

SYLLABUS 2016

INFORMATION

Instructor: Casey McGarr, Assistant Professor Visual Communication
Office Location: 415
Office Hours: Monday 2:30-3:30, Wednesday 2:30-3:30, by appointment only: phone or email
Office Phone: 214-752-9050
Email: casey.mcgarr@tamuc.edu

REQUIRED AND SUGGESTED TEXT BOOKS AND RESOURCES

- Required: Periodical, Communication Arts Magazine
- Graphic Design Thinking Beyond Brainstorming, by Ellen Lupton, half.ebay.com or Amazon
- Logo Design Love, by David Airey, half.ebay.com or Amazon
- Suggested: CA, Print Magazine, CMYK, HOW

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.

COURSE OBJECTIVES

- 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 STRUCTURE

The class will be a combination of lecture, in class work and critiques with both outside and in 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. Breaking down and understanding creative methodologies is the underpinning of what we do and sets us apart in the professional realm – and the herd.

ABSENCE POLICY

- You may be absent from class twice.
- On your first absence, you will receive an e-mail warning, which is copied to Aerielle Karpinsky and forwarded to Lee Whitmarsh.
- On your second absence, you will receive an e-mail and you will be contacted by Lee Whitmarsh.
- On your third absence, you will receive an F in the class. If you wish to drop the class, you will receive a drop/fail.
- Two tardies of 20 minutes or more equals an absence.
- A tardy of 60 minutes equals an absence.
- Two late returns from break of more than 10 minutes equals one 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.
- There is no distinction between excused and unexcused absences.

GRADING SCALE

90 to 100 points: Excellent (work well above the general class level, evidence of participation in related activities outside of the classroom, thoughtful participation in classroom discussion and critique)
80 to 89 points: Good (work above the general class level, participation in classroom discussion and critique)
70 to 79 points: Average (average work, minimal requirements met)
60 to 69 points: Below Average (work below class average, lack of participation and/or poor attendance)
50 to 59 points: Poor (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.

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GRADE EVALUATION

Your final grade will be based on an average of all assignments, attendance and an participation grade. 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. Note: Violations of class policy with respect to cell-phones, headphones, or other PDAs as well as unauthorized computer use in class with result in a one-point deduction from the current assignment.

WHAT TO BRING TO CLASS EVERYDAY

Bienfang 50 or 100 sheet Tracing pad. 9"x12" (trimmed down to 8.5" x 11", Kinkos can do this for you)
Bienfang 50 or 100 sheet Graphics 360 pad. 9"x12" (trimmed down to 8.5" x 11", Kinkos can do this for you)
Pencils 2B, HB, 2H, 4H
Sharpener
Erasers (Magic Rub eraser or Pink Pearl)
Stapler
Masking Tape
2.5" to 3" binder for research/process with clear sleeves for tissues
An open mind
A thick skin
The gift of gab

SUPPLIES FROM TYPOGRAPHY:

Black mat board as needed, 15"x20" (Letramax or similar)
Drawing board with steal edge for T-square
20"-24" T-square
Triangles (2) (optional 10-inch adjustable)
Circle templates and Ellipse templates
French curve set
Schaedler precision ruler
Dusting brush
Xacto knife and number 11 blades (100 bulk pack best value)
Spray Mount
Self-healing cutting mat, 12"x18"
Cheap calculator
Burnisher

ASSIGNMENTS (Assignments are subject to change based upon the needs and progress of the class)

Research/ Creative Process 360	16%
Company Logos (symbol, logotype, lettermark)	16%
Company Letterhead Package	16%
Company Brochure	16%
Participation Grade	16%

WORDS TO-THE-WISE

Show up, be committed in your work, and immerse yourself in the process. It is your show.

DO NOT FALL BEHIND

HOLIDAY

March 13th - 17 Spring Break
May 1st - Last day of class and Final

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 current Student Guidebook).

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: Netiquette <http://www.albion.com/netiquette/corerules.html>

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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

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

Email: Rebecca.Tuerk@tamuc.edu

WEBSITE: OFFICE OF STUDENT DISABILITY RESOURCES AND SERVICES

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

NONDISCRIMINATION NOTICE

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.

TEXAS SENATE BILL - 11

(Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.