

CROSS
CULTURAL
DESIGN
SPRING
2020

CROSS-CULTURAL DESIGN ART 418.301 Virgil Scott

COURSE SYLLABUS: SPRING 2020

E-MAIL

Virgil.Scott@tamuc.edu

E-mail should be used for brief verbal communication only.

If your e-mail is longer than 55 words, I would suggest an office visit.

OFFICE HOURS

(by email confirmation)

Tuesday 1:30 - 3:30, Thursday 1:30 - 3:30

Office #319 Main Office: 214-954-3636

CLASS INFORMATION

Credit hours: 4.0

Meeting times: Tuesday 6:00 p.m. till 10:00 p.m.

Meeting location: ELCOC TBD

REQUIRED TEXT

Book: TBD

SUGGESTED TEXTBOOKS AND RESOURCES

Periodicals: Print, Communication Arts, Fast Company magazines and “credible” on-line journals and sources.

Various other resources will most likely present themselves during the semester, some may be suggested by students.

COURSE DESCRIPTION

The Cross-Cultural Design course was created in response to the growing demand for international designers that can bridge the creative and cultural differences that exist in international marketing. Required skill sets include strong ideation skills, highly refined design sensitivities, the ability to visualize concepts in a multi-cultural environment and the desire and ability to do research. Students will explore a variety of societal differences as well as the differences in their own creative approach when working with a foreign culture. Students will be required to look beyond their traditional approaches in creative development and explore other means of developing ideas, visual language, color theories and messaging for the Chinese and American markets.

COURSE OBJECTIVES

This course is an in-depth look at creativity across multiple cultures. Each student will gain an understanding of how to develop creative projects for audiences that are outside of the designer’s cultural environment. Students will develop an awareness of societal distinctions and how these differences must be taken into consideration when designing for a foreign market.

- Each student will gain an awareness of the cultural differences between societies and implement these differences within their creative approach
- Utilize research methods to gain knowledge in defining cultural design differences and apply them properly
- Create a well designed poster series with applicable social media component and feedback method, that will successfully communicate the issue within the country that it will be distributed in. (WeChat, website, text response, conversation, etc.)
- Work directly with foreign creative partners in the critique and development process
- Work proficiently in a team environment
- Develop a poster series that resonates, and is successful in conveying and targeting /solving the given topic.
- Plan and execute a poster exhibition inclusive of e-vites, promotion and installation. Venue TBD.

COURSE STRUCTURE / EXPECTATIONS

This class will be a combination of lecture, readings, assignments, and class discussion. Outside class work will consist of readings, response essays for discussion, and assignments. This class is designed to be both a discussion and design class, which means that it is imperative that you come to class prepared to engage and contribute for a positive outcome.

You are expected to perform at a consistently high, professional level throughout the semester. If there is anything that may keep you from performing at this level, please contact the instructor immediately to discuss this issue, and find a solution.

CROSS-CULTURAL DESIGN ART 418.301 Virgil Scott

COURSE SYLLABUS: SPRING 2020

ATTENDANCE

-Attendance will be taken by sign in sheet. (*Signing in for a classmate is NOT acceptable*)

~~-Three tardies of 15 minutes or more equals one absence.~~

-Sleeping, dozing or nodding off in class—besides being very rude to all concerned—will be counted as a tardy the second time and an absence the third time and any subsequent occurrences.

-You may be absent from class twice. (*Absent is absent, unexcused or excused*)

-Three absences will result in failing the class.

-On your first absence you will receive an e-mail warning from your instructor that will be copied to the program director and filed.

-On your second absence you will receive an e-mail warning from your instructor that will be copied to program director and filed.

-On your third absence you will receive an F in the class.

-Please let the instructor no in advance if you have an issue that will result in a class absence.

GRADE EVALUATION

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)

Your final grade will be based on an average of all assignments, attendance and your class 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. Vigorous contributions to class discussions is a requirement necessary to pass this class. Grades can be discussed on an individual basis by office appointment—not in class please.

WORDS TO-THE-WISE

Computers, Cell-phones, Texting, Headphones: Use common sense here (don't make me come over there)

Be here because you want to be. It's your show and your the star!

Late work will be not be accepted without the permission of the instructor.

No extra credit is offered in this class. IF YOU FALL BEHIND—RUN LIKE HELL TO CATCH UP

I am here to help you be successful.

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. 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/netiquett>

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

CROSS-CULTURAL DESIGN ART 418.301 Virgil Scott

COURSE SYLLABUS: SPRING 2020

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

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 (<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.

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

IMPORTANT HEALTH & SAFETY ISSUE

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.

COMMUNICATION AND SUPPORT

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