

Information

Instructor: Casey McGarr, Associate Professor of Visual Communication

Office Location: 318

Office Hours: By email during these times: Monday: 3 pm-5 pm, Tuesday: 4:30 pm-5:30 pm, Wednesday: 4:30 pm- 5:30 pm.

Please email me to make an appointment.

Office Phone: 214-954-3636

Email: casey.mcgarr@tamuc.edu

Project Parameters

- Students will need to incorporate checking their email with a frequency equal to their social media interaction, adding notifications for email receipts from the instructor.
- While online, the class will manage projects via Brightspace within MyLeo. Chrome works best.
- The class will focus on concept and design. The course schedule will continue to be handled on a project basis with a direction given weekly.

Critique

- When presenting multiple solutions, please combine concepts into one pdf containing multiple pages. Multiple single pages pdfs will not be accepted. Please reduce file size as needed.
- **When presenting pencils, students that do not have access to a scanner can use any of the free phone scanning apps such as Adobe scan. Make sure that the image has enough contrast to be seen online. This can be done in the app software or with Photoshop. The goal is to provide an image that can receive a response.**
- Critiques will utilize YouseeU. Each student will have a pdf of their assignment ready to upload and present for critique. In some cases, students will be directed to have their work open in Illustrator before the critique, so screen sharing is possible for critique..
- Critique format will be determined by project needs. Brightspace can handle 5 students at a time, so critique will be in small groups or individually.
- Some critique will require written response-see below.
- Please have headphones for critique to cut down on feedback.

Turning In Assignments

- Students will turn work in pdf format unless directed differently in the weekly assignment information.
- Assignments will be uploaded in most cases to the Assignment section of Brightspace. Specific parameters and directions will be made available in the weekly folder.
- On specific assignments, written peer critique will happen. When a written response is required, a discussion forum will be created for each assignment. Each student will start a thread to upload their assignment. Directions for this process will be made available.
- All work is due on the assigned date and time. Plan for a disaster and allow yourself as much time as possible to complete your assignment.
- Missing any mini-deadline will result in the subtraction of points from your final grade.
- Missing a confirmed critique will result in an absence.

Instructor Response Time

- Communication from students will be responded to within 24 hours during the workweek. Weekend communication will be handled the next business day unless noted and communicated.
- You are responsible for the work covered in the missed class at the next class meeting, as well as any work expected on the day you return. If you have an emergency, please feel free to email me: Casey.McGarr@tamuc.edu.

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

Syllabus Spring 2020

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Class Information

Credit hours: 4.0

Meeting times: Tuesday at 12:30 pm until 4:30 pm.

Meeting location: C330

Required And Suggested Text Books And Resources

Required: Logolounge Book 11: The World's Premier Logo Showcase and Communication Arts Magazine

Suggested: Graphic Design Thinking Beyond Brainstorming, by Ellen Lupton, Amazon

Logo Design Love, by David Airey, Amazon

Course Description

This course will introduce and focus on creative methodologies and processes, 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, rational 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 primary function, process, and roles associated with working in creative teams.
- Introduction to logos and essential company identity and strategy through various collateral pieces
- Become familiar with Lettermarks, Logotypes & Symbols.
- Explore basic graphics standards

Course Structure

The class will be a combination of lectures, in-class work, and critiques with both outsidings 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 are the underpinning of what we do and set us apart in the professional realm – and the herd.

What To Bring To Class Every day

Bienfang 50 or 100 sheet Tracing pad. 9" x12" (trimmed down to 8.5" x 11" in the Press Room)

Bienfang 50 or 100 sheet Graphics 360 pad. 9" x12" (trimmed down to 8.5" x 11" in the Press Room)

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

Supplies From Typography:

Black foam-core as needed, 15" x20"

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Drawing board with steel 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 on the needs and progress of the class)

Research/ Creative Process 360	20%
Company Logos (symbol, logotype, lettermark)	20%
Company Letterhead Package	20%
Company Brochure	20%
Participation Grade	20%

Class Policy

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

First offense: (a pass)

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

Absence Policy

- You may be absent from class twice.
- In your first absence, you will receive an email warning, which is copied to Lee Whitmarsh.
- In your second absence, you will receive an email, and you will be contacted by Lee Whitmarsh.
- In 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 are equal to one absence.
- A tardy of 60 minutes equals an absence.
- Two late returns from the break of more than 10 minutes equal one absence.
- Final: for every 10 MINUTES late for the final, a full grade will be deducted from his or her final grade. Example: if a student has an "A" in class and is 40 minutes late for the final, the grade will be an "F."
- 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 the 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 significant role in project grades. All work is due on the assigned date. All projects are due on the date and time given. No late projects accepted unless instructor approval is given.

Grade Evaluation

Your final grade will be based on an average of all assignments, attendance, and 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 a class, please. Note: Violations of class policy

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concerning unauthorized use of computers, cell-phones, earbuds, 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 to your work, and immerse yourself in the process. It is your show to enjoy!

If you fall behind, run like hell to catch up! Also, please let me know if you need to come to see me. I am here to help.

Technology Requirements

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

Access And Navigation

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

Communication And Support

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778.

Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Course And University Procedures/Policies

Course Specific Procedures/Policies

Attendance/Lateness, Late Work, Missed Exams and Quizzes and Extra Credit

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. The Code of Student Conduct is described in detail in the Student Guidebook.

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

TAMUC Attendance

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For more information about the attendance policy please visit the Attendance webpage and Procedure 13.99.99.R0.01.
<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>
<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

Undergraduate Academic Dishonesty 13.99.99.R0.03

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

Graduate Student Academic Dishonesty 13.99.99.R0.10

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Students with Disabilities-- ADA Statement

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 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: studentdisabilityservices@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.

Campus Concealed Carry Statement

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 the Carrying Concealed Handguns On Campus document and/or consult your event organizer. Web url: <http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf> 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.

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>