

Student Learning Objectives While Online

- Gain an understanding of the difference between logo and brand
- Experience the logo design process from concept to completion
- Learn best practices for logo visual ideation
- Study and apply the elements of successful logo design
- Explore new avenues for finding graphic inspiration
- The final branding project will consist of designing one final logo, four (4) branded extension pieces based on an approved logo, a written design rationale, with all pieces put into a layout for presentation

Project Parameters and Class Communications

The class will focus on the concept, design and execution of branded extension pieces. The course schedule will continue to be handled on a project basis with direction given weekly during the specified class day and time (Tuesdays, 12:30 – 4:30 p.m.).

Students will need to incorporate checking their email with 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 or Firefox browsers works best.

Critiques

When presenting multiple solutions, please combine concepts into one PDF containing multiple pages. Multiple single page PDF will not be accepted.

When presenting pencils, students who don't have access to a scanner may use any of the free phone scanning app 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.

Weekly class 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 prior to the critique so screen sharing is

possible for critique and immediate implementation. Critique format will be determined by project need.

Some critique will require written response-see below.

Please have headphones for critique to cut down on background noise and audio 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 or discussion forum section of Brightspace. Specific parameters and directions will be made available in the weekly folder.

On certain assignments, written peer critique are required. When 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 online weekly critique session will count as an absence and will result in the subtraction of points from your final grade.

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 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: Eric.Venegas@tamuc.edu.

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Attendance

FIRST ABSENCE: your instructor will email the student and copy Lee, using first absence in the subject line

SECOND ABSENCE: your instructor will email the student and copy Lee, using second absence in the subject line. Lee will also contact the student.

THIRD ABSENCE: your instructor will email Lee of the third absence. Lee emails the student that they have failed the course, the instructor and Patti are copied.

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

Two tardies of over 30 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.

A tardy of 60 minutes equals one absence.

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.

No eating in the classrooms. Please direct students to common spaces through out the halls.

Grading Guidelines

Grades will be assigned according to the following scale:

A (90-100) 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 (80-89) work above the general class level, participation in classroom discussion and critique

C (70-79) average work, minimal requirements met

D (60-69) work below class average, lack of participation and/or poor attendance

F (0-59) inferior work, work not turned in, failure to attend class

In addition to projects, homework, and in-class exercises, students final grade will also be based on critique, participation and application, work ethic, and attitude. These specifications are applied with the following percentages:

- 60% Homework / take-home projects, In-class projects
- 20% In-class participation
- 20% Final portfolio content and presentation

Assessments (Rubrics)

The students will be graded for each class as Poor, Unsatisfactory, Average, Good, Excellent for:

1. Producing high-quality concepts, work, or solutions
2. Meeting deadlines, completing assigned tasks, and being prepared
3. Making significant contributions, providing valuable ideas
4. Applying critical thinking, furnishing actionable feedback
5. Accepting and incorporating constructive criticism
6. Communicating effectively in person or in writing
7. Collaborating with team members, encourages others
8. Engaging with others and maintaining focus
9. Displaying professionalism, showing respect for others
10. Possessing a positive attitude (even when faced with adversity or challenges)

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.

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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 by the instructor.

You may contact the instructor at Eric.Venegas@tamuc.edu.

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 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

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/>

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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.