



ART 365 801, CRN 20696, DESIGN COMMUNICATIONS 1 COURSE SYLLABUS: SPRING 2015

Instructor: Mitchell Casey McGarr, Assistant Professor Visual Communication

Office Location: 415

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COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings:

Required: Periodical, Communication Arts Magazine

Suggested: Graphic Design Thinking Beyond Brainstorming, by Ellen Lupton, Logo Design Love, by David Airey, Periodical, I.D. Magazine, Periodical, Print Magazine

COURSE DESCRIPTION:

This course will introduce and focus on creative methodologies and process utilizing both team and individual problem solving. Course content will address research, targeting and positioning, creative process tools, point-of-difference problem solving as well as formal and aesthetic design issues. Thumbnail ideation, rationale writing, creative sessions, critiques, and computer-generated comprehensives will be explored through weekly assignments and in class work.

STUDENT LEARNING OUTCOMES:

- Understand the value and power of exhaustive research as the first step in the creative process.
- Develop a basic understanding of marketing and positioning
- Gain an understanding of various creative methodologies through experimentation.
- Understand the basic function, process and roles associated with working in creative teams.
- Introduction to logos and basic company identity and strategy through various collateral pieces
- Become familiar with Lettermarks, Logotypes & Symbols.
- Explore basic graphic standards

COURSE REQUIREMENTS

COURSE STRUCTURE

The class will be a combination of lecture, in class work and critiques with outside class exercises and assignments. The weekly schedule will be rigorous and meant to mimic a "real-world" professional practice environment. A commitment to many hours of homework will be necessary to achieve the goals for this class and its completion. A basic understanding of typography will play a crucial role in all of your future design endeavors. This may very well be the most important class that you undertake in your design education.

CRAFTSMANSHIP

Your projects will be built by hand and will require a great deal of practice. When you are building and applying package design and labels, your craftsmanship will matter so the design will not be overpowered by imperfections of the final design prototype.

CRITIQUES

1. Critiques are a valuable part of learning a skill and developing as a creative individual.
2. Critiques provide an opportunity for the class to gather and create intelligent discussion around the work that has been produced and further the process.
3. Students have varying backgrounds and experiences: this is an asset to the class. No student should feel they do not have the knowledge to make a meaningful comment. Concerns of design and layout depend heavily on intuition and impulse: everyone's contributions are valuable.

GRADE EVALUATION

Your final grade will be based on an average of all assignments, attendance and a participation grade. Some assignments may be graded as a group in combination with student assessments. The participation grade is based on: dedication to methodology application, conceptual thinking ability, daily class involvement and contributions to your classmates, as well as both a desire and capacity to show progress and meet deadlines. Grades will be discussed on an individual basis by office appointment only not in class.

ATTENDANCE POLICY

- Attendance will be taken by sign in sheet. (Signing in for a classmate is NOT acceptable)
- Two tardies to class of 20 minutes or more equals one absence.
- Arriving to class 60 minutes late or more equals one absence.
- Returning from break 10 minutes late or more two times equals one absence
- Sleeping, dozing or nodding off in class besides being very rude to all concerned will be counted as a tardy the first time and an absence the second time and any subsequent occurrences.
- You may be absent from class twice. (Absent is absent, unexcused or excused)
- Three absences will result in failing the class.
- On your first absence you will receive an e-mail warning from your instructor that will be copied to Lee Whitmarsh and filed.
- On your second absence you will receive an e-mail warning from your instructor that will be copied to Lee Whitmarsh and filed.
- If a student is OVER 10 MINUTES late for the final, a full grade will be deducted from his or her final grade.
- If a student does not show up for the final they automatically fail the class.

WORDS TO-THE-WISE

Be here because you want to be. It's STILL your show.
IF YOU FALL BEHIND RUN LIKE HELL TO CATCH UP
Helping your classmates is helping yourself.

GRADING

- A** 90 to 100 points: Excellent (superior effort and results above and beyond)
- B** 80 to 89 points: Good (significant effort and hard work)
- C** 70 to 79 points: Average (minimal class requirements met)
- D** 60 to 69 points: Below Average (below class average expectations)
- F** 50 to 59 points: Poor (inferior work and attitude)

COMMUNICATION AND SUPPORT

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COURSE AND UNIVERSITY PROCEDURES/POLICIES

STATEMENT ON STUDENT BEHAVIOR

All students enrolled at the University shall follow the tenet of common decency and acceptable behavior conducive to a positive learning environment. (See Student's Guide Handbook, Policies and Procedures, Conduct)

All students must show respect toward the instructor and the instructor's syllabus, presentations,

assignments, and point of view. Students should respect each other's differences. If the instructor determines that a student is not being respectful towards other students or the instructor, it is the instructor's prerogative to ask the student to leave, to refer the student to the department head, and to consider referring the student to the Dean of Students who may consider requiring the student to drop the course. Please refer to pages 42 – 46 of the Texas A&M University-commerce Student guidebook's Codes of Conduct for details.

CLASS POLICY

Cell-phones, e-mailing, texting, headphones, or unauthorized computer use in class with result in a one-point deduction from the current assignment.

SCHOLASTIC DISHONESTY

- Scholastic dishonesty will not be tolerated in any class-related activity.
- Scholastic dishonesty includes, but is not limited to, the submission of someone else's materials as one's own work.
- Scholastic dishonesty may involve one or more of the following acts: cheating, plagiarism, or collusion.

PLAGIARISM is the use of an author's words or ideas as if they were one's own without giving credit to the source, including, but not limited to, failure to acknowledge a direct quotation. Cite your references.

CHEATING is the willful giving or receiving of information in an unauthorized manner during an examination, illicitly obtaining examination questions in advance, copying computer or Internet files, using someone else's work for assignments as if it were one's own, or any other dishonest means of attempting to fulfill the requirements of a course.

COLLUSION is intentionally aiding or attempting to aid another in an act of scholastic dishonesty, including but not limited to, providing a paper or project to another student, providing an inappropriate level of assistance, communicating answers to a classmate during an examination, removing tests or answer sheets from a test site, and allowing a classmate to copy answers.

ACADEMIC DISHONESTY COULD RESULT IN EXPULSION FROM THE UNIVERSITY

University Specific Procedures

ADA Statement

Students with Disabilities

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce
Gee Library- Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamuc.edu

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See *Code of Student Conduct from Student Guide Handbook*). Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <http://www.albion.com/netiquette/corerules.html>

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.