

BFA CD Senior Thesis 2

**PARSONS School for Design
BFA Communication Design
PUCD 4210-A**

**Mondays, U 503 (University Center)
12:10pm – 5:50pm**

**Pascal Glissmann
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Office hours by appointment

**Class website
<http://pascalglissmann.de/parsons/2017/thesis2>**

COURSE DESCRIPTION

In this senior course level students develop their final year Thesis 2 project based upon a previously approved topic proposed in Thesis 1.

Emphasis is placed on students' ability to translate their cumulative knowledge into effective visual communication. Students need to develop a competence in cross media design processes and understand the nature of all available communication channels in the creative industries.

The senior studies are initiated by topics and not by media or technology therefore the focus in this course is on research, critical thinking and developing concepts for an adequate visual communication. This course is taught through a multi-faceted in-depth design project, critique sessions, a series of juries and culminates in a departmental Thesis publication.

THE WORK OF THESIS 2:

- 1 continues your Thesis 1 inquiry / investigation / research / archiving / curiosity
- 2 leads to speculation about the world
- 3 results in a public declaration

Throughout the thesis you will be coming to terms with your own work, thoughts, and goals regarding your relationship with your work, your relationship with the world, and your relationship with yourself. Lean into these curves.

DELIVERABLE REQUIREMENTS

In order to pass this course, you must produce a final project or projects, clearly articulated around a previously researched and stated design problem, iterated upon, and presented in three ways:

- 1 In print
- 2 In person
- 3 Online

Think as you go through how all these modes of presentation are interconnected, and how they can continue to live on.

ONLINE RESOURCES

This syllabus has a schedule that is tentative. You will find detailed information with homework and expected preparations on the class website:

<http://pascalglissmann.de/parsons/2017/thesis2>

Homework and presentations have to be submitted through a shared google drive folder.

The link will be shared in class.

SCHEDULE

This schedule is tentative.
Please check class website for detailed information,
homework and expected preparations.

MAKING

WEEK 1

- 1.23 Introduction**
Welcome back
Presentations in class

WEEK 2

- 1.30 Studio work in section**
In-class Studio, bring what you need to work
Individual critique

WEEK 3

- 2.6 Individual meetings**
Check website for schedule

WEEK 4

- 2.13 Fireside Chat + Class**
In-class Studio, bring what you need to work
Micro-Presentations & Individual critique

WEEK 5

- 2.20 No class, President's Day**

WEEK 6

- 2.27 Advising in section | Thesis Fair Prep**
Group Critique

WEEK 7

- 3.06 Writing Workshop & Presentation Workshop**
Thesis Fair

WEEK 8

- 3.13 Fireside Chat + Class**
In-class Studio, bring what you need to work
Micro-Presentations & Individual critique

WEEK 9

- 3.20 No class, Spring Break**

WEEK 10

- 3.27 Studio work in section**
In-class Studio, bring what you need to work
Individual critique

PUBLISHING & PRESENTING

WEEK 11

- 4.3 Publication Deadline**
Final documentation due, 6pm
– 5 print-quality images of final piece or pieces,
at least one of them vertical
– 5 print-quality images of process
– Final introductory paragraph
– Urls for your portfolio and project

WEEK 12

- 4.10 In-class final reviews**
Preparing your final presentation

WEEK 13

- 4.17 Final Professional Critiques**
Guests from the industry will evaluate your work

LIFE AFTER SCHOOL

WEEK 14

- 4.24 Professional Practice #1**
12:10-2:50: End-of-year lectures and workshops
3:00–5:50: In-class reviews of portfolios

WEEK 15

- 5.01 Professional Practice #2**
12:10-2:50: End-of-year lectures and workshops
3:00–5:50: In-class reviews of portfolios

WEEK 16

- 5.08 Professional Practice #3**
12:10-2:50: End-of-year lectures and workshops
3:00–5:50: In-class reviews of portfolios

WEEK 17

- 5.15 Final in-class recap**
Final Presentation of Portfolio
Final Presentation of Research Publication

EVALUATION

Participation, Attendance	20%
Thesis project iteration and presentation	60%
Online Portfolio	20%

LEARNING OUTCOMES

By the end of this course, students will be able to

- 1 Demonstrate aesthetic sensibility in more than one discipline of design;
- 2 Show professionalism in the realization of their projects;
- 3 Conduct design research and use the outcome for their own visual language;
- 4 Evaluate their work in the context of the market;
- 5 Create adequate design solutions for different settings and media.

TEXTBOOKS & READINGS

You are required to study a few readings which I will distribute in class as a soft copy. However it is equally important to find your own readings that are related to your topic. In order to realize a successful project in thesis 2 you have to become a specialist of your chosen area/topic. Use this first part of the thesis project to identify and study relevant literature. A list of resources including books, websites, movies, installations that is compiled by you will also be part of the final deliverable.

ATTENDANCE

Faculty members may fail any student who is absent for a significant portion of class time. Because our sessions double up on Mondays, a significant portion of class time means three absences. You are responsible for keeping track of your attendance: you will not be warned before your third absence. **If you are absent three times, you will fail Thesis 2.**

Parsons' attendance guidelines were developed to encourage students' success in all aspects of their academic programs. Full participation is essential to the successful completion of coursework and enhances the quality of the educational experience for all, particularly in courses where group work is integral; thus, Parsons promotes high levels of attendance. Students are

expected to attend classes regularly and promptly and in compliance with the standards stated in the course syllabus.

While attendance is just one aspect of active participation, absence from a significant portion of class time may prevent the successful attainment of course objectives. A significant portion of class time is generally defined as the equivalent of three weeks, or 20%, of class time. Lateness or early departure from class may be recorded as one full absence. Students may be asked to withdraw from a course if habitual absenteeism or tardiness has a negative impact on the class environment.

Whether the course is a lecture, seminar or studio, faculty will assess each student's performance against all of the assessment criteria in determining the student's final grade.

GRADING STANDARDS

A Superior work. You have clearly demonstrated an enthusiasm for the projects, and an understanding of the concepts that guide your decisions. Your work demonstrates original and creative thinking and your projects are consistently and cleanly executed with a high level of attention devoted to craft and clarity of writing. You're able to explain your own work and offer insightful critique of your classmates' projects. You are present in class and participate in discussions.

B Good work. You've completed all of the projects with a sufficient level of quality. Your projects are less conceptually clear, but you have displayed clear effort in attempting an understanding. Your projects are cleanly executed with a good level of attention devoted to craft and clarity of writing. You're able to explain your own work and offer insightful critique of your classmates' projects. You are present in class and participate in discussions.

C Satisfactory work. You've shown that you can interact with the concepts presented in class, but you have not demonstrated a deep understanding or enthusiasm for your work. You do not demonstrate a high level of attention to craft. You participate in some discussions but have not added insightful critique.

D Your work adheres to each project's guidelines but you have not demonstrated original thought or depth of understanding of the concepts presented in class.

You have not participated in class discussions, or have missed a significant amount of classes.

F Failing grades are given for required work that is not submitted or for incomplete final projects. Make-up work or completion of missed assignments may be permitted only with the approval of the instructor and the program director.

W The grade of W may be issued by the Office of the Registrar to a student who officially withdraws from a course within the applicable deadline. There is no academic penalty, but the grade will appear on the student transcript. A grade of W may also be issued by an instructor to a graduate student (except at Parsons and Mannes) who has not completed course requirements nor arranged for an Incomplete.

Z The grade of Z is issued by an instructor to a student who has not attended or not completed all required work in a course but did not officially withdraw before the withdrawal deadline. It differs from an “F,” which would indicate that the student technically completed requirements but that the level of work did not qualify for a passing grade.

I The grade of I, or temporary incomplete, may be granted to a student under unusual and extenuating circumstances, such as when the student’s academic life is interrupted by a medical or personal emergency. This mark is not given automatically but only upon the student’s request and at the discretion of the instructor. A Request for Incomplete form must be completed and signed by student and instructor. The time allowed for completion of the work and removal of the “I” mark will be set by the instructor with the following limitations:

Work must be completed no later than the seventh week of the following fall semester for spring or summer term incompletes and no later than the seventh week of the following spring semester for fall term incompletes. Grades of “I” not revised in the prescribed time will be recorded as a final grade of “F” by the Registrar’s Office.

THESIS CLASS RESPONSIBILITIES

- 1 Treat class time as an opportunity.
- 2 Be respectful toward your classmates.
- 3 Be respectful towards visitors and critics. Their impression of your manner affects you down the line.
- 4 Complete assignments and readings on time.
- 5 Participate in class discussions and critiques. Listen when someone is talking, and offer constructive support.
- 6 Confront difficulties in your work in the spirit of learning, creative exploration and personal growth.
- 7 Ask for help from your instructors when needed.
- 8 Disruptive behavior is not tolerated. If you are disruptive, you will be given a warning, and then you will be asked to leave the classroom.
- 9 Be present. Drifting into your phone, tablet, or laptop is not acceptable, and is highly disruptive.

DIVISIONAL, PROGRAM & CLASS POLICIES

Responsibility

Students are responsible for all assignments, even if they are absent. Late papers, failure to complete the readings assigned for class discussion, and lack of preparedness for in-class discussions and presentations will jeopardize your successful completion of this course.

Participation

Class participation is an essential part of class and includes: keeping up with reading, contributing meaningfully to class discussions, active participation in group work, and coming to class regularly and on time.

Delays

In rare instances, I may be delayed arriving to class. If I have not arrived by the time class is scheduled to start, you must wait a minimum of thirty minutes for my arrival. In the event that I will miss class entirely, a sign will be posted at the classroom indicating your assignment for the next class meeting.

Electronic Devices

Use of electronic devices (phones, tablets, laptops) is permitted when the device is being used in relation to the course’s work. All other uses are prohibited in the classroom and devices should be turned off before class starts.

Academic Honesty and Integrity

Compromising your academic integrity may lead to serious consequences, including (but not limited to) one or more of the following: failure of the assignment, failure of the course, academic warning, disciplinary probation, suspension from the university, or dismissal from the university.

Students are responsible for understanding the University's policy on academic honesty and integrity and must make use of proper citations of sources for writing papers, creating, presenting, and performing their work, taking examinations, and doing research. It is the responsibility of students to learn the procedures specific to their discipline for correctly and appropriately differentiating their own work from that of others. The full text of the policy, including adjudication procedures, is found at

<http://www.newschool.edu/policies/#> Resources regarding what plagiarism is and how to avoid it can be found on the Learning Center's website: <http://www.newschool.edu/university-learning-center/student-resources/>

The New School views "academic honesty and integrity" as the duty of every member of an academic community to claim authorship for his or her own work and only for that work, and to recognize the contributions of others accurately and completely. This obligation is fundamental to the integrity of intellectual debate, and creative and academic pursuits. Academic honesty and integrity includes accurate use of quotations, as well as appropriate and explicit citation of sources in instances of paraphrasing and describing ideas, or reporting on research findings or any aspect of the work of others (including that of faculty members and other students). Academic dishonesty results from infractions of this "accurate use". The standards of academic honesty and integrity, and citation of sources, apply to all forms of academic work, including submissions of drafts of final papers or projects. All members of the University community are expected to conduct themselves in accord with the standards of academic honesty and integrity. Please see the complete policy in the Parsons Catalog.

Intellectual Property Rights

<http://www.newschool.edu/policies/#>

Guidelines for Written Assignments

Plagiarism is the use of another person's words or ideas in any academic work using books, journals, internet postings, or other student papers without proper

acknowledgment. For further information on proper acknowledgment and plagiarism, including expectations for paraphrasing source material and proper forms of citation in research and writing, students should consult the Chicago Manual of Style (cf. Turabian, 6th edition).

The University Writing Center also provides useful on-line resources to help students understand and avoid plagiarism. See <http://www.newschool.edu/admin/writingcenter/>. Students must receive prior permission from instructors to submit the same or substantially overlapping material for two different assignments. Submission of the same work for two assignments without the prior permission of instructors is plagiarism.

Guidelines for Studio Assignments

Work from other visual sources may be imitated or incorporated into studio work if the fact of imitation or incorporation and the identity of the original source are properly acknowledged. There must be no intent to deceive; the work must make clear that it emulates or comments on the source as a source. Referencing a style or concept in otherwise original work does not constitute plagiarism. The originality of studio work that presents itself as "in the manner of" or as playing with "variations on" a particular source should be evaluated by the individual faculty member in the context of a critique. Incorporating ready-made materials into studio work as in a collage, synthesized photograph or paste-up is not plagiarism in the educational context. In the commercial world, however, such appropriation is prohibited by copyright laws and may result in legal consequences.

Student Disability Services (SDS)

In keeping with the University's policy of providing equal access for students with disabilities, any student with a disability who needs academic accommodations is welcome to meet with me privately. All conversations will be kept confidential. Students requesting any accommodations will also need to meet with Jason Luchs in the Office of Student Disability Services, who will conduct an intake, and if appropriate, provide an academic accommodation notification letter to you to bring to me. SDS assists students with disabilities in need of academic and programmatic accommodations as required by the Americans with Disabilities Act of 1990 (ADA) and Section 504 of the Federal Rehabilitation Act of 1973.

<http://www.newschool.edu/student-services/disability/>