 is not required for the BA or BS degree.) Your portfolio should be organized by class and presented neatly. You are responsible for saving your work for this review. If you are a transfer student and have received Foundations course credit through a transfer portfolio review, you are required to present the work from that transfer course again for this review. (During the spring semester, if Foundations courses are offered and there are students taking the courses who are on track for a Foundations Review at the end of the spring semester, a review limited to those students will be scheduled.)

Your Foundations portfolio will be evaluated on the following criteria: (Review Form is found in Appendices)

- Use of design principles to achieve unity and variety
- Compositional use of picture plane and 3-D space
- Use of color to achieve unity and variety
- Observation/Mimesis
- Surface marks/line quality
- Formal and conceptual inventiveness
- Craft

SEE APPENDIX B, FOUNDATIONS REVIEW FORM.

SECONDARY ADMIT PROCESS IN GRAPHIC DESIGN AND ILLUSTRATION

After completing the Foundations Review, Studio Art B.F.A. students desiring entry into the Graphic Design or Illustration emphasis areas are evaluated by Graphic Design and Illustration faculty. These reviews occur only in the winter semester and in spring if there are openings in these programs at that time.

Students seeking either the Graphic Design or Illustration emphasis, must participate in a secondary admittance process after completion of the Foundations Review. Both programs prioritize admission based on a review of portfolio work from the Foundations courses.

If you are not admitted to either emphasis area you may apply again at the next Secondary Admit review. If reapplying, you must submit your entire Foundations portfolio a second time. To increase your chances in the next review, we suggest meeting with a Foundations instructor to receive advice on how to improve the work. If you fail a second time, you may choose a different art emphasis or major.

JUNIOR REVIEW FOR STUDIO ART B.F.A. MAJORS ONLY

For Studio Art B.F.A. students, the Junior Review takes place one year prior to your expected date of graduation. At the Junior Review, you will present to a faculty committee all studio art course work completed since your Foundations Review. Reminder, B.F.A. students are required

to maintain a minimum GPA of 2.75 in their upper level courses.

You are responsible for notifying the Department Coordinator of your intention to be reviewed. You will receive instructions from faculty on how to sign up for the review. An email confirmation will be sent to you once you have signed up for the review. Neglecting to schedule a review may delay graduation by one semester and affect enrolling in advanced-level courses. (Once you have notified the Department Coordinator, you will be assigned a time, day, and room in which to present your work.) The reviews are held near the end of each semester. Students are expected to make arrangements to get off work, if necessary, to meet this requirement.

It is advisable to consult with the faculty member in your emphasis area prior to your review. Presentation of work should be clean and laid out or set up in a way that best shows your development. Digital images or photos of work physically not able to be presented are acceptable but should constitute no more than ten percent of the work shown. Students should furnish their own tape, push pins, paper, etc. as necessary. Be prepared to set up your own presentation. If you need a second pair of hands, get help from a friend. Arrive on time, dressed in a professional manner. You should arrive at least 30 minutes in advance and make sure work is set up by the appointed time.

Faculty members present at the review will critique students orally and in writing. Students should be prepared to discuss artistic ideas important to them, development of their work, strengths and weaknesses, historical and contemporary context of work, influences, etc. The critique is meant to be helpful but will not avoid pointing out definite problems. Students should approach this experience as a chance to receive a variety of opinions regarding their work and to learn from them.

Some students may be assigned additional work (Art 499 credit or remedial coursework) in order to overcome any identified areas of continued weakness. Students will be responsible for implementing suggestions and/or fulfilling additional coursework requirements, which includes scheduling a second Junior Review, if requested. In the extreme case that a second review is unsatisfactory, the student will be counseled/advised to change their degree to another major.

Criteria for Review:

- Demonstrate the ability to work independently on art/design problems
- Demonstrate working knowledge of technologies, equipment and processes applicable to their area of specialization
- Show evidence of the ability to analyze their work in terms of form, materials, and techniques in relationship to the concept
- Demonstrate the capacity to explain and defend their views effectively and rationally
- Demonstrate an emergent set of artistic/intellectual goals in the body of work presented

SEE APPENDIX C, JUNIOR REVIEW FORM & APPENDIX C.1. JUNIOR REVIEW PROCEDURES.

During or immediately after the Junior Review, the faculty coordinator for your emphasis area, or your faculty advisor, will go over your MyPath report with you to help you determine what requirements are left in your degree program, so that you can plan ahead. After reviewing the MyPath report, both the student and faculty reviewer sign and date the report indicating that this advising meeting took place. A copy of the signed and dated form will be placed in your student file in the office, and you will receive a copy.

SENIOR PROJECT FOR STUDIO ART STUDIO ART B.F.A. MAJORS ART 498 AND ART 415 SENIOR PROJECT

ART 498 is required for Studio Art B.F.A. students. ART 415 is required for Graphic Design and Illustration majors. Students create a body of work that is exhibited at the end of the semester. Also during this semester students must work closely with and seek advice from professors in their emphasis area. The instructor/major professor for the course will advise the student concerning the selection and installation of works for exhibition. However, students are expected to consult with additional faculty in the department on concept, content, and processes for the work exhibited. Senior Project, ART 498 is offered fall and winter semesters. Senior Project, ART 415 is offered winter semester.

Criteria for Review:

- Demonstrate capability to produce quality work and solve professional problems
- Demonstrate professionalism in the presentation of their work
- Demonstrate a coherent set of artistic/intellectual goals in the work presented
- Effectively form and defend value judgments about their artwork and communicate their ideas and concepts
- Effectively contextualize their work in relation to the history of art and culture

Detailed regulations and course requirements are outlined in the ART 498 and ART 415 Senior Project course syllabi.

SENIOR PROJECT GALLERY EXHIBITION

Students may have their senior exhibit at the Art Gallery in the Performing Arts Center, the Stuart and Barbara Padnos Gallery in the Calder Art Center, the DeWitt Exhibition Space Gallery in the Mary Idema Pew Library, or at an off-campus location. Students will be assigned an exhibition date by the gallery coordinator. The gallery coordinator will provide information about who schedules exhibits in the on-campus venues, and general procedures for arranging to exhibit in an off-campus location. The on-campus venues are free with no rental charge attached. Off-campus locations may have a rental charge for use. Students are responsible for funding rental charges for off-campus location exhibitions. There will be a formal meeting scheduled to discuss dates, installations, and publicity in preparation for the exhibition.

Your major professor(s) must approve an off-campus exhibition. If you choose to exhibit at an alternate off-campus space, your major professor(s) are not obligated to assist and/or locate the space for you. However, there are GVSU Risk and Release forms and Rental Leasing Agreement forms that you will need to complete prior to setting up an off-campus exhibition. Your major professor(s) will provide these forms for you, assist you with completing them, and will collect and submit them appropriately.

BFA faculty reviews and exhibition openings must conclude before exam week. If you have trouble finding an off-campus venue or anticipate a scheduled conflict contact your major professor(s) immediately.

Students in the following Studio Art BFA Emphases will be completing ART 498 Senior Project for 6 credits: Ceramics, Jewelry/Metalsmithing, Painting, Printmaking, Sculpture, and Visual Studies. Students in these Emphases who plan to have an exhibit off-campus, must arrange to have their exhibit open for at least 3 days in length, plus the reception, for a minimum of 4 hours per day.

Graphic Design and Illustration Emphases students completing ART 415 Senior Project for 3 credits, may have their show off-campus in a downtown location, and may show together as one large group. Coordinate with the faculty teaching ART 415 for requirements.

Off-campus show students are not excused from their other classes while installing and participating in their BFA show.

Students must closely observe regulations and standards for hanging work in the gallery. Students must contact the gallery coordinator concerning any questions and plans they may have regarding unusual hanging or installations. Work must be framed or presented in a professional manner. No grade will be assigned until all gallery regulations have been met to the satisfaction of the department.

No alcoholic beverages may be served at university functions including the reception and during installation of show.

Students are to organize and coordinate their exhibit with other students assigned the same exhibition dates.

Students must produce their own announcement card and make arrangements for the opening reception. The announcement cards are paid for and mailed by the Department of Visual and Media Arts. Students must turn in their personal mailing announcement cards, with mailing labels on the card, to the Department Secretary a minimum of two-weeks prior to the date of the exhibit opening reception.

A copy of your announcement card must be provided to the gallery coordinator. Provide a copy of the announcement card on either a CD or attached in an email message.

SENIOR PROJECT REVIEW AND PRESENTATION

There will be a formal review of each student's exhibition and body of work by a faculty committee. You will be assigned a time and day in which to present your work. Students are expected to make arrangements to get off work, if necessary, to meet this requirement. Arrive on time, dressed in a professional manner. The Graphic Design Review is performed as a client/designer presentation intended to simulate professional design practice.

At the review, students must present their work and provide the major faculty professor in their emphasis area two identical CDs or DVDs or flash drives containing digital files documenting their body of work and pdf files of their resume and artist statement. All of these documents must be pre-approved by the major faculty professor in your area. Faculty will review the CDs/DVDs/flash drives to assure that all requirements are met and that the image files are of excellent quality.

Faculty members present at the review will critique students orally and in writing. Students should be prepared to discuss artistic ideas important to them, development of their work, strengths and weaknesses, historical and contemporary context of work, influences, etc. The critique is meant to be helpful but will not avoid pointing out definite problems. Students should approach this experience as a chance to receive a variety of opinions regarding their work and to learn from them.

SEE APPENDIX D, SENIOR REVIEW FORM.

See the **LIST below for the items that must be included** on all B.F.A. degree candidates' CDs/DVDs/flash drives in order to receive a Senior Project grade.

1. Excellent digital images of the work produced for the show including several installation shots. Images should be formatted as follows:

Format: TIFF

Pixel Dimensions: at least 3200 pixels on the long side

Document Size: 300 pixels (i.e. dpi)

Image Compression: None

SEE APPENDIX E, PREPARING DOCUMENTATION OF YOUR BFA EXHIBIT.

2. Digital copy (PDF) of the artist statement.
3. Digital copy (PDF) of the artist's vitae/resume.
4. Two copies of identical CDs/DVDs/flash drives containing items 1 - 3 above.
5. Completed printed checklist: BFA Materials Submission and Information.

SEE APPENDIX F, BFA EXHIBIT MATERIALS SUBMISSION AND INFORMATION.

Turn in the two identical copies of your CDs/DVDs/flash drives to the Faculty Coordinator/Advisor in your Emphasis Area. CDs/DVDs/flash drives ARE DUE ON THE MONDAY AFTER YOUR SHOW ENDS. IF THESE MATERIALS ARE NOT TURNED IN, YOU WILL RECEIVE AN INCOMPLETE AND WILL NOT GRADUATE.

SENIOR PROJECT GRADING

Students will receive a letter grade from each faculty member present at the review/ presentation. The grades are averaged for the final course grade. (The grade will not be averaged and finalized until the work has been hung for viewing, the reception has concluded, the faculty review committee has met, the exhibition has concluded, and digital documentation has been received in the Department office.) An average grade of at least a C (2.0 GPA) must be received in order to pass this course.

Students will be graded on the following criteria:

- Quality of work.
- Intellectual understanding of work.
- Installation and design of the space.
- Quality of written materials.
- Quality of presentation.
- Development since the Junior Review.

SEE APPENDIX D, SENIOR REVIEW FORM.

APPENDIX A

Mandatory Advising Policy - Department of Visual and Media Arts

Advising is mandatory for every student enrolled in a Foundations course (ART 150, 151, 152, 153, 155, and 157) who currently is or aspires to be either a major or minor in the degree programs offered by the Department of Visual and Media Arts (B.A, B.S., and B.F.A. in Studio Art, B.A. or B.S. in Art Education, B.A. in Art History, Minor in Studio Art.)

Students at other levels in their degree programs in Art and Design are also encouraged to participate, in particular, students participating in Junior Review who need to analyze their degree progress with emphasis coordinators/advisors, and Transfer students.

Each Foundations instructor will dedicate all or most of one class period in each Foundations class, in both the fall and winter semesters, to review with students how to read and interpret a MyPath report. The review will focus on an overview of how to read the total report, requirements met, and requirements remaining in the varied components of degree programs.

A schedule for mandatory advising will be announced. Foundations faculty advisors and emphasis faculty advisors, will participate in the advising sessions for all current and aspiring department majors and minors. All Foundations students who are or aspire to be either a major or minor in the degree programs offered by the Department of Visual and Media Arts must attend a session for advising. **Students must bring a copy of their MyPath report with them to the advising session.**

Throughout the department, classes will be held during the two-day advising sessions. Faculty will encourage students to attend the advising sessions during the times their class meets.

The criteria on which your portfolio is evaluated reflects skills and ideas which are considered essential in the practice of art and design.

The Foundation Review differs from a course evaluation because it is based upon the quality and creativity of your Foundation coursework only, and does not involve typical class criteria, such as course participation or attendance. As such, you may find the Foundation Review to be more rigorous than your course evaluation.

Your portfolio is evaluated as a whole rather than by course. This review is only an assessment of your proficiency in these skills and is not intended to provide you with a detailed extensive critique of your portfolio. That is more appropriately done individually in the studio and classroom.

This form will be placed in your file in the front office of the Department of Visual and Media Arts.

APPENDIX B

The Department of Visual and Media Arts Foundations Review Form

Student Name _____

Review Date _____

	Excellent	Good	Average	Below Average	Poor
•Use of Design Principles to Achieve Sufficient Unity and Variety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
•Compositional Use of Picture Plane	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
•Compositional Use of 3-D Space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
•Color Usage to Create Unity and Variety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
•Observation/Mimesis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
•Surface Marks and Line Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
•Formal Inventiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
•Conceptual Inventiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
•Craft and Portfolio Presentation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Reviewer Observations: (Reviewer: Please write clearly.) _____

Foundation Review Criteria

Use of Design Principles to Achieve Sufficient Unity and Variety: *The entire portfolio.*

The work demonstrates an understanding of formal composition by successfully utilizing and integrating numerous design principles in order to create unified, yet complex designs that have sufficient variety and contrast.

Compositional Use of Picture Plane: *The entire portfolio, and to a lesser extent in 3-D Design.*

The two-dimensional work effectively utilizes all parts of the picture plane. Both positive and negative areas relate and interact with each other and make sense in their relationship to the shape of the picture plane. Additionally, there is a predominance of asymmetrical compositions, which use interesting and varied proportional breakups of the picture plane.

Compositional Use of 3-D Space: *Primarily in 3-D Design and Making and Meaning.*

In the three-dimensional work, a consideration of all vantage points is apparent and space is utilized in a manner meaningful to the overall design. Negative spaces serve an equally important function in the design. Generally, designs are asymmetrical using varied proportions to effectively make use of space. Overall, a clear understanding of the form is evident.

Color Usage to Create Unity and Variety: *Primarily in Color and Design, but this may apply to 3-D Design and Drawing II.*

The color within compositions is varied, nuanced, complex, and sufficiently resonant due to the contrast of its value, hue, intensity, and temperature. Additionally, a unified composition is achieved by colors that integrate and support the underlying design including its linear structure and hierarchy of emphasis.

Observation/Mimesis: *Primarily in Drawing I and Drawing II*

Drawings demonstrate sufficient observational skills. This includes correct proportions, spatial coherence, and the ability to create a convincing illusion of three-dimensional forms using a full range of value. Regarding perspective, an understanding of one and two point perspective from observation is demonstrated including properly observed rectilinear and cylindrical forms.

Mimesis: *Representation or imitation of the real world in art and literature.*

Surface Marks/Line Quality: *Primarily in Drawing I and Drawing II*

Drawings reflect a sensitivity in the use of line, marks, and surface, which work visually to enhance the drawings as well as functionally to describe plane, volume, texture and space. Additionally, the application of the media is compatible and works well with the choice of paper, subject matter, size, approach, and concept.

Formal Inventiveness: *The entire portfolio.*

The formal aspect of the work reflects an intensity and involvement in a process characterized by creative and critical thinking, investigation, creative play, and trial and error. The result is inventive work that goes beyond the obvious and usual. The work may reflect the personality of the artist or a unique way of looking, thinking, and organizing.

Conceptual Inventiveness: *The entire portfolio.*

The work reveals unique and idiosyncratic solutions to visual and conceptual ideas. These solutions include fresh and unfamiliar ideas of a combination of ideas that generate curiosity and interactive engagement

Craft and Portfolio Presentation: *The entire portfolio.*

The work reflects a care in the choice of materials and the manner in which they were used or assembled. Moreover, the craft is appropriate to the concept of the piece and enhances it. Under most circumstances, this requires precise measuring, neat gluing, joining, cutting, painting, or matting (if required). The result is an overall presentation that reflects an attention to detail and surface, is intact, clean, precise, well organized, intentional, and professional. The use of technology is deliberate and controlled. Images are printed at an appropriate resolution, typography is controlled and appropriately selected and presented, and technological choices support the concept and form of the work.

APPENDIX C

Department of Visual and Media Arts

B.F.A Junior Review

Student _____

Faculty _____

Date of Review _____

PASSES _____ **DOES NOT PASS** _____

Criteria for Review:

- Students should demonstrate the ability to work independently on art/design problems.
- Students should demonstrate working knowledge of technologies, equipment, and processes applicable to their area of specialization.
- Students should show evidence of the ability to analyze their work in terms of form, materials and techniques in relationship to the concept.
- Students should demonstrate the capacity to explain and defend their views effectively and rationally.
- Students should demonstrate an emergent set of artistic/intellectual goals in the body of work presented.

Additional work needed/comments:

APPENDIX C.1. - JUNIOR REVIEW PROCEDURES

Dates & Deadlines	Faculty / Emphasis Coordinator	Students	Staff
Fall and Winter: Weeks 1-3	<ul style="list-style-type: none"> - Discuss with Students the junior review - Review <i>Advising & Junior Review Procedures</i> document (student handbook) - Supply students with the <i>Junior Review Critique and Evaluation form</i>. - Meet with student and walk through credits needed to graduate. - Turn in MYPATH signed by faculty and student by the end of the 3rd week of classes. 	<ul style="list-style-type: none"> - Students print & review MYPATH to determine degree progress and create senior year schedule. - Students schedule meetings with advisor and discuss the junior review before the last two semesters before graduation (after approximately 90 credits have been earned). - Sign MYPATH for faculty to turn in to Academic Dept. Coordinator, no review otherwise. 	
Fall and Winter: Weeks 5-6	<ul style="list-style-type: none"> - Inform Students two semesters before graduation date (after approximately 90 credits have been earned) to register online for Junior review. 	<ul style="list-style-type: none"> - Sign up for review @ http://www.gvsu.edu/art/review-login.htm - Notify your emphasis coordinator via Email you have successfully completed the online sign up. 	<ul style="list-style-type: none"> - Academic Dept. Coordinator creates Junior review Schedule. - File Signed MYPATH's in student file.
Fall and Winter: Weeks 7-8	<ul style="list-style-type: none"> - Gather junior review forms from mailbox and distribute to faculty members at each junior review. - Check Schedule for accuracy. - Respond to Academic Coordinator if any changes are needed. 	<ul style="list-style-type: none"> - Gathering of studio course work since foundations work. - Review <i>Junior Review Critique and Evaluation Form</i> (Student Handbook) and prepare for the given criteria. 	<ul style="list-style-type: none"> - Release Finalized schedule. - Place Junior review forms in Emphasis Coordinator's mailbox prior to review date.
Week 10	<ul style="list-style-type: none"> - Reviews begin. - Junior review forms are required to be turned in within 1 week after each student review. 	<ul style="list-style-type: none"> - Junior reviews Organize all art studio work since foundations review. 	<ul style="list-style-type: none"> - Collect and Copy incoming review forms.
Review forms due 1 week after review, except for reviews on the last Fri. of classes. For those reviews only, completed forms are due Mon. of finals week.	<ul style="list-style-type: none"> - Review forms due 1 week after review. - Emphasis Coordinator submits the pass/fail determination. 		<ul style="list-style-type: none"> - File Junior review copies in student folders. - Emphasis Coordinator supplied with copy. - Reviews Enveloped for Emphasis Coordinator to give to student.
Fall Winter	<ul style="list-style-type: none"> - Provide student with review results ASAP after receiving forms from the office. 	<ul style="list-style-type: none"> - Receive Junior Results. - If there is an issue meet with your Emphasis Coordinator and advisor. - Schedule course work for senior year. 	

APPENDIX D

**Student should meet with their faculty advisor to review Mypath progress.*

Department of Visual and Media Arts

B.F.A Senior Review

ART 498- B.F.A. Exhibition- Senior Project, 6 Credits

ART 415- B.F.A. Graphic Design/Illustration- Senior Project, 3 Credits

Student _____

Date of Review _____

Faculty _____ **Grade** _____

Criteria for Review:

- Students should demonstrate the capability to produce quality work and solve professional problems.
- Students should demonstrate professionalism in the presentation of their work.
- Students should demonstrate a coherent set of artistic/intellectual goals in the body of work presented.
- Students should effectively form and defend value judgments about their artwork and communicate their ideas and concepts.
- Students should be able to effectively contextualize their work in relation to the history of art and culture.

Faculty Comments:

APPENDIX E

Preparing Documentation of Your BFA Exhibit GVSU Department of Visual and Media Arts

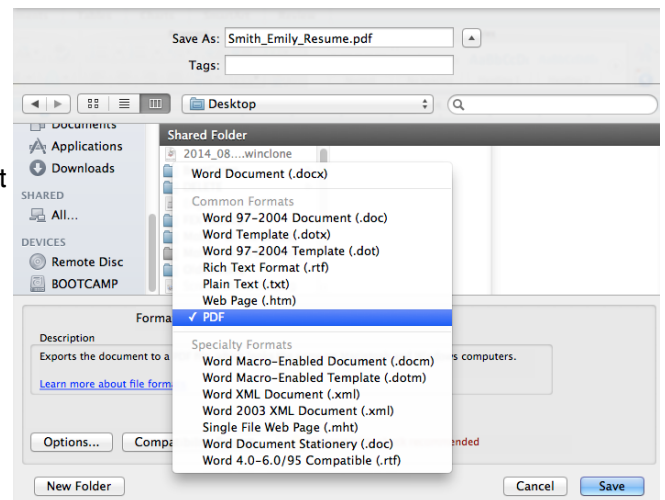
Below you will find specifics for the documentation of your BFA exhibit and a guide to creating documentation that fulfills the department's requirements. You will turn in photographs and PDFs of two written documents. Because creating the PDFs is a shorter process, this will be covered on this page and then on the following pages are thorough instructions for creating your photographic documentation.

How to Create PDFs of your Artist Statement and Resume

The department's student handbook specifies that you should turn in two PDFs — one of your artist statement and one of your curriculum vitae / resume. Write your documents in a word processor. Microsoft Word and Apple's Pages are available on lab computers.

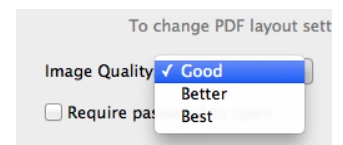
In Microsoft Word

- Once your document is finished, be sure you have saved it as a Word document to allow for future editing.
- To save a PDF select File → Save As.
- Navigate to the folder where you want to save the PDF.
- From the Format drop down menu choose PDF.
- Name your document as follows: Lastname_Firstname_Statement.pdf or Lastname_Firstname_Resume.pdf



In Apple's Pages

- Once your document is finished, be sure you have saved it as a Pages document to allow for future editing.
- To save a PDF select File → Export To → PDF
- In the Export dialogue you can choose how high quality you want images to be saved. If your documents are just text, the default is fine. If your resume has images (logo, etc.) you can select the quality you want. Click Next.
- Navigate to the folder where you want to save the PDF.
- Name your document as follows: Lastname_Firstname_Statement.pdf or Lastname_Firstname_Resume.pdf



Preparing Photographic Documentation

The department's student handbook requires that you turn in "excellent digital images of the work produced for the show including several installation shots." These images are not only for the department's records, but are also how you will represent your work to the world on your website and in other materials, so it's worth the time and effort to get the best documentation possible. The images you turn in to the department should be formatted as follows:

- File type: TIFF
- Pixel Dimensions: at least 3200 pixels on the long side

Photographing Your Work

The obvious first step to making excellent digital images of your work is to photograph it well.


- If you are inexperienced with photography, find somebody more experienced to help/teach you or you can also hire a professional to take pictures for you.
- **Use a good camera, not a phone, and learn how to use it.** The camera doesn't have to be expensive, and you can probably find one to borrow if you don't have one. Any relatively recent camera should be at least 8 or 10 megapixels, which is plenty.
 - **Use appropriate camera settings.** If you are unfamiliar with photographic concepts like white balance and aperture, try using one of the camera's automatic modes. Most cameras have a full Auto mode in which the camera tries to guess what you're trying to achieve and chooses what it thinks are the appropriate settings. You can try this and check the results after a few shots to see if you're happy with them. Many cameras have specific modes for certain types of photos. If you're taking close-up photos of fine details, look for the camera's Macro mode. Portrait mode often tries to keep the subject in sharp focus while blurring the background to remove distractions.
 - If you're using one of the automatic modes, it's a good idea to look at the results on a computer screen after taking a handful of shots to see how the look when seen at a larger size than on the camera's small screen.
- **Control the environment.** You should make conscious decisions about what things are seen in the photographs and how they are seen.
 - **Remove distracting things** in the background or photograph from an angle where they're not visible.
 - **Be deliberate about lighting.** Most work looks best when evenly lit with plenty of light. Look for the shadows cast by your work if it's 3-dimensional or if your stretcher bars or frames are thick enough to create noticeable shadows. If the shadows are distracting, or don't show the work in the best way possible, bring in additional lights to fill in the shadows or adjust the gallery lighting until it looks good.
- **Capture many varied views of the work.** For many students this will include full shots of each piece, detail shots showing parts of pieces, and installation shots showing multiple works and how they're arranged in the gallery. It's much easier to edit out unnecessary documentation than to try to re-create an insufficiently documented exhibit.

Editing and Formatting Your Photographs

Go through your photos to select the best ones, including enough to thoroughly document the exhibit and make the work look as good as possible. (Try to put yourself into the

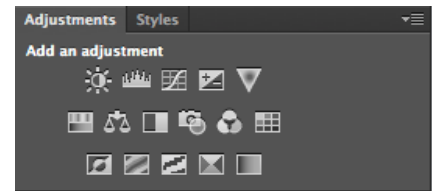
position of somebody who didn't see the actual exhibit and is only able to see it through its documentation. This is how most people will experience your work.)



Once you have selected the photos you want to include, use Photoshop to refine them. Rather than trying to include a course on Photoshop, this guide will point out a few tips that you can search online for more details on. Finally, at the end of this guide you'll find details for saving your photos in an appropriate format.


- **Cropping.** Select the crop tool () and drag the handles at the corners of the image to choose how to crop the image. Once you have selected the crop you want, press the Return key to tell Photoshop to actually make the crop. Remember not to crop so much that your images become unusably small. To check the size of the image after cropping, select Image → Image Size. Look at the width and height under Pixel Dimensions, then cancel out of the Image Size dialog. If the largest dimension is less than 3200 pixels, undo the crop (Edit → Undo, or use the keyboard shortcut command-z).

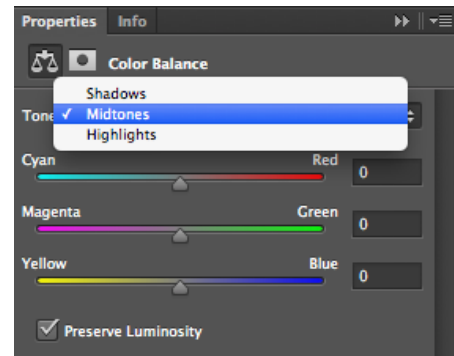
- **Using Adjustment Layers**

- On the right side of the Photoshop interface, you should see a tab labeled Adjustments. If you don't see it, select Window → Adjustments and it should appear.
- Clicking on one of the buttons in the Adjustments panel applies the adjustment and allows you to control its settings.



- **Adjusting exposure/brightness.** Underexposed images are pretty common, especially when the camera was set to automatic. This is because the camera sets its exposure to achieve a pre-determined average brightness of all of the pixels, assuming that the scene has an even distribution of values, with some bright areas, other dark areas, and everything in between.. Gallery spaces have a lot of white, so when the camera calculates the average, it often underexposes. Look at each image. Do the whites look dull and dingy? Do you lose detail in the shadows? If so, adjust the exposure.
 - If you're new to Photoshop, try Image → Auto Contrast. If it looks good, then great. If it still doesn't look right, undo that (Edit → Undo, or command-z) and use an adjustment layer.
 - Click the Brightness/Contrast adjustment button(). Once you apply it, drag the two sliders until you're happy with the results. If you need to, you can achieve finer control with a Curves adjustment (). Look online for instructions if you need them.
- **Adjusting color (white balance).** Bad color balancing will make your work look amateurish. Look at the images. Do the whites look yellowish or blueish? Are colors accurately represented? If not, work on correcting the colors.

- You can try Image → Auto Color and see if you like the results. Often this doesn't work great, so you need to make a manual adjustment.
- Apply a Color Balance adjustment (). At the top of the Properties panel for the adjustment layer you choose whether you are working on highlights, midtones, or shadows. Drag the sliders slowly to make adjustments. If your image has a yellowish cast, start with the midtones and drag the bottom slider slightly away from yellow and toward blue. Don't go overboard, it's easy to overcorrect. Then adjust the highlights and then the shadows. It's not always the case that highlights, midtones, and shadows need the same adjustments.
- Once again, you can achieve finer control with a Curves adjustment. Look online for more details for adjusting color with Curves.



Saving Files in the Appropriate Format

Your image should be no smaller than 3200 pixels on the larger side. (To check, select Image → Image Size and look at Pixel Dimensions. Then hit cancel. If your image is too small there's no useful way to increase its pixel dimensions so it's best to go back to the original photograph, which should be a good size if you are using a camera from the last 10 years or so.)

Save each image as a TIFF.

- Select File → Save As. Then choose where to save the file and select TIFF from the Format drop-down list.
- Give the file a descriptive name that includes your name, like Lastname_Firstname_01.tiff.

Image List

You should also turn in a printed list of the images included on your disc, as well as including a PDF of the list on the disc. It should list each file name and give an appropriate description or title. For example, if I were Alexander Calder, my image list might look something like this:

- Calder_Alexander_01.tif - *A Universe*, 40 1/2" x 30", painted iron pipe, steel wire, motor, and wood with string, 1934.
- Calder_Alexander_02.tif - *Big Crinkly*, 150" x 97" x 76", painted steel, 1969.
- Calder_Alexander_03.tif - detail shot of *Big Crinkly*.
- Calder_Alexander_04.tif - *Gibraltar*, 51 7/8" x 24 1/4" x 11 3/8", Lignum vitae, walnut, steel rods, and painted wood, 1936.

APPENDIX F



BFA Exhibit Materials Submission and Information

Full Name _____ G number _____

Semester of Graduation _____ Date(s) of BFA Exhibit _____

BFA Emphasis Area _____

Local Address _____
Street Address

_____ City State Zip

Permanent Address _____
Street Address

_____ City State Zip

Email address you will use after graduating _____

Phone number _____

Required BFA Exhibit Materials (submit two identical CDs/DVDs, each with the following)

(Place check in each box for included materials to ensure all required items are submitted)

- Excellent digital images of the work produced for the show including several installation shots.
Images should be saved in TIFF format with the following specifications:
 - Pixel Dimensions: at least 3200 pixels on long side
 - Image Compression: NoneInclude an image list with titles, size, materials, and year for each image.
- Digital copy (PDF) of the artist statement.
- Digital copy (PDF) of the artist's vitae/resume.
- Two copies (two identical CDs or DVDs or flash drives containing the materials above) submitted