

This is a guide to think through:

(1) how a project communicates your intentions

(2) how you can best learn and grow as an artist / designer.

This text is a work in progress. Email carolinewoolard@gmail.com if you have suggestions, updates, or concerns about this guide.

Success

We will focus on your ability to communicate your thoughts about a subject / topic / issue using visual media in this course. That said, it is important to identify your own vision of success for any given project, so that you can grow as an artist / designer and as a person. Thinking about the multiplicity of ways to be successful in a project allows you to retain a holistic view of your long term growth and to remember that your finished project is only one aspect of this growth. Please write down the ways in which you aim to be successful.

Mutual Respect as Success: I am in dialog with... (name of person / collective)

Research Community as Success: I now work with researchers in the field of...

Individual Growth as Success: I developed my... (patience, confidence, empathy)

Social Justice as Success: My work contributed to... (social movement, organization)

Analysis: I was able to understand... (concept, research area)

Technical Agility as Success: I am proficient in... (technique / skill)

Visual communication: My project conveys the topic I wanted to address because...

(See *What is a successful project?* by Caroline Woolard for a full exercise about success.)

Visual Presentation

Is your project displayed in a way that demonstrates respect for your time and labor?

i.e., if your project is hung on the wall, what hardware is appropriate for your project?

i.e., If your project is a video, have you considered the scale of the projection?

i.e., if your project is on the floor, have you cleaned the floor to accommodate your project?

Please write down the way you have chosen to present your project.

Verbal Presentation

Did you tell us what kind of feedback, and what structure for feedback, you are most interested in?

I.e. I would like to use the Fieldwork method, so I will be listening from now on, not speaking

I.e. I would like you all to write your feedback for me during our review, rather than speak it

I.e. I would like to make a statement about my project and then hear your thoughts

I.e. I ask that only the people with direct experience / stakes in this subject matter to speak

I.e. I would like you all to focus on 1) a description and then 2) an interpretation of what is here

Please write down the kind of feedback, and the structure you would like to use.

Content

Description: What materials / media and techniques does your project utilize?

I.e. paint and painting, wax and sculpting, glass and installation, textiles and performance, etc.

Please write these down.

Description: What formal qualities describe your project (scale, axis, line, elements, palette, texture)?

I.e. massive, jagged, smooth, tiny, etc.

Please write these down.

Description: What context is your project situated within?

I.e. classroom, street, hallway, roof

Please write this down.

Description: Who is the imagined ideal audience / participant for this project?

I.e. Undergraduate art students at a private university in Manhattan, wealthy tourists at MoMA, activists who live in Flatbush, devout Christians gathered in a secular space in Harlem, etc.

Please write this down.

Analysis: What topics / issues / subject matter does your project aim to address?

I.e. the temporality of social media, representation of women, racial justice, skateboarding, etc.

Please write these down.

Interpretation: What kind of local or community-specific knowledges does your work assume?
i.e. Hindu, Christian, Jewish, Muslim, atheist? Transgender? European-American? First Nations?
Please write these down.

Interpretation: How do these materials / techniques connect to the topics / issues you aim to address?
Please write down the ways in which your project's use of materials / techniques, formal qualities,
and context make a claim on the topic(s) / issue(s) or subject matter.

Note: Do any of your classmates have direct experience / stakes with the topic / issue / subject matter?
If you would like these classmates to speak with you individually about this in advance, or to be
the first respondents to your work in a review, please consider making space for this.

Process

Did you learn something new about a material / technique? If so, write it down.

How many hours did you spend on the project?

Did you revise this project multiple times? How many tests / variations did you make?

Did you show it to other people and talk about it? How many people gave you feedback?

Approach and Attitude

Did you have fun working on this project? Why or why not?

What did you learn about the places, times, and ways that you work best? Write these down.

Is your voice present in this project, will the viewer / participant get a sense of you as an individual after
looking at it? Is this important to you? Why or why not?