

A SENIOR PROJECT PLANNER

for those seniors expecting to
graduate in May

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WHAT IS THE LONGWOOD UNIVERSITY SENIOR GRAPHIC & ANIMATION DESIGN PROJECT?

The Longwood Senior Graphic Design project is a year-long investigation into a topic of the your choosing. The project proposal is presented during the junior assessment. The project proposal consists of a written statement, a presentation of your proposed project, and examples of similar projects you've investigated as you put together your proposal. The written statement is in two parts: a concise one or two sentence statement of proposed project and what it will accomplish, and an elaboration of the proposed project. The written statement will show your ability to think critically through such things as gathering, analyzing, and utilizing information. The presentation will permit you to unfold your proposal and respond to questions and observation from the faculty and students. During the presentation, you will present examples of similar projects. These examples should come from your research about your project. You should be able to respond to questions about how you plan to make use of this research. You also may present examples you made in order to make the proposed project more clear.

By the time of your proposal, the Graphic Design faculty expect you to have made decisions about what type of design work you want to do and where you want to work upon graduation. As such, you should plan your senior project with an eye to how well it will showcase your design thinking and making abilities as you pursue your ideal design job.

Since the project is a year-long project, it should reflect a year's worth of dedicated and disciplined design thinking and making by you.

WHY IS THE SENIOR PROJECT VALUABLE TO THE YOU AND THE PROGRAM?

The senior graphic design project is valuable to the program and you because it showcases how well you have learned and how well you can think critically. The project caps off the your career at Longwood University and makes tangible how prepared you are to enter the job market as a professional graphic designer.

WHAT ARE THE GRAPHIC DESIGN FACULTY’S EXPECTATIONS OF YOU AND YOUR SENIOR PROJECT?

The Graphic Design faculty expect your best, and nothing less. As outlined in the previous section, this is your moment to show that you are ready to work as a Graphic Design professional. Your performance and project outcome is a measure of how well you learned and can apply what you learned.

WHAT ARE YOUR RESPONSIBILITIES?

You are to diligently and responsibly pursue the senior project to a successful completion. When choosing your project topic, choose one you are interested in and one that coincide the type of design you plan to do after graduation. The senior project is a graduate project that demands your best.

WHAT ARE THE FACULTY’S RESPONSIBILITIES?

The faculty are responsible to help guide you to successful completion of your senior project by supporting you with their expertise and experience.

HOW DOES THE SENIOR PROJECT DESIGN PROCESS WORK?

THE PROCESS BEGINS AT YOUR JUNIOR ASSESSMENT :: At that time you will pitch your senior project to the faculty. A copy of three proposals are due to each faculty member. A proposal template will be provided to you. The template has various components for you to complete, included project statements, a SWAT analysis, a Needs/Wants rubric, research citations, and examples of similar projects. These examples can be culled from books, magazine, websites, or actual samples. Of course, you can produce samples of your own. Once your final proposal is chosen by the faculty, your project will progress as listed on the “what is due and when” schedule at the end of this planner. Read ahead for key components of how the Senior Project Design Process works.

WHAT ARE THE CHECKPOINTS, AND HOW DO THEY WORK?

THERE ARE TEN CHECKPOINTS THROUGHOUT THE YEAR OF YOUR SENIOR PROJECT DEVELOPMENT. The checkpoints are used to ensure you produce a successful project by helping you stay on schedule. You can see when each checkpoint is scheduled by looking at the “what is due and when” schedule at the end of this document. **Each checkpoint will be scored either pass or no pass by the design faculty.**

HOW DOES PASS / NO PASS WORK?

AS YOU PROGRESS WITH YOUR SENIOR PROJECT, YOU WILL LOG YOUR PROGRESS TO A SENIOR PROJECT SPACE ON GOOGLE DRIVE. Each checkpoint requires specific components of your project to be completed. To see what is required at each checkpoint, look at the “what is due and when” schedule at the end of this document. Successful completion and logging of the required material at each checkpoint will gain you a “pass.” Failure to complete and log the required material at each checkpoint will result in a “no pass.”

IF YOU ACCUMULATE THREE OR MORE NO PASSES PRIOR TO OR INCLUDING THE FIRST SENIOR PROJECT REVIEW IN OCTOBER, YOU WILL NOT PASS YOUR SENIOR PROJECT.

HOW DO YOU LOG YOUR PROJECT PROGRESS?

By now, you are familiar with Google Docs. If you are not, please speak with one of the design faculty for instruction. You will need a Google account to start. Then, you can create a Google Drive under your account. Follow the instructions below. You will give everyone working on a senior project (including faculty) access to your Google Drive. This is so everyone can comment and support one another. You are only required to log your project progress once for each checkpoint. However, you can log as often as you like beyond the logging requirement, and *it is strongly recommended that you post often.*

SETTING UP GOOGLE DRIVE

- 1 - Navigate to <https://support.google.com/drive/answer/2375078?hl=en>
- 2 - Choose your computer’s platform and follow all the installation instructions. (*If you do not have a Google account, you will need to create one.*)
- 3 - After you have completed all of step two, add a folder to your Google Drive folder. Name the folder “your last name_senior project” Do NOT make this folder the working folder for your senior project. Instead, use this folder for holding items you want to share with the community for comments.
- 4 - Once you have created your folder, go to Google Drive and refresh the page to make sure your Google Drive folder is synced. If it is synced, your folder should appear.
- 5 - Now you are ready to share your folder. At Google Drive, either right click on your folder or highlight it. Either way, choose “Share” from the pop-up menu and then the “Share” option from the fly out menu. Under “Who has access,” choose “Anyone with the link.” When you choose “Anyone with the link,” an “Access” option will reveal itself. Click on the button (it likely will say “Can view”) to display the three “Can” options. Choose “Can comment.” As the name of the option suggests, this will enable other members of the Senior Project community to comment on your Google Doc. If you want a fuller explanation of the “Share” settings, visit https://support.google.com/drive/answer/2494886?p=visibility_options&rd=1
- 6 - Copy the link to you folder in an email and send the email to me loughkw@longwood.edu I will distribute the link to the rest of the senior who are working on their Senior Projects.
- 7 - You are strongly urged to take some time to explore what can be done in Google Docs. For instance, click on the red “Create” button at the upper left of the Google Drive window to see the different types of files you can create. Recently, a greater degree of drawing flexibility was added to Google Docs. Click on these links to learn more about these added features. https://support.google.com/docs/answer/4600160?p=crop_images&hl=en&rd=1 and https://support.google.com/docs/topic/1360903?hl=en&ref_topic=1397170

WHAT SHOULD BE DONE AT EACH CHECKPOINT?

The requirements of each checkpoint are listed on the “what is due and when” schedule that begins below.

IF YOU HAVE ANY QUESTIONS ABOUT ANY OF THE MATERIAL COVERED IN THIS PLANNER, PLEASE CONTACT PROFESSOR REGISTER (registercm@longwood.edu) OR PROFESSOR LOUGH (loughkw@longwood.edu).

WHAT IS DUE AND WHEN :: FOR MAY GRADUATES

FROM ACCEPTANCE OF PROPOSAL TO END OF APRIL/EARLY MAY :: **FIRST PASS/NO PASS CHECKPOINT**

By now you have an accepted Senior Project proposal and are ready to dig into your research.

- :: DO RESEARCH AND DISCOVER WHETHER YOU CAN COMPLETE YOUR PROJECT SUCCESSFULLY.
 - » ANTICIPATE ANY PITFALLS, ROADBLOCKS, HURDLES, ETC. THAT MIGHT LAY AHEAD AND FIGURE OUT HOW YOU MIGHT OVERCOME THEM.
- :: COMPILE A LIST OF ALL THE COMPONENTS THAT MIGHT BE INCLUDED IN YOUR PROJECT.
- :: MAKE ANY NECESSARY ADJUSTMENTS TO YOUR PROPOSAL.
- :: MAKE CERTAIN YOU CAN CARRY YOUR PROJECT TO A SUCCESSFUL CONCLUSION.
- :: REPORT YOUR RESEARCH AND FINDINGS TO CHRIS AND WADE.

END OF MAY :: **SECOND PASS/NO PASS CHECKPOINT**

By now you are sure you can complete your project.

- :: FINISHED SKETCHES OF PROJECT COMPONENTS.
- :: SCAN AND POST FINISHED SKETCHES TO THE GOOGLE DRIVE.

END OF JUNE :: **THIRD PASS/NO PASS CHECKPOINT**

By now you are committed to your project. It is time to make long-range decisions.

- :: EXPERIMENTAL PROTOTYPES OF PROJECT COMPONENTS.
- :: MAKE A PRODUCTION PLAN AND SCHEDULE.
 - » BUY A CALENDAR AND SCHEDULE THE FOLLOWING
 - :: EVERY COMPONENT’S PRODUCTION SCHEDULE - INCLUDE EACH STAGE/PHASE OF EACH COMPONENT.
 - :: ANY INTERVIEWS
 - :: ANY RESEARCH
 - :: START AND FINISH DATES FOR SUCH ITEMS AS PHOTOS, ILLUSTRATIONS, GRAPHICS, COPY, LAYOUTS, ETC.
 - :: WHEN TO BEGIN PURCHASING MATERIALS.
- :: POST WORK TO THE GOOGLE DRIVE.

END OF JULY :: **FOURTH PASS/NO PASS CHECKPOINT**

By now you are making your project.

- :: PLAN A BUDGET BASED ON WHAT MATERIALS YOU THINK YOU’LL NEED.
 - » RESEARCH, LOCATE, AND PRICE MATERIALS.
 - » BEGIN SAVING FOR MATERIALS.
- :: BEGINNING MAKING PROJECT COMPONENTS.
- :: POST BUDGET, PRODUCTION PLAN AND SCHEDULE TO THE GOOGLE DRIVE.
- :: POST IMAGES OF PROJECT COMPONENTS TO THE GOOGLE DRIVE.

END OF AUGUST :: FIFTH PASS/NO PASS CHECKPOINT

By now you have made significant progress on completing your project.

- :: CONTINUE MAKING YOUR PROJECT COMPONENTS (DIGITAL FILES ARE OKAY AT THIS POINT).
- :: MAKE APPOINTMENT WITH CHRIS AND WADE TO DISCUSS PROGRESS ON PROJECT.
 - >> KEEP IN MIND THAT THE START OF A NEW SEMESTER IS HECTIC;
SCHEDULE APPOINTMENT IN ADVANCE OF RETURNING TO CAMPUS.
- :: POST WORK TO THE GOOGLE DRIVE.

SEPTEMBER :: SIXTH PASS/NO PASS CHECKPOINT

By now you are a few weeks away from your first senior assessment.

- :: CONTINUE MAKING YOUR PROJECT COMPONENTS (DIGITAL FILES ARE OKAY AT THIS POINT).
- :: CONTINUE TO SHOW WORK TO WADE AND CHRIS.
- :: POST WORK TO THE GOOGLE DRIVE.

OCTOBER :: FIRST SENIOR ASSESSMENT & SEVENTH PASS/NO PASS CHECKPOINT

By now you should have 75 to 80% of your project finished.

- :: PROJECT REVIEWED IN EARLY OCTOBER AT FIRST SENIOR ASSESSMENT.
- :: DETERMINE YOUR RESPONSE TO ASSESSMENT INPUT AND CRITIQUE.
 - >> WHAT IS YOUR ACTION PLAN AS YOU HEAD TOWARD DECEMBER.
- :: POST WORK TO THE GOOGLE DRIVE.

NOVEMBER :: EIGHTH PASS/NO PASS CHECKPOINT

By now you can see the finished project.

- :: IMPLEMENT YOUR ACTION PLAN AND BEGIN FINISHING PROJECT.
- :: POST WORK TO THE GOOGLE DRIVE.

DECEMBER ::

By now you can take your winter break to decide on fine tuning your project.

- :: CONTINUE TO FOLLOW YOUR ACTION PLAN.
- :: FINISH PROJECT
- :: ASSESS PROJECT AND DECIDE ON HOW TO FINE TUNE IT.
- :: POST WORK TO THE GOOGLE DRIVE.

JANUARY :: NINTH PASS/NO PASS CHECKPOINT

By now you are refining your project.

- :: MAKE AN APPOINTMENT TO DISCUSSION YOUR PLANS TO FINE TUNE YOUR PROJECT.
- :: IMPLEMENT REFINEMENTS.
- :: POST WORK TO THE GOOGLE DRIVE.

FEBRUARY::

By now you are nearly ready for your final Senior assessment.

- :: CONTINUE TO MAKE REFINEMENTS.
- :: KEEP WADE AND CHRIS INFORMED ABOUT YOUR PROGRESS.
- :: POST WORK TO THE GOOGLE DRIVE.

MARCH :: FINAL SENIOR ASSESSMENT & TEN PASS/NO PASS CHECKPOINT

By now you are finished with your Senior project.

- :: SCHEDULE FINAL SENIOR ASSESSMENT.
- :: MUCH HAPPINESS AND PRIDE AS YOU SEE THE SUCCESSFUL RESULTS OF YOUR DEDICATION AND DILIGENCE.

APRIL

By now you are enjoying the Senior show and preparing for graduation.

- :: SENIOR EXHIBITION.
- :: TAKE A DEEP BREATH AND PREPARE FOR GRADUATION.