Critique Week, Spring 2016

WHO PARTICIPATES?
You are required to participate in critique week if you answer YES to any of the questions below:

- I am a foundations student.
- I am a junior level graphic design student and I have already been accepted to/or completed the GD Program’s Graphic Design 2 Course.
- I am a junior level interior design student and I have already been accepted to/or completed the ID Program’s Rendering Course.
- I am a MFA design student who is taking a studio course.

WHO DOES NOT PARTICIPATE?
You are NOT required to participate in critique week if you answer YES to ANY of the questions below:

- I am submitting my portfolio for admission to the Interior Design Program this semester, Spring 2016.
- I am submitting my portfolio for admission to the Graphic Design Program this semester, Spring 2016.
- I am participating in the Graphic Design Senior Show this semester, Spring 2016.
- I am participating in the Interior Design Senior Show this semester, Spring 2016.

THE GOAL OF CRITIQUE WEEK
The goal of critique week is to provide students with feedback from the full design faculty in the form of a SWOT Analysis: Strengths, Weaknesses, Opportunities and Threats to Success. Students should take this feedback very seriously and use it to improve their work as they progress through the design program during the upcoming year.

CONSEQUENCES TO NON-PARTICIPATION
Failure to participate in critique week will have serious negative consequences and may delay your graduation. The results of critique week are required for application to the Graphic and Interior Design Programs and must be presented prior to enrolling into DES 4862 and DES 4873.

Students seeking an exemption from critique week participation must submit their request in writing and provide supporting documentation to the department chair, Amy Johnson.
HOW WILL THE RESULTS OF CRITIQUE WEEK BE USED?
In addition to providing feedback the results from the Critique Week SWOT Analysis will have the following student impacts:

**Design Foundations:** the numerical/grade results of the SWOT Analysis preformed in the Spring of 2016 will constitute the grade for the Design Foundations 4 Portfolio.

**Junior Graphic Design Students:** for admission to DES 4862 Graphic Design Practice, students must provide the completed and original SWOT analysis form provided during Critique Week during the Spring of 2016 to the instructor of record prior to enrollment in this course. Students seeking admission to this course must show evidence of a C or better on this analysis.

**Junior Interior Design Students:** for admission to DES 4873 Interior Design Practice, students must provide the completed and original SWOT analysis form provided during Critique Week during the Spring of 2016 to the instructor of record prior to enrollment in this course. Students seeking admission to this course must show evidence of a C or better on this analysis.

**MFA Design Students:** It is the expectation of the graduate faculty in Design that students revise projects based on feedback received during all prior critiques. The goal is for students to develop a stellar and complete portfolio ready for internships and job interviews at the time of graduation. Please be prepared to answer questions from the faculty as well as show your process if necessary.

Please direct questions to the program director of your discipline:
**Graphic Design:** Amy Johnson, ajohnson54@uco.edu
405.974.5770

**Interior Design:** Valerie Settles, vsettles@uco.edu
405.974.5219

**MFA in Design:** Lanie Gabbard, dgabbard@uco.edu
405.974.5207
WHERE DO I SIGN UP?
All students who are required to participate in critique week according to previously stated criteria will sign up for a date and time via an online registration service called Eventbrite. You will receive an invitation to register for Critique Week through your UCO email account in the Spring of 2016. Please be sure to check this account and be sure that you write down the date, time and location of your critique correctly. Please arrive 15 minutes prior to the start of your critique.

WHAT IS THE PROCESS FOR THE CRITIQUE ITSELF?
ARRIVE 15 MINUTES PRIOR TO YOUR CHOSEN CRITIQUE TIME AT THE ASSIGNED ROOM AND SET UP. Please be aware that the room will be empty when you arrive, meaning faculty will not yet be present. This is done purposefully so that you will have time to set your work out or hook up your computer for projection (see below for instructions about how to present your work at each level) prior to the arrival of the faculty. You must be ready for the critique to begin promptly at the start of your critique time. IF YOU ARE NOT PREPARED AT THE START TIME OF YOUR CRITIQUE YOU WILL RECEIVE A ZERO FOR THE CRITIQUE.

At the start of your critique time faculty will enter the room and critique your work. You may speak when questioned but should otherwise remain silent taking notes on the Critique Week SWOT Analysis Form provided.

Toward the end of your critique the faculty may ask you to step out of the room while they complete their final deliberations. They will then ask you to step back in; this will likely be towards the end of your critique time. Then, one faculty member, chosen by the faculty critiquing you, will stay behind to explain the results of the SWOT to you. This is done to allow the faculty to keep the critiques on schedule.

Immediately following your critique you will make a copy of your notes on the Critique Week SWOT Analysis Form and turn it in to the Design Office.
HOW DO I SHOW MY WORK?
The way you will display your work will be determined by your level in the programs, please follow the instructions for your level below:

INSTRUCTIONS FOR SHOWING THE DESIGN FOUNDATIONS PORTFOLIO:
Bring in your design foundations portfolio which you have gone back and revised within the guidelines provided by your Design Foundations IV instructor. Please note that drawings should be submitted at their original size and should be actual drawings, not scans and reprint of the drawings. The only printed work that should appear in your portfolio are the photo boards for the following projects: Cube in 3 Parts, the Foamcore Project, the Conceptual Teapot, the Chair, Rube Goldberg and the Technicolor City. Please note: This is not to say that this is the only work you will include in your portfolio, it is just the only work that will require digital printing.

INSTRUCTIONS FOR SHOWING JUNIOR LEVEL GRAPHIC DESIGN AND INTERIOR DESIGN WORK:
Non-Foundations undergraduate students should bring in all work completed during the current academic year (fall 2015, spring 2016) AS IS. Please do not go back and fix it, tweak it or revise it. Digital work should be compiled into a multipage pdf so that it may be easily projected and so that time is not wasted by opening multiple files. All other work should be brought in as hard copy, meaning the actual work itself will be brought in for critique.

INSTRUCTIONS FOR SHOWING MFA LEVEL WORK:
Graduate students will display their 2015-2016 studio coursework during critique week (Spring 2016). Students will participate in Critique Week by displaying their body of work for the entire year in a multi-page pdf format. This is a silent showing of work, however students must be prepared to answer any and all questions from faculty as well as show their process. Full instructions will be provided as we near Critique Week.

The faculty will choose projects to be displayed in the A&D gallery (hallway). This display of work allows you to show off your work as well as hold you accountable for revisions suggested throughout the semester and to uphold the...
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overall quality of work. Students will be given a SWOT analysis to provide an understanding of their level of work.

For work chosen to be displayed in the gallery: Please submit pdf images of all work chosen by faculty to the print center (instructions will be sent at that time).

HOW FORMAL IS THIS CRITIQUE?
This critique is intended to be taken seriously and is an important part of your experience at UCO in the Department of Design, please treat it as such by dressing and behaving professionally.

PROFESSIONAL DRESS
Practicing good hygiene and dressing professionally is an important skill to develop while a student as it will assist in the transition from student to working design professional. Professional dress means that you have come to make a strong, positive first impression. For critique week this means business casual at the very least: no denim, no flip flops, no shorts, no tennis shoes. Clothing that works well for sleeping, the beach, yard work, dance clubs, exercise sessions, and sports is not appropriate in a professional setting and should not be worn.

Good personal hygiene is critical. Additionally, clothing that reveals a person’s cleavage, back, chest, stomach or underwear is not appropriate for a work environment and is considered to be extremely unprofessional. Clothing should also fit; it should not be too tight or too big. Even in a business casual environment, clothing should be pressed, not wrinkled. Footwear should be polished (when appropriate) and free from excessive soiling.

In a professional environment it is common to limit the view/use of jewelry and accessories, extreme hairstyles, facial piercing and tattoos. At its most basic professional dress requires good hygiene—arriving clean and well groomed.

GRADES POSSIBLE

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QUESTIONS?
Please contact the following people if you have questions:
Amy Johnson, ajohnson54@uco.edu
Valerie Settles, vsettles@uco.edu
Lanie Gabbard, dgabbard@uco.edu