

# DESIGN IV

SYLLABUS

ART 468.801  
DESIGN III

MON  
6:30-10:30  
ROOM 418

KATIE KITCHENS

## COURSE CONTENT

This course will strengthen the practice of creative methodologies and expand upon the skill set of communication design through the creation of environmental, print, and digital media. We 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 OUTCOMES

- Gain an understanding of communication in the built environment and how design experiences can connect people to place.
- Expand upon the knowledge of cohesive branding in print and digital media.
- Strengthen conceptual thinking in communication design.
- Build upon understanding of professional expectations, presentations and processes.

## 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 class will be broken into teams for out-of-class critiques and discussions throughout the week. 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.

## PROJECT PARAMETERS

- You are expected to work in class as well as perform work outside of class.
- You are expected to come to class prepared to work on the current assignment. This includes but is not limited to remembering the project supplies needed. Not being able to make progress during class due to lack of materials will be reflected in your grade.
- All projects are given with weekly steps to be accomplished by the beginning of the next class meeting.
- Mini-deadlines are part of the overall assignment and play a major role in the final grade of your projects.
- You will be required throughout the semester to print your assignments in color and purchase items to create assignment comps. Please budget accordingly. Projects must be comped in color to be considered complete.
- All work is due on the assigned date. Projects are due at the beginning of class. For a project to be considered complete, the specified electronic portion must be placed, as directed, onto the common drive and a hard copy turned in, as specified in the assignment sheet. Late work is not accepted.
- You may not work on other course projects without the consent of the instructor. If a student is caught using email or social networking of any kind during lecture or lab time, the entire class gets a fair warning, no second chance will be issued. On the second occurrence, the ENTIRE class receives an F as their daily grade.

## ATTENDANCE

Arriving after 6:30pm = tardy.

Arriving after 7:30pm = one absence.

Two tardies = one absence.

FIRST ABSENCE: you will receive an e-mail warning, which is copied to Lee Whitmarsh.

SECOND ABSENCE: you will receive an e-mail and you will be contacted by Lee.

THIRD ABSENCE: you will receive an e-mail from Lee that you have failed the course.

10+ minutes late for the final = full letter grade deducted from your final grade.

Absent from final = automatically fail the class.

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#### **GRADING GUIDELINES**

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:

- 25% Environmental Design Project
- 25% Comprehensive Print Piece
- 25% Event Invitation Kit
- 25% Participation, Preparedness, Work Ethic, Attitude

**FINAL GRADES ARE NOT DEBATABLE.**

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.

#### **WHAT TO BRING TO CLASS**

Paper, Pencils, binder for research and process, notebook or notepad to take notes, USB drive. Further instruction will be given for specific assignments.

#### **LAB INFORMATION**

Access the common drive:  
viscomuser  
viscom1910

Please use your USB drive as a storage device and for transport only, it is not an additional hard drive. You are responsible for keeping up with your files. When arriving in class:

- 1) insert USB drive
- 2) copy your work to the 310 folder
- 3) remove your USB drive
- 4) work and enjoy class or lab time
- 5) insert USB drive
- 6) copy current work on to it

You may not eat in the lab. Please make sure cell phones are silenced. No headphones on during class. Do not load any type of personnel software onto these computers - resist this temptation. Always leave the lab clean.

#### **INSTRUCTOR RESPONSE TIME**

Communication from students will be responded to within 24 hours during the work week. Weekend communication will be handled the next business day unless noted.

#### **INSTRUCTOR CONTACT INFORMATION**

Please email me any questions as well as your class project work at the email below.  
Note: E-mail should be used for brief communication. [katie@matchboxstudio.com](mailto:katie@matchboxstudio.com)

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### **SCHOLASTIC DISHONESTY**

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. 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 - 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.