



# Art 497.804 – Creative Thinking

## COURSE SYLLABUS: Spring 2017

**Instructor:** Rick Gavos, Adjunct Professor  
**Class Location:** UCDP 418  
**Class Time:** Tuesdays, 6:30 p.m.-10:30 p.m.  
**Office Location:** Universities Center at Dallas  
**Office Hours:** Tues/Thur 5:30-6:30 p.m.  
**Office Phone:** N/A  
**Office Fax:** N/A  
**University Email Address:** rgavos.tamuc@gmail.com

**Preferred Form of Communication:** Email  
**Communication Response Time:** 6-24 hours

## COURSE INFORMATION

**Materials** – Paper, Graphics 360 Pad, Pencils, 2 1/2" or 3" binder for research and process, paper or notebook to take notes, Black mat board as needed 15"x 20"

**Textbook(s) Required:** Communication Arts Magazine

**Optional:** Print Magazine, Fast Company Magazine

**Course Description:** Creative Thinking will tap into the individual student VisCom major to find, develop, and hone your creative voice. This course will require research, written, verbal, and design assignments to achieve this discovery. Through exercises and assignments that challenge you, the student, a path for creative problem solving will be explored.

Discovery will be realized through lateral thinking. The Creative Process 360 is a vertical model from Step 1 through Step 3. This lateral thinking will explore ways of rapid prototyping, external and environmental influences, ethnography and user-based understanding, and idea generation. Identifying a creative mindset through research and writing will help provide the tools and skills for bringing creative content to different media.

*Syllabus/schedule subject to change*

**University Catalogue Description:** Special Topics. One to four semester hours. Organized class. May be repeated when topics vary.

### **Student Learning Outcomes**

- Develop an understanding of marketing and positioning
- Discover the inner creative voice and what makes you unique
- Develop writing and presentation skills
- Gain further understanding of creative methodologies through experimentation
- Navigate real world and social issues in the design industry and develop skills to be successful

## **COURSE REQUIREMENTS**

**Instructional/Methods/Activities Assessments:** This course will be a combination of lecture, writing assignments, research, design assignments, and presentation. The class will have assignments worked on outside of class and in class, which will be critiqued by peers, as well as the instructor.

**Student Responsibilities:** Show up and participate in each and every class. Complete assignments in a timely manner. Contribute to class discussion. A commitment to a significant amount of homework is required to achieve the goals of this class and its completion.

## **GRADING**

Final grades in this course will be based on the following scale:

- A = 90%-100% – 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 = 80%-89% – work above the general class level, participation in classroom discussion and critique
- C = 70%-79% – average work, minimal requirements met
- D = 60%-69% – work below class average, lack of participation and/or poor attendance
- F = 59% or Below – inferior work, work not turned in, failure to attend class

The Department of Art reserves the right to discontinue enrollment of art major students at any time if satisfactory academic progress is not being made. Students who have accumulated three unsatisfactory grades (D or F) in studio art or visual communication courses taken for college credit at Texas A&M University-Commerce or elsewhere will not be permitted to continue, be readmitted, or graduate with a major in studio art or visual communication. Courses in which a grade below the minimum is received may only be repeated once.

## Assessments

In addition to project, quiz and test grades, students final grade will also be based on critique participation and application, work ethic, and attitude. These specifications are applied with the following percentages:

15% Writing and Presentation

15% Assignment 1

20% Assignment 2

20% Assignment 3

20% Assignment 4

10% Participation

- Final grades are not debatable
- A lack of participation in weekly critiques can negatively affect your grade.

## COMMUNICATION AND SUPPORT

**Interaction with Instructor Statement:** Student/instructor interaction will be face-to-face in class, at scheduled out of class meetings during office hours, and by email communication.

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### Course Specific Procedures

You may be absent from class twice. On your first absence you will receive an email warning, which is copied to Lee Whitmarsh. On your second absence you will receive an email and will be contacted by Lee Whitmarsh. On your third absence you will receive an "F" in the class.

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 MORE THAN 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. If you are late to class, I ask that you sit outside the class in plain sight without distracting the class. I will let you in at the next available moment that will not disrupt the class.

### Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

## University Specific Procedures:

### 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)  
<http://www.albion.com/netiquette/corerules.html>

### 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](mailto:Rebecca.Tuerk@tamuc.edu)

Website: [Office of Student Disability Resources and Services](http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)

<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.

## **University Campus Concealed Carry Policy**

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.

## COURSE OUTLINE / CALENDAR

- January 17 – Overview of course and syllabus. Introduction of first assignment. Lecture. Discussion and questions.
- January 24 – Essay due. Read and share with class. Thumbnails due for first assignment. Review ideas and direction. Introduce semester project to begin collecting data for later use.
- January 31 – Tight layouts/storyboards due. Discuss direction and finalize ideas. Lecture and/or film “Design is One” by Lella & Massimo Vignelli.
- February 7 – Final projects due for Assignment 1. Critique and class discussion.  
Introduce Assignment 2.
- February 14 – Essay due. Read and share with class. Twenty thumbnail layouts due for second assignment. Review ideas and direction. Lecture and slide presentation of Human Rights posters.
- February 21 – Refine layouts (2-3) and choose final direction. Presentation of layouts and design thinking. Film: “Milton Glaser: To Inform and Delight” with discussion and analysis.
- February 28 – Initial comprehensives due (size 8.5" x 11"). Discuss and finalize layouts. Student presentations of their projects.
- March 7 – Final projects due. Minimum size 18" x 24" printed. Student presentations, critique, and discussion.  
Introduce Assignment 3.
- March 14 – Spring break. No Class.
- March 21 – Descriptive essay due including initial research for location, name, and 20 logo thumbnails. Photo of store location. Lecture/discussion of Ethnography and its impact on visual communication.

- March 28 – Review logos. Discuss colors, fonts, direction, and application. Must have location photo by this class.
- April 4 – Final logo, colors, and fonts due. Initial application of logo to storefront. Roughs due for small postcard/web ad/social media event graphic.
- April 11 – Review/critique storefront signage and ad graphic. Initial layouts due for 8-page standards manual.
- April 18 – Final graphic standards manual due. Student presentations, critique, and class discussion.
- Introduce Assignment 4. Review data collection progress. Discuss infographics and data application to visual presentation.
- April 25 – Essay due. Read and share with class. Rough layouts due. Data extraction. Discussion and review. Lecture and present infographic poster samples from professionals and student projects.
- May 2 – Tight pencils of revised layout. Color explorations and typography consideration. Review and discuss.
- May 9 – Final poster/project due. Presentation, critique, and discussion with instructor and various faculty members.
- End of semester.