

Final Project

INSTRUCTIONS

Working individually or in a group, propose and create a thought-provoking large-scale work (in any medium and dimensions) that demonstrates the criteria of the grading rubric (effective communication, originality, complexity, application of aesthetic principles, polished production values). **These projects can be based on your experimental projects, but don't have to be.** Plan on 20-30 hours' work per student creating the project (about three days of work, total). Many students devote more time than this. Request feedback at multiple stages as needed.

Choose a topic you care about and a medium in which you feel you have some mastery. Conduct some research into the topic and medium you've chosen, for inspiration and information. For example, if you're creating a mini documentary on college students and stress, you might want to document your own life, interview your friends, cite some statistics, watch mini documentaries others have made. What other works have influenced you? Who were the artists or producers?

Written Explanation (informal):

- ✓ Title your work (titles can shape or change the meaning of a project).
- ✓ Write an explanation of the work.
- ✓ Identify the intended purpose and audience
- ✓ Explain your creative process: How many hours you spent in each phase of the creative process and what you did
- ✓ **Identify which, if any, elements were taken from outside media.**

Project Requirements:

- ✓ **Originality:** You may appropriate images from the Internet for projects, but the images **should be at least 70% original.**
- ✓ **The concept will be 100% originally yours** (rather than manifested in images you appropriate).
- ✓ **Text or script will be 100% originally yours.**
- ✓ Your intended audience is college-educated and **does not know you** (think beyond family, friends, etc.).
Beyond this, you can appeal to the target audience of your choice.
- ✓ Your project should be appropriate in scale for a large (rather than small or experimental) project
(e.g.: think in terms of a 3-5-minute video, a large series of photos; a large-scale mixed media work; etc.).
- ✓ Realize a cohesive vision (all the elements in the project should relate to one another and have a synergistic relationship communicating meaning).
- ✓ Demonstrate some mastery of an artistic format (choose a medium that showcases your best skills).

Grading Rubric

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Final Project

FINAL PROJECT	PTS POSSIBLE	Outstanding	Satisfactory	Needs Work
Effective Communication of a Concept C	10	The project engages attention and demonstrates highly effective, meaningful communication of a concept to a college-educated audience wider than friends and family. This concept might be thematic, narrative, or experimental/exploratory.	The project communicates fairly effectively. It would be meaningful to a wide intended audience. The concept is fairly engaging.	The project seems to need substantial improvement to communicate effectively to a wide audience.
Originality & Conceptual Insight O	10	The project demonstrates exceptional originality. We haven't seen anything quite like it before. The original concept is well developed.	The project is fairly original. The concept is fairly well developed	The project seems commonplace, derivative, or cliché; and/or the concept needs to be more fully developed.
Complexity, Development, & Fluidity C	10	The project demonstrates careful development of the concept and includes a high degree of complexity—we see a flow of thought-provoking ideas, fully developed.	The project is fairly thought-provoking and complex. Ideas may be somewhat simple rather than complex or thoroughly developed.	The project seems overly simplistic or shallow and in need of more development.
Application of Aesthetic Principles A	10	The project demonstrates effective application of aesthetic principles appropriate for the medium—or breaks the rules with effective results. Project aesthetics support the content/meaning.	Project applies many of the aesthetic principles appropriate for the medium and consistent with the content.	The project could afford substantial improvements in application of aesthetic principles.
Production Values P	10	The production is highly polished and demonstrates masterful use of techniques for output. The project met assignment requirements for submission.	Techniques and output of production are fairly strong. The project met the assignment requirements for submission	Techniques and output of production could be substantially improved and/or the project needs to meet assignment requirements for submission,
REQUIREMENTS - 70% Rule - Proper Submission - Project Info, etc.		Substantial points will be deducted from the final total if the work does not follow assignment instructions, such as the 70% originality rule, submission formatting or requirements, and required information about the project.		
TOTAL	50			



About Experimental Projects

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FOR PARTICIPATION

Overview

See Blackboard for experimental project assignments.

You will automatically receive 100% credit for completion, presentation, and discussion of experimental projects.

You can choose to follow the experimental projects assigned in class, or you can change the assignment to anything you would like to explore.

You may find that you have more interest in some experiments than others. Devote more time and energy to those that interest you most, since there will be no penalty for doing that. At the same time that you are producing these experiments, be thinking ahead to your graded projects and start incubating ideas along the way. Experimental projects may be developed into graded projects later (but do not have to be), and we will not be using ALL the projects listed below, just some of them.

Requirements:

- ✓ Originality: You may appropriate images from the Internet for projects, but the images **should be at least 70% original, and the concept will be originally yours** (rather than manifested in images you appropriate).
- ✓ Title your work (remember, a title can shape or change the meaning of a project).
- ✓ Consider the project criteria as you develop your work.

Remember:

Assignments that are randomly “dropped off” or emailed will not receive credit, but the student may send projects to request feedback outside of class time.



"Sugar Enforcement Agency" by Mitch Guida, Brandon Jones, Adelyn Uργο, Alexander Licea