

## Course Syllabus

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### Contact Information

**Email** | joshua.ege@tamuc.edu

### Class Information

**Credit Hours** | 4.0  
**Meeting Times** | M & W 12:00-4:00PM  
**Meeting Location** | TBA

### Office Hours

**Monday** | 10-11 AM  
**Wednesday** | 10-11 AM

### Course Description

*Design Professional Practice will explore the business side of the Visual Communication field. The course will address agency workflow and partnerships, creating a personal brand image, copyright, employment options, trade customs, business practices, interviewing and standard contacting.*

### Course Structure

*This class will be a combination of lecture and assignments worked on in-class and outside which will be critiqued by peers as well as the instructor and industry professionals. The final will be a comprehensive exam covering content from lectures and required text.*

### Course Objectives

- 1 | Understand the roles and responsibilities of the support staff within agencies
- 2 | Practice basic interview techniques within the visual communication industry
- 3 | Understand basic business practices in visual communication
- 4 | Explore trade customs in visual communication

### Required & Recommended Resources

#### Text Required

Graphic Artists Guild Handbook:  
Pricing & Ethical Guidelines, 14th Edition

#### Text Recommended

Talent Is Not Enough: Business Secrets  
For Designers, By: Shel Perkins

The Graphic Designer's Business Survival Guide,  
By Lawrence J. Daniels

How to be a Graphic Designer Without Losing  
Your Soul, By Adrian Shaughnessy

### Assignments & Grading

<b>Working paper</b>	<b>15%</b>
<b>Brand paper system</b>	<b>20%</b>
<b>Project proposal</b>	<b>20%</b>
<b>Mock interview</b>	<b>10%</b>
<b>Final exam</b>	<b>20%</b>
<b>Participation</b>	<b>15%</b>

***A lack of participation in weekly critiques can negatively affect your grade.  
At the end of the term, you must turn in a collected pdf of your paper,  
brand paper system and project proposal***

## *Course Syllabus Continued*

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### *What to Bring to Class*

Paper, Pencils, Folder or 1" binder for research and process, paper or notebook to take notes & required text.

### *Attendance*

You may be absent from class once. On your first absence you will receive an e-mail warning, which is copied to Lee Whitmarsh. On your second absence you will receive an F in the class. If you wish to drop the class you will receive a drop/fail. *There is no distinction between excused and unexcused absences.*

Two tardies of 15 minutes or more equals an absence. A tardy of 60 minutes equals an absence.

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.

### *Grade Evaluation*

Grades will be assigned according to the following scale:

- A** | work well above the general class level, evidence of participation in related activities outside of the classroom, thoughtful participation in classroom discussion and critique
- B** | work above the general class level, participation in classroom discussion and critique
- C** | average work, minimal requirements met
- D** | work below class average, lack of participation and/or poor attendance
- F** | inferior work, work not turned in, failure to attend class

In addition to project, quiz and test grades, students final grade will also be based on critique participation and application, work ethic, and attitude.

No Late work will be accepted.

***FINAL GRADES ARE NOT DEBATABLE.***

### *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.

## *Course Syllabus Continued*

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### *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.

***Be here because you want to be, do not waste the time of your instructor or fellow classmates, do not procrastinate and fall behind.***