

ARTS
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FALL / 17

Studio One / Arts 540.801 Virgil Scott

COURSE SYLLABUS

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 appointment)

Monday, Wednesday, Thursday 2:30 – 4:30

Office # 414

CLASS INFORMATION

Credit hours: 4.0

Meeting times: Monday 6:30 p.m. till 10:00 p.m.

Meeting location: Room 401, unless other location specified

SUGGESTED TEXT BOOKS AND RESOURCES *(We will discuss this list the first night)*

Book: *The End of Advertising: Why it had to die, and the Creative Resurrection to come* by Andrew Essex (Spiegel & Grau)

Book: *Wired to Create* by Scott Barry Kaufman & Carolyn Gregoire (Perigree)

Book: *The Ten Faces of Innovation* by Tom Kelly (Doubleday)

Book: *Made to Stick* by Chip Heath & Dan Heath (Random House)

Book: *ZAG* by Marty Neumeier (AIGA, New Riders)

Book: *A Whole New Mind* by Daniel H. Pink (Riverhead Books)

Periodicals: Print Magazine, Communication Arts Magazine, I.D. Magazine, Fast Company Magazine

Media: National Public Radio, 90.1 and news sources of all strips

Media: TED Talks via YouTube, NPR (Sunday nights) or TED.com

Anything that is relevant to the creative process (social media, recorded interviews, films, ethnography, journals, etc.)

COURSE DESCRIPTION

Breaking down and understanding creative methodologies is the underpinning of what we do as visual communicators. This knowledge sets us apart in the professional realm—and the herd. Studio One will expose you to various creative methodologies through research and exploration of self problem/solution methods, overviews of innovative collaborative creative thinking processes, and analysis of the anatomy of the creative mind. You are encouraged to cleanse your creative soul with respect to self-taught or learned methods. Embrace new ways of thinking, take risks, make mistakes, and try on different roles for size. Above all keep an open mind.

COURSE OBJECTIVES

1. Examine, language and blueprint your own creative process
2. Discover new ways of looking at the same thing through different eyes
3. Expand your understanding of various creative methodologies through experimentation and role play
4. Understand the value of innovative collaborative thinking associated with working in creative teams
5. Explore and develop a new creative process, its sequence, logic and value
6. Gain the knowledge and the tools to impart the creative process to others

COURSE STRUCTURE

This class will be a combination of lecture/discussion and critiques with both in class and outside exercises and assignments. A commitment to the homework will be necessary to achieve the goals for this class and its completion. Team-based participation and collaboration will be a key component to a productive class dynamic and a positive outcome. You must participate in weekly class discussions and critiques.

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

- | | |
|--|-------|
| 1. Verbal Roadmap <i>(tell us)</i> | 16.6% |
| 2. Creative Process Poster <i>(show us)</i> | 16.6% |
| 3. Jump Start <i>(excite us)</i> | 16.6% |
| 4. Team-Based Brand Experience <i>(dazzle us)</i> | 16.6% |
| 5. Collaborative Creative Process <i>(sell us)</i> | 16.6% |
| 6. Final Thoughts & Participation Grade | 16.6% |

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COURSE SYLLABUS CONTINUED

WHAT TO BRING TO CLASS (as needed)

Bienfang 50 or 100 sheet Parchment pad. 14"x17"
Bienfang 50 or 100 sheet Graphics 360 pad. 14"x17"
Pencils / Markers
2.5" to 3" black binder for research/process/ handout
Index cards (mid-semester)
Black mat board as needed, 15"x20" (Letramax)
An open mind
A thick skin
The gift of "informed" gab

ATTENDANCE

- Attendance will be taken by sign in sheet. (*Signing in for a classmate is NOT acceptable*)
- Three tardies of 15 minutes or more equals one absence.
- Sleeping, dozing or nodding off in class-besides being very rude to all concerned-will be counted as a tardy the first time and an absence the second time and any subsequent occurrences.
- You may be absent from class twice. (*Absent is absent, unexcused or excused*)
- Three absences will result in failing the class.**
- On your first absence you will receive an e-mail warning from your instructor that will be copied to the program director and filed.
- On your second absence you will receive an e-mail warning from your instructor that will be copied to program director and filed.
- On your third absence you will receive an F in the class.
- Please let the instructor no in advance if you have an issue that will result in a class absence.

GRADE EVALUATION

Your final grade will be based on an average of all assignments, attendance and your class 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. Vigorous contributions to class discussions is a requirement necessary to pass this class. Grades will be discussed on an individual basis by office appointment only-not in class.

WORDS TO-THE-WISE

Computers, Cell-phones, Texting, Headphones: Use common sense here (don't make me come over there)
Be here because you want to be. It's your show.
IF YOU FALL BEHIND-RUN LIKE HELL TO CATCH UP

NOTE:

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (*see student's Guide Handbook, Policies and Procedures, Conduct*)

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
StudentDisabilityServices@tamuc.edu

COURSE SYLLABUS CONTINUED

TEXAS SENATE BILL-11

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.

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.

HANDBOOK & SAFETY

While the online manual covers specific issues related to the Department of Art, Texas A&M University-Commerce policies must also be followed. All users of Department of Art (DOA) classrooms and facilities are required to follow the health and safety guidelines outlined in this manual at all times. Report any safety issues IMMEDIATELY to your instructor(s), Teaching Laboratory Specialist, or to the DOA Health and Safety Liaison. Each course instructor will discuss their area's inherent risks, procedures and policies to provide the student with informed consent. These will be reviewed verbally at the start of each semester.

A link to the online Handbook: <http://sites.tamuc.edu/art/resources/healthandsafety/>

Students that meet in face-to-face Department of Art courses must complete the online form for each course they attend.

A link to the online form: <http://dms.tamuc.edu/Forms/ArtLabPolicy>

*This must be completed on-campus while using the University wifi or ethernet connections.

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

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COURSE SYLLABUS CONTINUED

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