

CROSS-CULTURAL DESIGN/ CHINA ART 497.801 Virgil Scott

COURSE SYLLABUS: MAY-MINI 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: Dallas Location #414

CLASS INFORMATION

Credit hours: 3.0
Meeting times: 05/16/2016 through 06/01/2016
Meeting location: Dallas Location # 401 and Tianjin University of Technology, Tianjin China

REQUIRED TEXT

Book: TBD

SUGGESTED TEXTBOOKS AND RESOURCES

Periodicals: (Chinese and American) Any an all Chinese magazines, point-of-purchase signage, books, environmental graphics, way-finding signage, etc. Print, Communication Arts, Fast Company magazines, and “credible” on-line journals and sources. Various other resources will most likely present themselves during the trip, some may be suggested by the TUT faculty and students.

COURSE DESCRIPTION

The Cross-Cultural Design / China course was created as a companion course to ART 497.803. This course will explore “first-hand” cross-cultural design communication between Chinese and American students. Through multiple design critique exchanges, cultural exchanges specific to Chinese market trends and fieldwork, students will gain a unique perspective of the current Chinese design aesthetic and marketing touch-points. In addition, special emphasis will be given to an overview of Chinese tradition, history, societal distinctions and cultural nuances.

COURSE OBJECTIVES

- Each student will gain deeper knowledge of the overall design aesthetic that exists in China through exchanges and fieldwork dealing with spatial relations, color palettes, type and image as well as the historical context.
- Define cultural design differences that could be applied to the American design aesthetic.
- Define Chinese marketing trends and differences that could be applied to the American market.
- Gain an understanding how culture affects design in another society.
- Gain global competencies through the experience of common design language—with or without an interpreter.
- Soak up what is different and what is not so different.
- Start your path to becoming a global scholar and a global designer.

COURSE STRUCTURE / EXPECTATIONS

This class will be a combination of pre-trip lectures, class discussion and fieldwork observations. Outside class response essays for discussion, and assignments will be required. This class is designed to be informed by fieldwork and follow-up discussions which means that it is imperative to show up daily prepared to engage and contribute for a positive outcome.

Remember that we are guests in China and representatives of Texas, Texas A&M University-Commerce and the United States at all times. A little grace goes along way when dealing with people of a different belief system. As Americans we must project all that is great in this country by embracing what is foreign to us with open arms.
-This is how we learn.

GRADE EVALUATION

Your final grade will be based on an average of all assignments, and participation.

The participation grade is based on the following:

- Dedication to the class.
- Conceptual thinking ability and demonstration of critical thinking in cross-cultural sessions.
- Involvement and thoughtful contributions in critiques with your classmates, both Chinese and American.
- Demonstration of a desire and capacity to embrace the culture with proper decorum.
- Grades will be discussed on an individual basis by office appointment only—not in class.

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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@tamuc.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.