

Course Name: Ideation and Process

Course Number: FDN 1411 05

Class Meets: F, 1:00 PM - 6:00 PM, 01/22/19 - 05/14/19

Classroom Location: 333

Faculty Name: Severns, Benjamin

MCAD Email Address: ben\_severns@mcad.edu

MCAD Telephone Number, Academic Affairs: 612-874-3694

Office Hours: M - 1130-1230  
F - 1130-1230

Office Location: 127 -and/or- 316

Faculty Biography:

Ben Severns is an interdisciplinary artist whose studio work centers on spectacle and communication. His studio production in a year's time includes writing, drawing, animation, sculpture, robotics, software, films, photographs, and publications. In addition to teaching at MCAD, Severns is also an adjunct at both Augsburg University and at PiM Arts High School.  
  
His work has been exhibited throughout the United States and internationally, including at Boston University, the Institute of Contemporary Art (Maine), the Science Museum of Minnesota, the Minneapolis Institute of Art, Public Functionary Gallery, the Walker Art Center, and others. It is held in private collections in the United States and Brazil.

Course Description:

Everything we make has its beginning as an idea, which takes form as an artist/designer makes a series of decisions to guide its creative evolution. This course is designed to help students explore the development of new ideas and their own process of making. Students also create visual tools to track their creative process from idea through construction and then to post-production analysis. The course consists of discussions, critiques, exercises, and visual logs. Prerequisite: Sophomore standing

Outcomes:

- build on the interdisciplinary experience in Media One  
 - experiment working individually and collaboratively  
 - produce an archive (process book/blog) examining research, ideation, production and documentation of projects  
 - produce a series of short projects  
 - identify problem solving skills

Methodologies:

Lecture, Demonstration, Discussion, Readings, Research/Analysis, Screenings, In-class Exercises, Individual Projects, Group Projects, Case Studies, Pro Prac, Writing Assignments, Written Proposals, Field Trips, Process Book

Required Textbooks, Readings and Websites:

- none - all readings/handouts are selections from larger collections

Library Reserve Information:

-none- at this moment

Materials and Tools list:

"Materials" [vocab for this term] will depend on your own directions and choices regarding your own studio practice, but all students will need:  
-a notebook/sketchbook to be used; at least weekly, if not daily.  
-a laptop computer that you can transport with you if we were to leave the classroom.

Blackboard:

learn.mcad.edu

Miscellaneous:

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Course Calendar:

*Bullet list projects/assignments, project descriptions, and assignment due dates*

1/25/19 Week 1: Introductions// SELF1  
  
Calendar [link]/Check ins [bonus points++]  
   
Equipment expectations [sketchbooks, web-accessible repository]

Documentation resources/strategies  
  
Attendance Expectations  
  
Syllabus  
  
The class:

Me:

LIBRARY  
  
ARTISTS  
  
Read/Discuss: Mr. Awesome, Bas Jan Ader, Critical Reading Tip/Rules  
  
Write: Silence, Intakes of breath, The idea of [“Artist”]

2/1/2019 Week 2 : // SELF2 &&WORK1  
  
Check in/share  
  
Introduce WORK  
  
MIA   
  
 Read/Discuss: Situationists, Failure, Tacita Dean  
  
 Write: Sudden Clear Images, Intakes of breath, 5 [...] & their stories, Place Narrative

2/8/2019 Week 3: 1st Checks  
  
Check in/share  
SELF Checks  
  
Group WORK critique #1   
  
Read: Cabinet, tba  
  
Write: Early Delving, Lens of Memory, Ancestral Ties, Dual Pursuits  
  
  
2/15/2019 Week 4: Field Trip: Augsburg Galleries &&SOO VAC[Untitled15] // SELF3 &&WORK2  
  
Check in/share   
  
ARTISTS  
  
Read: Class Reading List #1  
  
Write: A Motive to Begin, Origin Piece, Sensing the Matter, Connotations of Beauty

2/22/2019 Week 5: Critique 2 // SELF4  
Share/Check in a  
  
LET'S TALK ABOUT YOU Questions??? Tips on setting up a workspace?  
  
Group critique WORK#2  
  
Discuss: Class Reading List #1  
  
Read: Class Reading List #2  
  
Write: Quality of Light, Dialogue with Space, Color, About Time, Order for the Road

3/1/2019 Week 6: Field Trip: [Skyways] // WORK3  
  
Check in WORK  
  
SELF Presentations - 1-on-1 conversation regarding what you are made of the writing so far  
  
SKYWAY ADVENTURE --->GOETHE: ALBRECHT PISCHEL  
  
Discuss: Class Reading List #2  
  
Read: Class Reading List #3  
  
Write: Collections/things, unfinished/failure, familiar, process

3/8/2019 Week 7: Field Trip: Nicolett Island &&Truckstop Gallery  
Check in  
  
Discuss: Class Reading List #3  
  
Read: Class Reading List #4  
  
Write: play, mundane, dreams, materials, lightness

3/15/2019 Week 8: Mid-term Critique/Mapping Start  
  
Check in  
  
SELF Map Checks   
  
Group WORK Critique #3  
  
Discuss: Class Reading List #4  
  
Read: Class Reading List #5 &&#6  
  
Write: Reference points, reading list, layers, hopes, gap, threshold

3/29/2019 Week 9: Writing Share  
  
Check in   
  
ARTISTS   
  
Discuss: Class Reading List #5 &&#6  
  
Read: Class Reading List #7  
  
Write: doubles, word play, multiple centers, key words  
  
  
4/5/2019 Week 10: Field Trip: Minnehaha Falls/Fort Snelling  
  
Discuss: Class Reading List #7  
  
Read: Class Reading List #8  
  
Mapping Activities: Matrix Map, Statement

4/12/2019 Week 11: Mapping Completed   
  
Group Map Presentation//Statement reading - SELF -  
  
Discuss: Class Reading List #8  
  
Read: Class Reading List #9  
  
  
4/19/2019 Week 12: You’ve mapped it, now make it  
  
Check in   
  
Group WORK4 Critique - How is this informed by what you are writing?  
  
Discuss: Class Reading List #9  
  
Read: Class Reading List #10  
  
Write: ---- Charting Techniques ----

4/26/2019 Week 13: Field Trip: WAC [Loring Park/Whittier/Wedge/Stevens Square /Kenwood] Getting to know the neighbors  
  
[Walk] to WALKER ART CENTER   
 a.Choose routes   
 b.Journey   
 c.WAC//Garden  
Discuss: Class Reading List #10  
 d.Van Back   
  
Final Check in/Discussion [mapped statements]

5/3/2019 Week 14: PRACTICE Presentations  
  
Attendance   
  
PRACTICE   
  
PRACTICE  
  
PRACTICE   
  
PRACTICE

5/10/2019 Week 15: Final WORK Critique // So long, and thanks for all the fish  
  
Group WORK critique   
  
Closing thoughts

Email Usage: Email is used at MCAD as the official means of communicating with the student body. Official college announcements regarding policy, classes, registration, deadlines, etc. are delivered via email. Students are expected to check their MCAD email frequently and are held responsible for all official information communicated to them via the email system. Misuse or misrepresentation of official communications by students will result in disciplinary action.

Attendance: MCAD students are expected to attend and participate in all enrolled courses in order to complete the courses successfully. To uphold this expectation, there are no unexcused absences. Students have a responsibility to the group and for their own learning. Participation and performance are factored into the course grade. Absences and repeated tardiness have consequences that will result in lowered or failing grades. Students are responsible for obtaining class materials. Faculty are not obligated to reteach a class a student has missed. Faculty may drop a student from a course who does not attend the first class meeting. Therefore, students risk losing their spot to another student. In the case of extended illness or other legitimate absences that may keep the student from attending class, students must contact their faculty member. Faculty members will alert their department chair.

Grading Policy: Grades consider student performance of assignments listen on each course syllabus, participation in class, magnitude of improvement, attendance, level of project difficulty, timeliness of project completion, compliance with class policies, and effort/dedication. + or - may be added to letter grades at the discretion of the faculty member. The MFA program employs a pass/fail grading system and does not use letter grades.

A = Excellent work, progress far beyond expectations of effort and outcomes, full participation

B = Good work, course requirements completed, preparedness for more advanced study

C = Average work, course requirements completed, preparedness for more advanced study

D = Passing but below average work, some promise of improvement

F = Work not acceptable, or course requirements not completed

Grading Procedure / Criteria:

Your grade will be broken into 4 components, "SELF", "WORK", "PRACTICE", and "ATTENDANCE".  
  
Roughly speaking, I want to weight your grade 33,33,33, and leave the attendance out. Make it not an issue and we can do that.  
  
I will be evaluating your commitment and rigor in pursuit of the assigned material, criticality of class engagement, attendance, and participation in class field trips [there are 5 this semester] as well as weekly in-class activities.  
  
SELF :::  
-Workbook/log/sketchbook/youtube channel that addresses thought/writing/imaging prompts raised in this week’s class conversation.  
-Make a “Matrix Map” ::: sourced from workbook/based on in-class instruction.  
-Make a ”Charted Map” ::: sourced from Matrix.  
  
WORK :::   
-5 “in-progress” critiques for one topic/medium/subject of your choice.  
-Longest running assignment of them all.  
-Informed by work on SELF.  
  
-Final critique will include the artist statement you create as a portion of mapping.  
-Documentation for WORK required at in-progress checks/after critiques.  
  
PRACTICE :::   
-Present [15 minute/min] to the class/lead a workshop on a technique\* you have learned/perfected\*\* this semester.  
Be prepared to discuss the connections to the map/WORK.  
-Documentation/demo instructions will be submitted on the date of the workshop.  
  
-Contribute ~2 [1-10 page] readings to the semester-long reading list &&co-lead [with me or TA]: a class discussion on the topic presented - ~20 min long  
  
-"CHECK-IN" with weekly event updates to add to class calendar  
  
\*HEY, WHAT'S THAT YOU'RE DOING OVER THERE????? YEAH? AWESOME! HYD?  
\*\*~eh~

Incomplete Policy: To receive a grade of Incomplete for a class a student must meet with the chair of the department or program director in which the class is taught to discuss the circumstances of the request.

Grade Notification: Midterm grades will be posted on MyMCAD between weeks 7-10 of the semester. Final grades will be posted on MyMCAD the week following commencement.

Archiving Your Work: Students are required to submit documentation of their work for each class, every semester. Please follow this naming convention: LastName\_FirstName\_ ProjectTitle.ext. Ex: oneill\_co\_DrawingA1.png

The media formats should follow MCAD archiving standards, which are found at:

<http://kb.mcad.edu/index.php?category=64>

Samples should be accompanied by a Word document containing relevant information, found at:

[http://kb.mcad.edu/index.php?article=166 - Text Listing](http://kb.mcad.edu/index.php?article=166#Text%20Listing)

Academic Deficiencies: MCAD notifies students of deficiencies in academic performance through the student alert form at any time throughout the semester. Notices are placed in student mailboxes. Students are encouraged to contact the faculty member immediately and take steps to remedy the deficiency. If a student has two or more alerts the student will be contacted by the Dean of Student Affairs. A subsequent meeting will be scheduled to help the student analyze the problem and make realistic plans to remedy the situation and succeed in school.

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This information is taken from the Student Handbook. You are expected to adhere to college policy.

A. THE LEARNING CENTER: The Learning Center provides interdisciplinary support for all MCAD students, including face-to-face and online tutoring, an online writing and learning lab (OWLL), small and large group workshops and in-class presentations, as well as academic accommodation services for students with disabilities. The Learning Center works with students to make them better learners and prioritizes equal access and opportunity for all students. Tutoring areas include writing, software and technical skills, time management, and study skills. For more information on the Learning Center’s Hours, instructions for how to make an appointment, and access to the MCAD OWLL, visit [learningcenter.mcad.edu](http://learningcenter.mcad.edu/) or call (612) 874-3671.

B. TITLE IX MANDATORY REPORTING: By Federal law, faculty are mandatory reporters of sexual harassment or sexual violence. Faculty are not confidential resources for students and must report any knowledge of sexual violence to the Title IX coordinator.

C. NONBINARY PRONOUNS: It is MCAD policy to recognize self-identification within our population and it strives to accommodate.

D. LYNDA.COM: Students can access a wide variety of online tutorials at Lynda.com using their MCAD login information: <https://intranet.mcad.edu/modules/lynda/>

E. COURSE EVALUATIONS: Course evaluations are an integral part of MCAD curriculum development. Student feedback on courses are instrumental in creating a vibrant, informed, and robust learning community at MCAD. For these, and many other reasons, students are encouraged at the end of the semester to provide extensive feedback on course evaluations.

F. CELL PHONE POLICY (optional): Cell phones should be put on mute or vibrate during class. Calls can be made during breaks, as well as before or after class.

G. CREDIT HOUR DEFINITION: In lecture/discussion courses requiring outside preparation, 1 hour of credit represents 50 minutes contact time each week in class, and 2 hours of work outside of class. Therefore, a 3-credit lecture course requires 2.5 hours in class per week and approximately 6 hours outside of class.

In studio/laboratory courses, 1 hour of credit requires a minimum of 1.5 hours contact hours each week in class and approximately 1.5 hours of work outside of class. Therefore, a 3-credit studio course represents a minimum of 4.5 contact hours in class and approximately 4.5 hours of work outside of class per week.

In online courses, 1 hour of credit requires approximately 3 hours of work per week for all activities (i.e., reading, viewing, making, scanning, responding to discussion threads, collaborating, etc.). Therefore, a 3-credit online course requires approximately 9 hours per week to complete the necessary activities.

H. ATTENDANCE (ONLINE COURSES): Registration for an online course presupposes that the student will attend/fully participate in all online activities. Each student is responsible for meeting all course requirements.

I. CLASSROOM DEVICE USAGE POLICY: Participation in a classroom community has many benefits, but students will also find that along with those benefits come responsibilities:

+ Students are responsible for bringing laptops to class when scheduled to do so.

+ Student laptops should be in good working condition. If a student is experiencing problems with a laptop, it is the student’s responsibility to go to Computer Support for help: <https://intranet.mcad.edu/modules/css/?css=1>. Technical difficulties such a problems printing, uploading, saving, or retrieving files do not excuse late or missing work.

+ During classroom discussion, demonstration, or lecture, students should not be connected to network resources unless students are specifically instructed to do so.

+ Chatting, using social media, or emailing is no more acceptable than talking on a cell phone during class time. Non-class related use of a laptop during class time, including working on homework for other courses, may result in restriction of laptop use or a grade penalty.

+ Unless otherwise indicated, students should never use headphones during class time.

+ Students should always store copies of files in two backup locations. Students should never store the only copy of a paper/project on the student server space in case the server is down, and students are unable to access the paper/project.

+ Recording by instructor permission only. See the MCAD Student Handbook for the full policy.

J. ACADEMIC INTEGRITY / SCHOLASTIC DISHONESTY: Academic integrity is essential to a positive teaching and learning environment. All students enrolled in MCAD courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else’s work as your own can result in disciplinary action.

The MCAD Student Handbook defines academic dishonesty as follows: Submission of false records of academic achievement; cheating on assignments or examinations; altering, forging or misusing a College academic record, document or funds; taking, acquiring or using test materials without faculty permission; acting alone or in cooperation with another to falsify records to obtain grades, honors, awards or professional endorsement in a dishonest manner; plagiarizing.

+ Plagiarizing: Quoting uncited materials, visual or written; presenting the work of others as your own; using work of other MCAD students without their express permission.

+ Using the Same Work in Different Courses: Students may not submit the same work for more than one class without the knowledge and consent of all faculty.

+ Consequences for plagiarizing and double submissions may include failing the assignment or the course, or academic probation.

Within this course, a student who is responsible for scholastic dishonesty can be assigned a penalty up to an including an “F” for the course. If students have any questions regarding the expectations for a specific assignment or exam, they should consult with their professor.

Using the Same Assignment in Different Courses: Studio projects are assigned and assessed according to the specific learning objectives for each course. Occasionally students may be assigned a project in one course that shares many of the learning objectives of an assignment given in a different course. While turning in the same assignment for two courses is not encouraged, students who wish to do so are required to first notify the faculty member of each course and get permission. Faculty may assign additional requirements. Failure to notify faculty can result in failure of the assignments in both courses.

K. ACCESSIBILITY AND EQUAL ACCESS: Persons with disabilities have a right to equal opportunity as prescribed by law. MCAD is responsible for creating a barrier-free environment while empowering students to grow toward independence and self-assertion. It is the individual student’s responsibility to make their needs known and request accommodation. First-time disclosures must be made via appointment with the Learning Center or via our Disability Disclosure Form. For more information, visit [learningcenter.mcad.edu](http://learningcenter.mcad.edu/) or call (612) 874-3671.