

**ART 365
DESIGN
COMMUNICATIONS 1**

WEDNESDAY
12:30-4:30PM

**JOSHUA EGE
OFFICE HOURS**

MONDAY
4:00-6:00PM

WEDNESDAY
10:00AM-12:00PM

THURSDAY
10:00AM-12:00PM

*ADDITIONAL OFFICE HOURS
AVAILABLE UPON REQUEST*

Syllabus Addendum

WHILE ONLINE

- Participate in weekly on-line discussions (critiques) through Brightspace/D2L under myLeo.
- Present work during classtime using YouseeU in Brightspace/D2L under myLeo.

UPON RETURN WE WILL REVERT BACK TO TRADITIONAL CLASS MEETINGS

PROJECT PARAMETERS

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 works best.

CRITIQUE

When presenting multiple solutions, please combine concepts into one pdf containing multiple pages. When presenting pencils, students that don't have access to a scanner can 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.

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/Indesign prior to the critique so screen sharing is possible for critique and immediate application.

Critique format will be determined by project need. Brightspace can handle 6 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 certain assignments, written peer critique will happen. 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 your self 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 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: joshua.ege@tamuc.edu

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Text Book Requirement:

*LOGO LOUNGE
SUBSCRIPTION (\$50)*

logolounge.com/leap/students

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.

ABSENCE POLICY

FIRST ABSENCE: Admin will email the student and copy the instructor and Lee
SECOND ABSENCE: Admin will email Lee and copy the instructor and the student. Lee will contact the student.
THIRD ABSENCE: Student is notified that they have failed the course

Two tardies equals one absence. A tardy of 60 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. Exceptions can be made at Professor’s discretion.

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

In addition to project, quiz and test grades, students final grade will also be based on critique participation and application, work ethic, and attitude. These specifications are applied with the following percentages:

ASSIGNMENTS (Subject to change based upon the needs and progress of the class)

Grades will be based on:

Research/ Creative Process 360	5%
Company Logos (symbol, logotype, lettermark)	51%
Company Brochure	30%
Participation Grade	14%

WORDS TO-THE-WISE

Show up, be committed in your work, and immerse yourself in the process. It’s your show. *Do not fall behind.* 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.

DATES TO REMEMBER

March 9th - 13th spring break, May 6th - Last day of class

GRADE EVALUATION

Your final grade will be based on an average of all assignments, attendance and an participation grade. The participation grade is based on: dedication to methodology application, conceptual thinking ability, daily class involvement and contributions to your classmates, as well as both a desire and capacity to show progress and meet deadlines. Grades will be discussed on an individual basis by office appointment only–not in class. Note: Violations of class policy with respect to cell-phones, head-phones, or other PDAs as well as unauthorized computer use in class with result in a one-point deduction from the current assignment.

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WHAT TO BRING TO CLASS EVERYDAY

Bienfang 50 or 100 sheet Tracing pad. 9"x12" (trimmed down to 8.5" x 11")
Bienfang 50 or 100 sheet Graphics 360 pad. 9"x12" (trimmed down to 8.5" x 11)
Pencils
Sharpener
Erasers (Magic Rub eraser or Pink Pearl)
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 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

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.

- 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>

STATEMENT ON ACCOMMODATIONS FOR ADA ELIGIBLE STUDENTS

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/>

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

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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>
Interaction with Instructor Statement

The instructor's communication response time and feedback on assessments are stated clearly.

STATEMENT ON STUDENT BEHAVIOR

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 Etiquette for more information regarding how to interact with students in an online forum: Etiquette <http://www.albion.com/netiquette/corerules.html>

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

All students enrolled in face-to-face 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 and safety guidelines outlined, studio or lab assistant, or Brian Weaver, the department's Health and Safety Liaison. 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 and Safety Guidelines form.

Department of Art, Health and Safety Guidelines
<http://sites.tamuc.edu/art/resources/healthandsafety/>

Health and Safety Form (to be signed online by all students)
<https://dms.tamuc.edu/Forms/ArtLabPolicy>

*This must be completed on-campus while using the University wifi or ethernet connections.

COMMON DRIVE

All courses have a folder on the common drive. A copy of all final digital assignment work from undergraduate courses should be placed in the specific course folder.

All assignments that are not digital, i.e. packaging, need to be photographed and filed as well.

Access the common drive:
viscomuser
viscom1910

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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.

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 verbal communications. If your e-mail is lengthy schedule an appointment.

joshua.ege@tamuc.edu
214.954.3631

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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. If an adjustment becomes necessary, an announcement will be made during class. It will be your responsibility to adjust your copy of the schedule. 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 affect your final grade in the course.

All projects are due on the date and time given. Late projects are only accepted with professor approval. You are responsible for turning in work on time regardless of attendance.

WEEK ONE: JANUARY 15

Introduction
Review Course Syllabus (overview of class philosophy, course description, objectives, structure and procedures, etc)
Discuss required text
Review supplies / presentation (pencils)/ process book / research binder
Discuss attendance and grade evaluation
Creative Methodologies: 360 Process-introduce, Discover and Visualize Brainstorm / Mind Map
Assign creative teams / exchange numbers/Hand out client assignments

OUT OF CLASS WORK (DUE NEXT CLASS)

Assignment one: Discover: in addition find two Competitors and document the typefaces they use in the brand standards and promotion material with color pallets / Mood Board using Pinterest / 30 word Wordlist: identify 1 words from each category (Words associated with: Product or Service, Moods and Perceptions, Adjectives, and Visual Identifiers)

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WEEK TWO: JANUARY 22

DUE: Discover / Mood Board
Lecture: Symbols
Creative teams (teams will meet at the end of most classes)

OUT OF CLASS WORK (DUE NEXT CLASS)

Assign: Produce 40 symbols in pencil.

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WEEK THREE: JANUARY 29

DUE: Assignment two: Symbols / 40 pencils (30 representational and 10 non-representational)

OUT OF CLASS WORK (DUE NEXT CLASS)

Assign: 20 additional symbol pencils based on feedback from critique

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WEEK FOUR: FEBRUARY 5

CLASS CANCELED

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WEEK FIVE: TUESDAY, FEBRUARY 12

DUE: Assignment two: Symbols / 20 additional pencils

OUT OF CLASS WORK (DUE NEXT CLASS)

Assign: 10 additional Symbols
Assign: Pairing Type examples. Set your company name in 12 typefaces at 72 point (6 serif, 6 sans-serif and 8 alternative faces)with rational. Put the name of the typeface at the bottom left of each example and number each clearly at the top. These can be done as laser prints on 8.5" x 11" paper.

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WEEK SIX: FEBRUARY 19

DUE: Assignment two: 10 Additional Symbols

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OUT OF CLASS WORK (DUE NEXT CLASS)

Assign: Assignment two: 5 symbols in vector format with color studies based on research
Assign: Assignment Three: Logotypes / Produce 40 pencil explorations based on 5-7 typefaces chosen from the 20 presented

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WEEK SEVEN: FEBRUARY 26

DUE: Assignment two: 5 symbols in vector format based on feedback from critique

DUE: Assignment Three: Logotypes / Produce 40 pencil explorations based on 5-7 typefaces chosen from the 20 presented

OUT OF CLASS WORK (DUE NEXT CLASS)

Assign: Assignment two: 1 symbol based on critique in vector format with 2 alternative variations

Assign: Assignment Three: 20 additional pencil logotypes based on feedback from critique

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WEEK EIGHT: MARCH 4

DUE: Assignment two: 1 symbol based on critique in vector format with 2 alternative variations

DUE: Assignment Three: 20 additional pencil logotypes based on feedback from critique

OUT OF CLASS WORK (DUE NEXT CLASS)

Assign: Assignment Two: 1 symbol based on critique in vector format, Flush mounted final due, b&w and color

Assign: Assignment Three: 5 vector logotypes based on feedback from critique

Assign: Assignment Four: 10 pencil explorations for lettermarks based on the 5 logotypes

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WEEK NINE: MARCH 9TH - 13TH SPRING BREAK

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WEEK TEN: MARCH 18 - NO CLASS

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WEEK ELEVEN: MARCH 25

DUE: Assign: Assignment Two: 1 symbol based on critique in vector format, Flush mounted final due, b&w and color

DUE: Assignment Three: 5 vector logotypes based on feedback from critique

DUE: Assignment Four: 10 pencil explorations for lettermarks based on the 5 logotypes

OUT OF CLASS WORK (DUE NEXT CLASS)

Assign: Assignment Three: 1 vector logotypes with 2 alternate variations based on feedback from critique

Assign: Assignment Four: 5 Lettermarks vector based on the 1 logotype selected.

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WEEK TWELVE: APRIL 1

DUE: Assignment Three: 1 vector logotypes with 2 alternate variations based on feedback from critique

DUE: Assignment Four: 5 Lettermark vector based on the 1 logotype selected.

Introduce Assignment Five: Promotional Brochure, Minimum 8 pages

Example: (brochure cover, brochure inside cover & intro page)

Lecture: Grids

OUT OF CLASS WORK (DUE NEXT CLASS)

Assign: Assignment Three: 1 vector logotype, Flush mounted final due, b&w and color

Assign: Assignment Four: 1 Lettermark Vector with 2 variations

Assign: Assignment Five: Brochure: 1/2 size pencils for 6 concepts (cover with 1 inside spread). Bring 5-10 images to show visual style of each concept.

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WEEK THIRTEEN: APRIL 8

DUE: Assignment Three: 1 vector logotype, Flush mounted final due, b&w and color

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DUE: Assignment Four: 1 Lettermark Vector with 2 variations
DUE: Assignment Four: Brochure: 1/2 size pencils for 6 concepts (cover with 1 inside spread). Bring 5-10 images to show visual style of each concept.

OUT OF CLASS WORK (DUE NEXT CLASS)
Assign: Assignment Four: 1 Lettermark, flush mounted final due, b&w and color
Assign: Assignment Five: Brochure: 1 vector concept (cover with 1 inside spread) from class critique. Bring 5-10 additional images to show visual style of each concept. Actual headers with lorem Ipsum text.

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WEEK FOURTEEN: APRIL 15
DUE: Assignment Four: 1 Lettermark, flush mounted final due, b&w and color
DUE: Assignment Five: Brochure: 1 vector concept (cover with 1 inside spread) from class critique. Bring 5-10 additional images to show visual style of each concept. Actual headers with lorem Ipsum text.

OUT OF CLASS WORK (DUE NEXT CLASS)
Assign: Assignment Five: Brochure: Round 2 of vector concept. All pages explored with visuals and actual content.

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WEEK FIFTEEN: APRIL 22
DUE: Assignment Five: Brochure: 1 vector concept. All pages explored with visuals and actual content.

OUT OF CLASS WORK (DUE NEXT CLASS)
Assign: Assignment Five: Brochure - revisions based on critique.

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WEEK SIXTEEN: APRIL 29
DUE: Assignment Five: Brochure - revisions based on critique.

OUT OF CLASS WORK (DUE NEXT CLASS)
Assign: Assignment Five: Brochure - Final bound brochure on chosen paper

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WEEK SEVENTEEN: MAY 6
DUE: DIGITAL FORM
Sections: Research
Lettermark
Logotype
Symbol
Full color comp on final paper options

DUE: HIGH RES PDFS OF ALL FINISHED IMAGES/ASSIGNMENTS FROM YOUR CLASS PROJECTS ARE DUE ON THE COMMON DRIVE

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