

CROSS-CULTURAL DESIGN ART 497.803 Virgil Scott

COURSE SYLLABUS: SPRING 2016

E-MAIL

Virgil.Scott@tamuc.edu
E-mail should be used for brief verbal communication only. If your e-mail is longer than 55 words, I suggest some face time.

OFFICE HOURS

(by email confirmation)
Tuesday 1:30 - 2:30, Wednesday 1:30 - 2:30
Office #414

CLASS INFORMATION

Credit hours: 4.0
Meeting times: Wednesday 6:00 p.m. till 10:00 p.m.
Meeting location: Pacific 4th floor

REQUIRED TEXT

Book: TBD

SUGGESTED TEXTBOOKS AND RESOURCES

Periodicals: Print, Communication Arts, Fast Company magazines and “credible” on-line journals and sources. Various other resources will most likely present themselves during the semester, some may be suggested by students.

COURSE DESCRIPTION

The Cross-Cultural Design course was created in response to the growing demand for international designers that can bridge the creative and cultural differences that exist in international marketing. Required skill sets include strong ideation skills, highly refined design sensitivities, the ability to visualize concepts in a multi-cultural environment and the desire and ability to do research. Students will explore a variety of societal differences as well as the differences in their own creative approach when working with various cultures. Students will be required to look beyond their traditional approaches in creative development and explore other means of developing ideas, visual language, color theories and messaging for the Chinese and American markets.

COURSE OBJECTIVES

This course is an in-depth look at creativity across multiple cultures. Each student will gain an understanding of how to develop creative projects for audiences that are outside of the designer’s cultural environment. Students will develop an awareness of societal distinctions and how these differences must be taken into consideration when designing for a foreign market.

- Each student will gain an awareness of the cultural differences between societies and implement these differences within their creative approach
- Utilize research methods to gain knowledge in defining cultural design differences and apply them properly
- Create a well designed poster series, social media component/ feedback vehicle, that will successfully communicate the issue within the country it will be distributed in TBD methods (WeChat, website, text response, conversation, etc.)
- Work directly with foreign creative partners in the critique and development process
- Work proficiently in a team environment
- Develop a poster series that resonates, and is successful in conveying and solving the given topic.

COURSE STRUCTURE / EXPECTATIONS

This class will be a combination of lecture, readings, assignments, and class discussion. Outside class work will consist of readings, response essays for discussion, and assignments. This class is designed to be both a discussion and design class, which means that it is imperative that you come to class prepared to engage and contribute for a positive outcome.

You are expected to perform at a consistently high, professional level throughout the semester. If there is anything that may keep you from performing at this level, you must contact the instructor immediately to discuss this issue.

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GRADE EVALUATION

Your final grade will be based on an average of all assignments, attendance and class participation. The participation grade is based on the following:

- Dedication to methodology application
- Conceptual thinking ability and demonstration of critical thinking
- Per class involvement and contributions and critiques to your classmates
- Demonstration of 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.
- The creation of targeted, culturally acceptable rough ideas and final poster solutions and a delivery method

WORDS TO-THE-WISE

Show up, be committed in your work, and immerse yourself in the process. It's your show.
DO NOT FALL BEHIND

ACADEMIC INTEGRITY AND PLAGIARISM

Texas A&M University-Commerce does not tolerate plagiarism and other forms of academic dishonesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material.

STATEMENT ON ACCOMMODATIONS FOR ADA ELIGIBLE STUDENTS:

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@tamu-commerce.edu

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 others' 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.

STUDENT CONDUCT/CITIZENSHIP

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 are expected, at all times, to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time and effort toward the educational process.