

# GRADUATION GUIDE

## DESIGN & FINE ART

### A. Introduction

#### A1. Goal of the graduation phase

During the graduation phase, you will be demonstrating your ability to conduct a relevant and original research. Based on this research, and applying knowledge from the major as well as the Practice, you will design and create products that are relevant to the contemporary professional practice. WdKA students learn to be 'creating pioneers', with an explicitly critical, experimental, and innovative attitude.

During the graduation phase you will be researching a subject related to one of the three Practices. Your project plan will describe the results of this research, as well as your selection from these results for your final project, highlighting the connections between your practice, research and major. During the graduation phase, you will also be collaborating with an external partner who will be supervising you in the process from research to final products and the preparation for the professional practice.

#### A2. Learning goals of the graduation phase

The 5 central learning goals for the graduation phase are:

- deepening
- complexity
- multidisciplinary collaboration
- market awareness
- social awareness

You will be concretely and independently realising these goals during this phase of the education programme: in your project plan, in the development of your research, in the collaboration with an external partner, and in the practical work of your final project.

### LEARNING GOALS

#### A2.1 Deepening

You are able, while conducting research related to the practical assignment, project or other works, to independently examine, analyse and evaluate your own work and that of others. You are able to do this based on your broad knowledge of core concepts, structures, work processes and theories of fine art, design, visual culture and current developments in your own professional field; You are able, based on research in the field of art and culture, to clearly define and position your own work in relation to social, cultural and economic developments.

#### A2.2 Complexity

You are able, during the implementation of a practical assignment or work path, to identify and make connections between various stakeholders and disciplines; You are able to research a complex practical challenge, and to approach the subject matter from different

perspectives; You are able to independently structure and guide your own learning process, the organisation of your research, and the implementation of your practical assignment or works.

#### A2.3 Multidisciplinary collaboration

You are able to work collaboratively in an interdisciplinary context, from the perspective of your own expertise, toward the implementation of the practical assignment or creation of works. You are able to explicitly identify and make good use of any common ground with other professional disciplines (including those outside the fields of art and design), and to express this in your professional work.

#### A2.4 Market awareness

You are able, in your research, the implementation and documentation, to position your work in relation to the market and the future professional practice; You are able, in the implementation of an assignment given by an external partner, to identify, analyse and make good use of market opportunities; You are able to negotiate with clients and other concerned parties on matters of organisation, finances and production.

#### A2.5 Social awareness

You are able, in your research, implementation and documentation, to take into account social developments, to formulate a critical position regarding these developments, and to propose innovative solutions; You are able, within the regional, national and international professional context, to establish and maintain contacts relevant for positioning your own work.

## B. Planning

The agenda with the important dates for graduation in June 2019.  
Return to this page regularly!

Competency assessment: Wk 7 en 8

Spring break : Wk 9

May break: Wk 18

Resit Competency assessment: Wk 19 & 20

→ Deadline uploading Research document in Osiris: Tuesday June 11th, 17:00h.

→ Deadline uploading of abstract (summary of research, max 250 words): together with Research document

Graduation (assessments) : Wk 27 (July 1st – 5th)

Graduation show: Wk 28 (exact dates to be announced)

Diploma Ceremony: Wk 29

#### Resits:

August 26/27/28 2019

→ Deadline uploading Research document : *To be announced*

→ Deadline uploading of abstract (summary of research, max 250 words): *To be announced*

## C. Components

The graduation phase consists of 7 different components; project plan, external partner, competency assessment 4, research project, final project, final project presentation and Graduation Show.

### C1. Project plan

First you will formulate a project plan, which will serve as the starting point for your graduation. You should begin formulating this plan as soon as possible, preferably during your minor. For advice on how to structure this plan, please contact your supervising tutors. They can show you examples as well. It is up to you to determine the content of this plan. Usually your project plan will be consistent with your minor and Practice. Your plan includes and describes your research question and methodology, the learning objective with which you will approach your external partner, and the technical and economic aspects of your project. The plan itself is not part of any assessment.

#### *GUIDELINES FOR PROJECT PLAN*

The project plan is a dynamic document, which you will formulate, regularly consult and update. It is your own working document. The following guidelines should not be seen as a set of absolute rules: your plan should always be a personal formulation of your own ambitions and ideas. Also, your plan must always be open to change, just as you are. The project plan also indicates the station where your final examination will be (mostly) realised, and the supervision you will be requiring at this station.

- You will make use of your project plan in discussions with your supervising tutors.
- Format: digital file such as .doc, .docx or PDF (possibly including images).
- Mention the following topics:
  - o Assignment or self formulated project description
  - o Set up of your research
  - o Set up of your practice project
  - o Role of your external partner
  - o Economic aspects
  - o Station you choose to work in
  - o Planning and agenda

Your coaches will inform you about the specifics.

### C2. External Partner

For the minor as well as during the graduation, you will be working within the Willem de Kooning Academy with an external partner. The goal of the collaboration with the partner is professionalisation, and to provide you with opportunities to explore challenges from the professional practice. The external partner helps you gain insight into how to position yourself as a professional.

It is up to you to suggest an external partner for your research and final project. For all graduation profiles there is a selection of external partners for you to choose from. Since the partner plays an important role in your graduation, the WdKA has formulated

general requirements to which potential partners must adhere. You can find the necessary information below:

#### *GUIDELINES FOR EXTERNAL PARTNER*

The external partner must:

- be suitable within the chosen Practice;
- participate in a collaborative effort based on your learning objective, and be able to provide you with feedback on an HBO (Higher Professional Education) level during the work and research process;
- be open to innovation and investment in knowledge;
- be an important player in the relevant field of knowledge;
- have an affinity with the artistic process and product;
- be prepared to invest time in supervising your graduation.

The partner's role can vary, depending on the Practices of your graduation profile and the nature of your graduation project:

- Provider of knowledge: expert and professional in the field of the challenge or graduation project
- Client\*<sup>1</sup> (from the perspective of Autonomous, Social or Commercial Practice)
- Platform, market, presentation opportunity
- Sparring partner
- Co-producer

#### C3.Comp. Assessment 4

Go to Mywdka.nl: [Assessments](#) for information on Assessment 4.

#### C4.Research Project

The research project is seen as a documentation of the research as a whole, including the theoretical findings as well as a connection to the physical practice-based research with a description of the results. Here you will show how you have conducted your research, what you have learned, and how this new knowledge will be applied in your final products. An important consideration for this component, is that it should be made clear to the reader how you have reached your conclusions.

#### *GUIDELINES FOR RESEARCH PROJECT*

The purpose of the written document within the research project is to describe and justify the research methods you have applied, to clarify the critical reflection and the contextualisation of your practical project, and to further develop your writing and verbal skills. After writing your research document in relation to the given evaluation criteria, it is up to you to decide how to publish this document. Note: This choice must be discussed with, and approved by, your research tutor. Your research document must include:

- titel, inhoudsopgave, naam, studentnummer en datum;
- een verslaglegging van je onderzoek in tekst, beeld, video en/of audio van ongeveer 2000 tot 5000 woorden of equivalent;

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<sup>1</sup> \* working with a client for your graduation project must always be discussed with and approved by your supervisors, department tutor and your graduation profile's practice coordinator

- verduidelijking van de relatie tussen je onderzoek en je praktijkwerk, deze vormen samen je eindproject;
- een reflectie op het proces en de resultaten, met daarin je onderzoeksvraag, deelvragen en je conclusies (exclusief literatuurlijst, bijlagen en voetnoten);
- Deadline uploaden Research project: 11 juni 2019, 17:00h in Osiris
- een beknopte samenvatting (max. 250 woorden) van het onderzoek t.b.v. de (extern) examinatoren – uploaden gelijktijdig met Research document.
- een literatuur- en bronnenlijst

### C5 & C6 Presentation of the Final Project

At the end of quarter 16 you will be presenting the realised final project.

This is a physical presentation of your final project, similar to the presentation during the final examination event. This *stand-alone* presentation of your final project should be implemented in a manner and format that is clearly understandable for the examiners as well as for visitors to the final examination event.

#### GUIDELINES FOR PRESENTATION OF THE FINAL PROJECT

Stand-alone means that your presentation must communicate the following components without the need for a spoken presentation on your part.

However, you will be present during the evaluation of your presentation by the examiners, in order to answer any questions that may arise while viewing your work.

Your presentation must clearly communicate: 1. your concept, 2. the intended effect, 3. the goal or target audience, 4. your artistic and general intent, 5. how the project relates to the research conducted, 6. the role of the external partner, and 7. your own artistic and professional positioning in the professional field and the relevant market.

### C7.Finals

#### Which students

The final examination exhibition is for all graduating 4-year bachelor-level students. Students graduated in January can also take part in the exhibition.

#### Practices

The three Practices provide the starting point and thus also the ordering principle. The Practice can also determine the location. The student is responsible for finding a suitable presentation place within this location.

#### Location and presentation materials

Location: Willem de Kooning Academy (Blaak & Wijnhaven)

Presentation materials: There is a limited supply of presentation materials available.

#### The presentation format is part of the evaluation

All students participate with their work in the FINALS. The presentation format for the FINALS is a substantial part of the evaluation. (Note: the evaluations take place only within the academy.)

## **Supervision**

One of the practice supervisors advises and supports the student in choosing and designing the presentation format.

## **Programmes initiated by students**

As students you also have the option of organising additional programmes or exhibitions. Always do this in close cooperation with the organizing Finals team.

## **Planning**

Week 10      More information to be announced around week 10.

Week 26      Evaluations

Week 27      FINALS 2018

## **“Drempel” prize**

All participating projects are eligible for the “Drempel” prizes. A jury will select a longlist of nominated projects during the FINALS. The “Drempel” prizes are linked to the different practices. The Willem de Kooning Academy aims to exhibit the nominated projects in Rotterdam, in connection with the appraisal by the jury and granting the three “Drempel” prizes (Autonomous, Social, Commercial Practices).

## **D. Evaluation And Assessment**

Three components will be formally evaluated for the graduation:

- Competency assessment 4
- Research project
- Presentation of Final Project

### **Assessors for competency assessment 4**

The competency assessment will be evaluated by two assessors – one from the major specialisation and one from the Practice, you graduate in. Both are not involved in your exam coaching.

### **Assessor for research project**

Your research tutor from the Practice, you graduate in is the first reader and assessor. The independent expert is the second reader and assessor.

### **Evaluation committee for presentation of final project**

The final project will be evaluated by two assessors – one from the major specialisation and your research tutor from the Practice, you graduate in. At least one independent expert will participate in this evaluation, as advisor.

For information on the evaluation criteria for each component, see [Evaluation criteria](#)  
*For general information and regulations regarding evaluations see: General Evaluation Framework (1) and Course and Examination Regulations (2).*

## D1.Evaluation criteria

### D1.1 Evaluation criteria for competency assessment

The assessment is considered satisfactory when all competencies have been demonstrated sufficiently. Upon successfully completing assessment 4, the student obtains 14 ECTS credits.

### D1.2 Evaluation criteria for research project

You formulate a clearly defined research question that suits your graduation profile

You reflect critically on the results and the chosen research methods.

You use relevant sources and research of other experts.

You reflect critically on core concepts, methods and theories in relation to your research question and your professional context

You experiment, test ideas and materials for the development and realization of your concept.

You independently carry out a research cycle with a clear thread of inquiry, design, reflection and conclusion.

You communicate the process and the results of your research in a structured and traceable way

### D1.3 Evaluation criteria for final presentation

The student:

- makes a stand-alone presentation in which all of the following components are clearly visible;
- expresses in his/her work a personal artistic vision of the problem statement or assignment, and more generally of the professional field;
- independently arrives at innovative answers: through experimentation and a researching attitude, and by formulating new perspectives on the subject;
- applies conclusions from the research toward the realisation of the final project;
- makes good use of the knowledge and expertise of others in the implementation (for example, in interdisciplinary collaborative efforts);
- demonstrates an entrepreneurial attitude, by actively relating his/her work to the practice and current market developments, and taking into account the interests and opinions of various stakeholders;
- in the stand-alone presentation of the final project, convincingly explains and defends the research, process, final product and future positioning in the professional field.
- has thoughtfully conceived and designed the presentation of the final work in the context of a (final examination) event.

#### *Resits for competency assessment 4*

Resits take place in week 16/17, 2018

Resit of presentation of final project

The earliest resit opportunity is determined by the date of your examination period:

January 2018 examination > March 2018 resit

June 2018 examination > August 2018 resit

## E. Other Aspects

### E1. Honours programme

Students participating in an honours programme (1) will have completed a minor+ in semester 7 (2). In semester 8, you proceed with the regular graduation programme, but with extra guidance provided by one of the University's research centres. The honours programme is concluded with an assessment at the end of quarter 16, to determine that you have acquired the necessary innovation-based competencies ('competentieprofiel innoverend handelen') (3). Successful completion of this assessment is one of the requirements for obtaining the Honours Degree.

### E2. Diploma presentation

The diploma ceremony will take place on July 18 (with reservation), information on location and scheduling will be announced here at a later date.

### E3. Prizes

#### **"DREMPEL" PRIZE**

The "Drempel" prize is an incentive prize awarded annually by the City of Rotterdam and the Willem de Kooning Academy to graduating students. All participating final examination event projects are eligible for the "Drempel" prizes. A longlist of nominated projects will be selected during the exhibition, partly by juries, partly by visitors. The "Drempel" prizes are linked to the three different practices (Autonomous, Social, Commercial). The nominated projects will be exhibited later in the course of the year; here the projects will be appraised by the jury and the three "Drempel" prizes will be awarded.

#### **RESEARCH PRIZE**

The research centre Creating 010 will award a prize for the "best research project". Research tutors submit a selection of projects to the jury. More information to be announced at a later date.

### E4. On writing your project plan

The project plan can include the following components. De questions below give you an impression of the subject matter that can be part of your plan. Do not try to be complete: this is a guideline.

#### *1 Briefing/debriefing*

This is the question statement or assignment description for your graduation phase.

- How is your research question related to current developments?
- Why is your research question meaningful?
- Which sources of information do you expect to make use of?
- Are (some of) these sources international and/or contemporary? How will you process this information?
- Does your learning objective include an element of social engagement?
- Is your learning objective based on an individual, intrinsic motivation? Or is it based on a concrete problem statement provided by the client?



- What are your learning goals? Indicate how this plan will help you to achieve these goals.
- Indicate whether you prefer to work individually or within a collaborative effort. If you choose to work collaboratively, indicate who will be responsible for which components. Specify the individual and the collective learning goals.

## 2 *Research plan*

- Clearly describe and define your research question.
- If necessary, break down your main research question into a number of secondary questions.
- Explain how you arrived at this research question.
- How is your research question related to the context of your major and/or minor?
- Why is this research question suitable to an Autonomous, Social or Commercial practice?
- How will you conduct your research? Which strategy or methodology will you be applying? What are the results you expect to achieve through this strategy or methodology?

## 3 *Practical project plan*

- Describe the nature and content of your practical project. Try to describe it to a reader who is unfamiliar with your work.
- What is the subject? What is your motivation, your goal, your intended outcome?
- How is your practical project related to your research question?
- How is your visual practical work related to your major and/or minor?
- Why is this practical project suitable to an Autonomous, Social or Commercial practice?

## 4 *Economic component*

Specify the economic aspects of your work in a realistic budget (estimate of costs and revenue, specifications, turnaround/production time and costs, as relevant to your Practice (Autonomous, Social or Commercial)).

### 4a *Role of the external partner*

- Describe the role or roles of the external partner in your project. Is the partner a: Provider of knowledge? (Commercial) client? Platform? Market? Presentation opportunity? Co-producer? Sparring partner? Or something else?
- Describe the agreements you have reached with the external partner:
- What did you request from the external partner?
- What did the external partner request from you?
- How and when do you maintain contact with the external partner?
- Describe the ways in which your learning objective and the external partner's needs come together.

## 5 *Planning and agenda / working plan*

Formulate a concept of a planning for the research and for your practical project.

Describe your research and your practical project in a number of phases with planning. This planning is for the period from week 6 to week 27.

Keep in mind:

- Competency assessment: Weeks 7 and 8
- Spring break: Week 9
- May break: Week 18
- Presentation of Final Project: Week 26
- Final examination event: Week 27

## 6 *Intended station for the realisation*

Indicate the station where your final examination will mostly be realised, and the supervision you will be requiring at this station. For example:

- substantial professional insights (understanding of the professional practice, discipline)
- reference to the project plan (“I am a fashion designer and I intend to create an interactive installation”)
- reference to supervision (“I will require specific supervision in the fields of...”)

## E5. On Research

During the graduation phase, research is integrated within the graduation projects. The challenge described in your graduation profile will be further developed in your project plan, research project and final project. In other words, your graduation work is an explicit manifestation of your research.

There are different types of research projects. We just mention a few. Please discuss these topics with your coaches.

practice as research

- Here research and practice (design, implementation of practical work) come together: your practical solutions are the concrete manifestation of your research. The process of visual design or creation is in itself a research method. You experiment visually with form, material and content.

research and implementation

- Here research and implementation constitute two separate visual products. While researching the context and origin of your visual design or practical work, you also implement a design. Various types of research are possible here: from a theoretical research of sources, to a research of form and image which provides an interesting context for your design or practical work.
- Explore for yourself the vast amount of literature and online sources on the subject of artistic research and research by design.

The graduation phase also focuses on theory, in your research project as well as in the final project. Starting with a research of sources, you build upon the theory in order to position your project within a contemporary and historical discourse. You describe this at the beginning of the graduation phase in your project plan, implement it in your research, and evaluate it in your research project.

Within your research project you will be applying theory in practice: from theory to design and practical implementation, focusing on the elaboration of practical visual implications of theory. What are the consequences of the theoretical research on the practical visual elaborations, the work process and the process of implementation? You will be applying arguments from the theory as you make decisions for the practical implementation.

What is the exact role of the research project within the graduation phase?

Your research is always linked to your practical project; not only during the period preceding your practical project (for example through field research and context research) but also throughout the development of your practical project (prototyping, form research, materials research).

Besides practice-based research, the research project also includes a written document which is a report of the research. This research is practice-oriented and can consist of: literature research, visual analyses, observations, form research, materials research, etc.

*Your written research document should always include at least:*

- Introduction and explanation
- what is your main subject and why is this relevant?
- Research question
- problem statement including any secondary questions
- Goal of the research
- What do you wish to achieve through this research?
- Approach
- How have you conducted your research? What was your work process, why did you choose this process, and what was the result?
- Conclusion and positioning
- What are the conclusions of your practical research, and what does this mean for your practical project/final project? Position yourself and your work within your discipline and graduation challenge.
- Up-to-date list of sources (national and international)
- (In principle, you will have already formulated these points for your project plan. This does not mean that you should just copy the previous information. The graduation handbook specifies that it is up to you to determine the format and structure of the written document: anything from a report to a completely independent document, so long as there is always a clear connection between this document and your final project.)

*Word count:*

2000 to 5000.