

**GUIDE TO GRAPHIC AND ANIMATION
DESIGN ASSESSMENTS & PROFESSIONAL
PRESENTATION STANDARDS**

ASSESSMENTS

STUDENT ASSESSMENTS

CORE COMPETENCIES FOR DSAM PROGRAM

1-COMMUNICATION SKILLS: Develop and employ the ability to write and speak about design and design history with clarity and logic, and be able to form and support critical judgments about design and design history.

2-FORMAL AND TECHNICAL SKILL: Acquire and demonstrate technical mastery of the relevant materials and tools, and the terminology, theories, and practices relevant to the student's field of study.

3-CONCEPTUAL SKILLS: Develop and demonstrate the ability to generate, support, and utilize individual thoughts and ideas.

4-CRITICAL THINKING AND RESEARCH SKILLS: Develop and demonstrate the ability to do research in design, and design history, and the competence and knowledge to analyze and think critically.

5-HISTORICAL AND CONTEMPORARY RELEVANCE: Acquire and utilize an expanding knowledge of historical achievements and contemporary thinking, trends, processes, and issues in design.

ASSESSMENTS

FIVE LEVELS OF ASSESSMENT

As a graduation requirement, all students must participate in, and pass each of the five levels of the Theatre, Art and Graphic and Animation Design Department's portfolio assessments. At each of the five assessment levels, students must present work that is predetermined by the faculty. The assessment evaluations are scored as either pass, fail, or conditional fail. See "Evaluation scores explained" (next page) for definitions of each evaluation score.

Each student must register for the appropriate zero-credit class for each level of assessment. The zero-credit classes are used to prevent students who have failed an assessment from continuing to take DSAM classes. Since the classes are zero credit, it does not affect the student's GPA. Each student will register for the appropriate zero-credit class when they register for classes in each of their Assessment semesters. Beginning with the Second-year Assessment, students will register for the appropriate section of the zero-credit class in their area of study: either Brand Identity and Media Design, or Animation, Simulation, and Time-based Media Design.

ZERO-CREDIT CLASS SCHEDULE

DSAM 100 – FIRST-YEAR ASSESSMENT

DSAM 200 – SECOND-YEAR ASSESSMENT

DSAM 300 – THIRD-YEAR ASSESSMENT – choose the section specific to the student's area of study. *Participation in the Junior Show is mandatory to pass third-year Assessment.*

DSAM 350 – FOURTH-YEAR ASSESSMENT – choose the section specific to the student's area of study.

DSAM 400 – SENIOR PROJECT FINAL ASSESSMENT – choose the section specific to the student's area of study. *Participation in the Senior Show is mandatory to pass Senior Assessment.*

TRANSFER STUDENTS

Transfer students must contact the Theatre, Art and Graphic and Animation Design Department Chair, who will route them to the appropriate faculty, who will determine what assessments the students must complete for graduation. This contact is the responsibility of the student and should occur shortly after the student is admitted into the Longwood DSAM program. A review of the transfer student's portfolio may be required to determine which assessment is the appropriate placement for the student.

ASSESSMENTS

The five levels of assessment are usually offered twice a year: in the fall, usually just after Fall Break (for students whose first semester at Longwood was in the previous spring), and in the spring, usually the week before Spring Break (for students whose first semester at Longwood was the previous fall).

THE FIVE ASSESSMENT LEVELS PROGRESS AS FOLLOWS:

FIRST-YEAR PORTFOLIO ASSESSMENT Six to eight works* from the student's first year DSAM courses—DSAM 101, 102, 103, 104, 105, and 204—are assessed. A case study of a selected project is the required written assignment. Each assessing professor must receive a printed copy.

SECOND-YEAR PORTFOLIO ASSESSMENT Five to seven works* from the student's concentration are assessed. A résumé and creative brief, including a Problem as Given; Problem as Understood statements are the required written assignments. Each assessing professor must receive a printed copy..

THIRD-YEAR PORTFOLIO ASSESSMENT – The focus of this assessment is the evaluation of the student's Senior Project proposal, although additional work from the student's third year may be assessed. Three project proposals are required. Speak with faculty about how to determine topics. *Participation in the Junior Show is mandatory to pass third-year assessment.* Three written proposals, containing hypothesis statements, research citations, a need/want rubrics, a call-to-action statement, a S.W.O.T analysis, and a commitment statement are required. A package explaining the above will be given to each junior in order to prepare his/her proposal dossiers. Each assessing professor must receive a printed and jacketed copy..

SENIOR PROJECT MID-ASSESSMENT – The focus of this assessment is the evaluation of the student's Senior Project at its mid-point.

SENIOR PROJECT FINAL ASSESSMENT – The focus of this assessment is the evaluation of the student's completed Senior Project. A current résumé also is required. *Participation in the Senior Show is mandatory to pass Senior Assessment.*

*** PROJECTS WILL BE SELECTED BY THE PROFESSORS. A LIST OF THE PROJECT WILL BE FOUND ON THE ASSESSMENT SIGN-UP SHEET AND COMMUNICATED IN DESIGN AND ANIMATION CLASSES WELL IN ADVANCE OF ASSESSMENTS.**

EVALUATION SCORES EXPLAINED

- A pass permits the student to progress to the next level and continue to take DSAM classes.
- A conditional no pass is granted only if the assessing faculty members believe the problems with the work can be improved in the remaining weeks before the end of the semester. If a conditional no-pass is granted, the student will be reassessed. The student will be informed as to what must be improved, and a date and time for the reassessment will be set. The reassessment will take place within the remaining weeks before the end of the semester and by the original assessors.
- A no pass stops the students from advancing to the next level in the DSAM programs. Only one no-pass assessment is permitted. A second no-pass results in the student losing the opportunity to major in Graphic and Animation Design. Any student receiving a no-pass in an assessment must wait one year before that student is eligible to be reassessed.

GRAPHIC AND ANIMATION DESIGN

FIRST-YEAR ASSESSMENT

Six to eight graphic design works from your first-year DSAM courses—101, 102, 103, 104, 105, and 204—are assessed.

SECOND-YEAR ASSESSMENT

Five to seven graphic design works from your second-year DSAM courses that best represents your abilities as a designer, a “problem as given, problem as understood” statement for a project specified beforehand by the design faculty, and a resumé are assessed

If you choose to show five works, four must be graphic design and one can be from another visual medium.

If you choose to show seven works, five must be graphic design and two can be from another visual medium.

Come prepared to discuss your process, intent, and research in each of your works.

THIRD-YEAR ASSESSMENT

Five graphic design works from your junior year (shown as PDFs, unless they unfold or unpack) that best represents your abilities as a designer, and ***three proposals*** for your senior project with topics drawn from programs on National Public Radio or podcasts found at iTunes are assessed. This last directive is made in order that you have variety in your proposals.

You are expected to have done rudimentary research into each of your topics in order to answer the following questions:

1. Why do you want to do this project?
2. What work already exist on your topic?
3. Can your proposal and your interest in your proposal be sustained for a year?

You will show examples of the work that already exists about your proposal topics.

Your proposals should have a direct relationship to your final portfolio and the type of design employment you seek.

SENIOR MID-YEAR ASSESSMENT

You will formally present your senior project at the mid-point. You are expected to have 75 to 80 percent of your project completed. You should bring two copies of your production schedule and your project budget. Your presentation is evaluated, so come prepared to discuss your process, intent, and research surrounding your project.

SENIOR FINAL ASSESSMENT

You will formally present your completed senior project. Your presentation is evaluated, so come prepared to discuss your process, intent, and research surrounding your project. A updated resumé is due.

You are expected to dress professionally for each assessment.

GRAPHIC AND ANIMATION DESIGN

PROFESSIONAL PRESENTATION OF WORK

The faculty voted last semester to have all student work for final assessment be professionally presented, according to guidelines in each discipline. The following guidelines are acceptable for work in Graphic and Animation Design.

All work should be printed on professional quality equipment. This includes printers in the Digital Media labs (Bedford 209 and 211), the printing room (Bedford 213), or outside professional service providers including but not limited to Longwood University Printing Services, Farmville Printing, Midtown Mailboxes, Vista Print, etc. Home printers and Kinko's are not acceptable.

Materials that are to be handled (brochures, books, packaging, etc.) should be printed, folded, and trimmed exactly as they are to appear as a finished printed piece, at the size the printed piece will be. Materials that are to be seen, but not handled or physically interacted with (posters, for example) should be mounted on white form core (1/2" thickness for gallery presentation, 3/16" for presentation in the hallway galleries) using wax adhesive, or dry mount adhesive such as 3M dry mounting tissue or Xyon high-tack adhesive. The final mounted materials should have no glue, wax, dirt scratches or marring of the image, and the size of the foam core should be the size of the final printed piece (no borders around the work, unless specifically request by the assessing faculty). Paper stock should not be the size of the final printed piece. Paper stock should not be bond or cheap laser jet paper, but should be between 60# to 100# text or cover paper. Questions on paper choice should be directed

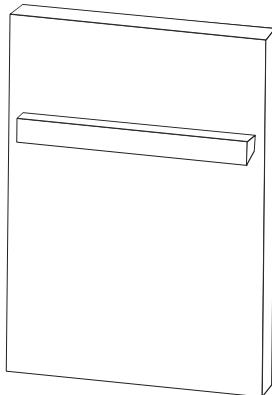
to the Graphic and Animation Design faculty. The foam core must be cleanly cut with no tearing or ragged edges, and the cuts must be straight.

Pieces for exhibition should be prepared as above, but with strips of foam core which have one edge cut at a 45-degree angle. Other strips also with an edge cut at a 45-degree angle are mounted to the wall and the poster rests on the wall supported by these mounts.

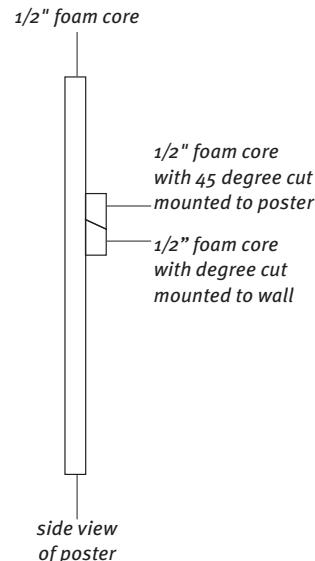
You are expected to dress professionally for each assessment.



front of poster



back of poster



side view
of poster