

BFA Thesis Timeline

Name _____

ID# _____ Thesis Semester _____

ART 49806: Advanced design seminar in which students develop a sustained individual project in a major area of concentration (print, Internet, multimedia). This semester-long project is designed to encourage extended development and the synthesis of communication skills and related design disciplines. Additionally, collateral promotion and presentation materials will be created to support the project. The final requirement for graduation, the thesis project will be presented in an exhibition and in oral presentation to faculty and invited critics.
Prerequisite: completion of all major requirements 6 cr./6 hr.

What is the thesis?

The thesis should represent a significant body of independent creative work. It can take many different forms or combinations of forms: print, publication, web, interactive multimedia, animation, etc. Although the specifics will vary greatly from project to project, here are some guidelines to help envision the size of the project:

Print projects:

size of project for corporate identity or advertising campaigns, at least 12 different completed designs—ads or collateral material.
presentation Poster design projects should include at least 8 designs. All material must be presented on presentation boards.

Publication projects:

size of project book or magazine design, at least 15 pages
presentation must be presented fully printed and bound.

Web projects:

size of project should include a range of different media (images, animation, sound, scripting, interactivity, etc), at least 12 pages or screens.
presentation Web projects must be fully functional on-line, either through our web server, or from an outside web site provider.

Interactive multimedia projects:

size of project like the web projects, should include a range of media. should contain at least 15 screens. If the project is a game or another kind of entertainment application, then scope and function should be of a significantly advanced level.
presentation Interactive multimedia projects must be presented on CD-ROM and be fully tested and functional. They must include cover graphics and user instructions and must work on both Mac and PC.

Animation and digital video projects:

size of project should contain at least 5 minutes of original material. They should be presented either on VHS, CD-ROM/DVD, or web streaming.
presentation They must include cover graphics, labels, or other collateral material.

Thesis Project Schedule

PreThesis Planning

Each student presents an initial proposal at least two weeks before classes start which must be reviewed

During the semester, presentations are bi-weekly

week 1 _____

week 2 _____

week 3 _____

week 4 _____

week 5 _____

week 6 _____

week 7 _____

week 8 _____

week 9 _____

week 10 **Review**

Student must have a significant body of work completed toward the thesis or he/she will be dropped
week 11 _____

week 12 _____

week 13 _____

week 14 _____

Final Presentation

Presentation of the thesis project to faculty and staff.

Presentation of an archive book of the thesis, to include abstract, all descriptions, prints and CD-ROM.

Students must have their Thesis presentation complete and installed at the Thesis exhibition, TBA at the end of Spring semester.

**A or B grades are passing;
C is a failure in Thesis.**

Thesis Stages

The thesis process is divided into 5 stages: planning, research, design, production and presentation. Documented completion of each stage is required to fulfill the thesis requirements.

Planning

PreThesis planning:

In the planning stage, the student outlines the direction the thesis will take. This begins the semester before the actual thesis semester. The student is required to meet with the thesis advisor at least once during the preceding semester to discuss possible thesis ideas. It is essential that the student start the thesis semester with an idea.

Thesis Brief:

At the start of the thesis semester, the student must submit a two-page project brief to the thesis advisor for approval. The project brief must outline the scope of the thesis project and provide the advisor with the means to understand and evaluate the project.

Research

In the research stage, the student should look at as much material that is relevant to the project as possible, for both content research and design research. This could include books, magazines, web sites, videos, films, CD-ROMs, exhibitions, etc. Keep notes and document this research process to turn in at the end of the thesis.

Design

The design stage happens in conjunction with the above research. The student makes sketches and drafts that explore different facets of the design project. During this time with student will meet with the thesis advisor and other faculty members to critique and review the designs, work out technical problems, discuss historical examples, etc. These meetings should happen on a bi-weekly basis.

10th Week

By the 10th week of the semester, the student will have a mid-thesis review to present the work done thus far.

This marks the end of the research and design phase of the project.

At this stage, any student who has not made significant progress on their thesis project will be dropped.

Production

After the mid-thesis review, the student should be in final production phase of the project.

This will include executing the approved designs, dealing with technical and integration issues, and beginning the final assembly of the thesis materials.

Final Presentation

By the 15th week of the semester, the student must present the thesis project and submit the final portfolio.

The Thesis Brief:

Abstract brief paragraph (100 words) summary of thesis, description of topic and format

Format outline of proposed research domain, theme and/or concerns
ideas informing and methods of proposed research
proposed reference/source material and reading list (as appropriate)
media, materials and technical processes involved,
research outcomes envisaged. e.g exhibition, publication or other presentation

Thesis Project Brief

Abstract

Outline of topic and format

Ideas and methods

description of research

media and methods

final format of project

supporting materials

Final Portfolio Requirements

The student must prepare and submit a portfolio presenting the results of the thesis project to his or her thesis advisors.

Portfolio Components:

Project Summary:

a 5 to 10 page written project summary,

The project summary should discuss:

the original goals of the thesis,

how those goals were pursued

and an assessment of the final results.

A critical discussion of historical and/or contemporary examples relevant to the project should also be included.

Images:

The thesis images should be high-quality prints from the project.

images of the final thesis design project,

The nature of these images will depend on the kind of project

undertaken. If the thesis is a web or multimedia project, then the

images document the project. They should present screen shots

from different parts of the project together with short written

descriptions. If the thesis is a print project, then the images

are the thesis. In this case, they may be presented in a separate

portfolio at a size that is appropriate to the project. These images

should provide a clear presentation of the thesis project.

Research Documentation:

material documenting the research and development undertaken during the project, including the initial project brief, The research and development material should document what the student did during the preparation of the thesis project. Research material could include print-outs of relevant web sites, photocopies of book pages, magazine tear sheets, and reference images. Development material should include sketches and design drafts that were produced during the production process.

CD-ROM

a CD-ROM containing the thesis project itself (if it is a web or multimedia project) and an archive of relevant source files.

The CD-ROM should contain electronic versions of the thesis

material. This will vary based on the kind of thesis project

undertaken. If the thesis is a web or multimedia project, then the

CD-ROM files are the thesis. The disk should have cover graphics,

be tested for errors and should be fully ready for use. If the project

is a print project, then the disk should include source files and

reference images. It is not necessary to turn in every file, just final

version of the important ones.

Portfolio folder:

All of the materials should be presented together in a folder. We recommend a folder with clear plastic sleeves that can hold letter-sized sheets. Be sure to include a cover sheet with your name, the date and a title for your project.

OTHER BFA Conditions:

Students must maintain a 2.3 GPA, and have received no more than one "C" in a class in the major. (i.e. maintain at least a B- average). Otherwise, students will be asked to leave the program and change to the BA degree

PORTFOLIO

- **initial abstract**
- **5-10 page written project summary**
- **research materials: sources documentation sketches/roughs process elements**
- **printouts of final images**
- **various project elements in application to a variety of formats: website, poster, book, CD, as defined in thesis**
- **CD-ROM of the thesis: text files project files cover graphics**
- **Presentation format: binder folder with plastic sleeves cover graphics for folder and CD plus 3D mockups or other formats as defined in the thesis**