

## Design Communications I - 20314 - Art 365 - 301 Casey McGarr

### Syllabus Spring 2019

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#### Information

Instructor: Casey McGarr, Associate Professor Visual Communication  
Office Location: 318  
Office Hours: By appointment only, phone, or email  
Office Phone: 214-954-3636  
Email: casey.mcgarr@tamuc.edu

#### Class Information

Credit hours: 4.0  
Meeting times: Tuesday 12:30 p.m. until 4:30 p.m.  
Meeting location: TBA

#### Required And Suggested Text Books And Resources

- Required: Periodical, Communication Arts Magazine
- Graphic Design Thinking Beyond Brainstorming, by Ellen Lupton, Amazon
- Logo Design Love, by David Airey, 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.

#### 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

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**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%

**Class Policy**

Computers, cell-phones, ear buds, or other personal technology. Devices may not be turned on or used in class without the permission of the instructor.

First offence: (a pass)

Subsequent offence(s): (this will affect your participation grade)

**Absence Policy**

- You may be absent from class twice.
- On your first absence, you will receive an e-mail warning, which is copied 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**

- A 90 to 100 points: Excellent (superior effort and results above and beyond)
- B 80 to 89 points: Good (significant effort and hard work)
- C 70 to 79 points: Average (minimal class requirements met)
- D 60 to 69 points: Below Average (below class average expectations)
- F 50 to 59 points: Poor (inferior work and attitude)

In addition to project, quiz and test grades, students final grade will also be based on critique participation and application, work ethic, and attitude. All exercises and projects are given with weekly steps to be accomplished by the beginning of the next class meeting. Meeting these mini-deadlines is part of the overall assignment and plays a major role in project grades. All work is due on the assigned date. Projects are due at the beginning of class. Late work is not accepted, so plan for a disaster and allow yourself as much time as possible to complete your assignment.

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**Grade Evaluation**

Your final grade will be based on an average of all assignments, attendance and your participation grade. The participation grade is based on: dedication to methodology application, conceptual thinking ability, craftsmanship, daily class involvement and contributions to your classmates, as well as both a desire and capacity to show progress and meet deadlines from week to week. Grades will be discussed on an individual basis by office appointment only—not in class please Note: Violations of class policy with respect to unauthorized use of computers, cell-phones, ear-buds, or other technology will result in point deductions from the current assignment. The instructor reserves the right to alter this policy if class disruptions become an on-going problem and class distraction.

**Words To-The-Wise**

Show up, be committed in your work, and immerse yourself in the process. It is your show enjoy!  
IF YOU FALL BEHIND, RUN LIKE HELL TO CATCH UP! ALSO, PLEASE LET ME KNOW IF YOU NEED TO COME SEE ME. I AM HERE TO HELP.

**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

**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.

**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**

**Important Health & Safety Issues**

All students enrolled in face-to-face studio art courses are required to comply with the procedures and policies of the Department of Art's Health and Safety Guidelines. The Guidelines cover activities in all A&M-Commerce art facilities on both the main campus and off-campus sites. Please report any safety issues immediately to your instructor(s), facilities technician / Health & Safety liaison, or studio / lab assistant. At the beginning of each semester in every course, the instructor will discuss with their students the inherent risks associated with art facilities and make sure they have read and completed the online Health & Safety Guidelines form.

**Department of Art, Health & Safety Guidelines**

<https://sites.tamuc.edu/art/resources/healthandsafety/>

**Health & Safety Form (to be signed online by all students in studio courses)**

<https://dms.tamuc.edu/Forms/ArtLabPolicy>