

ART 466.802  
**DESIGN 2**

**THURSDAY**  
6:30-10:30PM  
ROOM 418

---

**JOHN NORMAN**  
**DAVID BECK**

**OFFICE HOURS**  
BY APPOINTMENT

---

**REQUIRED TEXT**  
*COMMUNICATION ARTS*  
*MAGAZINE*

**RECOMMENDED TEXT**  
*PRINT MAGAZINE*

## **COURSE DESCRIPTION**

This course will build upon previous experience with creative methodologies and process utilizing both team and individual problem solving. This course will address research, targeting and positioning, creative process, creative problem solving as well as formal and aesthetic design issues. Thumbnail ideation, creative sessions, critiques, and computer generated solutions will be explored through weekly assignments.

## **COURSE OBJECTIVES**

- Continue development of understanding marketing and positioning
- Gain further understanding of creative methodologies through experimentation
- Understand the function and process of working in a creative team
- Navigate real world issues in the design industry and develop skills to be successful

## **COURSE FORMAT**

This class will be a combination of assignments worked on outside of class and in-class which will be critiqued by peers as well as the instructor. A commitment to many hours of homework is required to achieve the goals of this class and its completion. The final is a presentation of your work to your peers and instructor. You will explain the pieces in detail giving insight to the decisions you made for the client.

## **GRADING**

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

*GRADES WILL BE BASED ON:*

- 15% Logo project
- 20% Logo/brand extension
- 25% Packaging project
- 25% Book cover
- 15% In-class— 10% Participation, 5% Attitude

*A lack of participation in weekly critiques can negatively affect your grade.*

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.

## **ATTENDANCE**

FIRST ABSENCE: Aerielle will email you and copy the instructor and Lee.

SECOND ABSENCE: Aerielle will email Lee and copy you and the instructor. Lee will contact you.

THIRD ABSENCE: Lee emails you saying you have failed the course. The instructor and Aerielle are copied.

*There is no distinction between excused and unexcused absences.*

Additionally:

Attendance will be taken by a sign-in sheet. (Signing in for a classmate will not be acceptable.)

A tardy of 60 minutes equals one absence.

Two tardies of 20 minutes or more equals an absence.

If a student is *OVER 10 MINUTES* late for the final, a full grade will be deducted from his/her final grade.

If a student does not show up for the final they automatically fail the class.

## WHAT TO BRING TO CLASS

Paper, Pencils, 2 1/2" or 3" binder for research and process, paper or notebook to take notes, black mat board 15"x20" for final presentations

## SCHEDULE

This is a schedule of assignments and deadlines for the entire semester. Bring it with you to every class, as it will be reviewed at least once per class meeting. 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. If you are absent, it is your responsibility to check with a classmate for schedule revisions. Failure to turn in work in accordance with the class schedule will negatively impact your final grade in the course.

All projects are due on the date and time given. You are responsible for turning in work on time regardless of attendance. Final digital files of projects must be turned in on the last day of class.

---

### WEEK 1—Aug 31

Introduction  
Review course syllabus  
Discuss expectations  
Discuss research  
Assign Project 1 (logo)

### WEEK 2—Sept 7

Introduction no. 2  
Logo pencils due

### WEEK 3—Sept 14

Logo refinements  
Assign Project 2 (brand extension to logo)

### WEEK 4—Sept 21

Review logo refinements  
Review brand extension

### WEEK 5—Sept 28

Final logo due  
Review more brand extension work

### WEEK 6—Oct 5

Review brand extension  
Assign Project 3 (package)

### WEEK 7—Oct 12

Review packaging concepts

### WEEK 8—Oct 19

Review package refinements  
Assign Project 4 (book cover)

### WEEK 9—Oct 26

Review book cover concepts

### WEEK 10—Nov 2

Review book cover refinements

### WEEK 11—Nov 9

Review book cover refinements

### WEEK 12—Nov 16

Final book cover due

### NO CLASS—Nov 23

Happy Thanksgiving

### WEEK 13—Nov 30

Revisit packaging progress

### WEEK 14—Dec 7

Review package refinements  
Revisit brand extension

### WEEK 15—Dec 14

Final package due  
Final logo/brand extension due

## INSTRUCTOR CONTACT INFORMATION

Please email any questions to me at [David.Beck@tamuc.edu](mailto:David.Beck@tamuc.edu)

Communication from students will be responded to within 24 hours during the work week. Note—email should be used for brief verbal communications. If your note is lengthy, or your question complex, we'll need to schedule an appointment.

## **ACADEMIC INTEGRITY / 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.

## **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>

## **ADA STATEMENT ON 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/>

## **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.

## 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.*