

SEMESTER-LONG PROJECT

Bēhance

artist
statements

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objectives

Save all steps of every project, and be ready to write a brief explanation of your design choices and self-evaluation in the form of an Artist Statement. Your Behance page for this class will be updated with each project and turned in at the end of the semester.

This important step allows for each student to consider one's own performance and growth, while also sharing work with those on Behance. Behance is part of the Adobe Creative Cloud and is used by creative specialists across the world to showcase their online portfolio of work – graphic design, illustration, fashion, photography, advertising, fine arts, game design, and much more.

rubric

- Directions were followed accurately with absolutely no errors.
- Amount of work for each step (Summary, Goals, Research & Ideation, Explanation, and Knowledge Gained) meets at least the minimum.
- Explanations display documentation skill and critical thinking.
- No grammar mistakes.
- No spelling mistakes.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Behance completed and on time for each project.

Students will begin their own Behance page if they have not in previous classes.

[See directions here](#)

(<https://help.behance.net/hc/en-us/articles/204484934-Guide-Sign-Up-For-Behance>).

1. Go to Behance.net.
2. Click Sign Up With Email. This social portfolio site is part of Adobe, so you must sign in with the same **Adobe ID you use for campus access**. If you don't, you may end up creating multiple accounts and confuse access.
3. You'll be asked to fill out a few fields - including your name, email address, etc.
4. *Later: Follow some of our Curated Galleries to start building up your For You Feed with great work.*
5. **You will create your first Project** (or a new project if you already have a page for A-State classwork using this account), which is the documentation and artist statement for Project 1.

DUE > WHAT • WHEN • WHERE

DUE in class on **Thursday, August 31st**.

- The URL of your page in Slack  channel **#grfx2303_behance**.

- Each time a project is due, your Behance page should be updated. Check the link on this channel to ensure it did.
- It is likely that the URL of a project's page on Behance (vs. your account) will be asked for in the projects #channel. Directions TBD per project.

artist statement requirements

For each project, you will create a Behance page that must contain the following.

Also, check each project sheet to for specific requirements. An Artist Statement for this class must contain the following:

Name the Behance page the name of the project. (For example, not “Project 1”, but “Visual Messaging with Shapes and Space.”)

- **NAME:** Your name (on the Behance page)
- **SUMMARY:** Minimum of one paragraph summarizing the project and its objectives. Do not copy the project sheet. Instead, explain it like you would explain to a friend.
- **GOALS:** Start with what you created when you handed in your final sketch. Update anything that needs to be now that you are at the completion of the project.
- **RESEARCH & IDEATION:** Minimum of one paragraph explaining your research and how it informed your sketches.
 - » **SHOW** your initial sketches.
 - » **SHOW** any revised sketches or notes that will inform your explanation.
- **EXPLANATION:** Minimum of one paragraph explaining your final choices and how they work the best of your ideas. Convince the reader that your solution is thoughtful and worth seeing.
 - » **SHOW** your final work.
- **KNOWLEDGE GAINED:** Minimum of one paragraph explaining what you learned. Share the technical skills (Illustrator) but also discuss any changes to your mindset or expectations of art, design, college, etc.

Always check your grammar and spelling using Grammarly, Quillbot, or similar. Improper grammar and misspellings greatly reduce your project grade!

See each project sheet for which Slack #channel to turn in the URL of your specific project’s Behance page (vs. your overall Behance page with multiple projects).