

**ART 458
VISCOM PRACTICAL
PRACTICE**

MON & WED
11-3:00PM
ELCOC314

JOSHUA EGE
OFFICE HOURS
(THROUGH SKYPE)

MON & WED
10-11AM

TEXT REQUIRED
*GRAPHIC ARTISTS GUILD
HANDBOOK:
PRICING & ETHICAL
GUIDELINES, 14TH EDITION*

**NON-REQUIRED
ADDITIONAL READING**
*TALENT IS NOT ENOUGH:
BUSINESS SECRETS
FOR DESIGNERS,
BY: SHEL PERKINS*

*THE GRAPHIC DESIGNER'S
BUSINESS SURVIVAL GUIDE,
BY LAWRENCE J. DANIELS*

*HOW TO BE A GRAPHIC
DESIGNER WITHOUT LOSING
YOUR SOUL, BY ADRIAN
SHAUGHNESSY*

COURSE DESCRIPTION

Design Professional Practice will explore the business side of the Visual Communication field. The course will address agency work flow and partnerships, creating a personal brand image, copyright, employment options, trade customs, business practices, interviewing and standard contacting.

COURSE OBJECTIVES

This course is intended to help soon to be graduating students (you) become prepared to enter the work force. You will be educated with information that will further your understanding of the different careers that are available in the Advertising, Design and New Media fields. This will be partnered with reviewing/revisiting existing pieces in your portfolio and filling in any holes with a new piece. You will learn how to handle an interview, write a resume and what is expected once you are hired and working for a company.

- Understand the roles and responsibilities of the support staff within agencies
- Practice basic interview techniques within the visual communication industry
- Understand basic business practices in visual communication
- Introduce self branding exercises
- Explore trade customs in visual communication

COURSE STRUCTURE

This class will be a combination of lecture and assignments worked on and outside of online class meetings which will be critiqued by peers as well as the instructor and industry professionals. The final will be a comprehensive exam covering content from lectures and required text.

ABSENCE POLICY

Missing an on-line lecture or discussion would be considered an absence

FIRST ABSENCE: Student will receive an email reminding them of the attendance policy.
SECOND ABSENCE: Lee will contact the student to check in and remind them of the attendance policy.
THIRD ABSENCE: Lee emails the student that they have failed the course, the instructor is copied.

If a student does not take the final, the student will receive an "F" in the course.

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:

Working Paper	10%
Personal Logo & Visual System	20%
Project Proposal	20%
Ethics Paper	10%
Final Exam	25%
Participation	15%

WORDS TO-THE-WISE

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.

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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>
Interaction with Instructor Statement

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

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/>

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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.

FINAL PROJECTS

All final digital assignment work from this course should be placed in a folder provided in D2L/Brightspace.

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

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**FINAL WILL BE
ONLINE JUNE 1ST**

**SCHEDULE IS SUBJECT
TO CHANGE**

SCHEDULE

[MON] June 1st : 1st class

| DISCUSS |

Introduction to Course
Syllabus Review

| LECTURE |

Defining Environments & Roles

| ASSIGN |

Exercise
Assignment # 1:
Employer Wish list Paper

[WED] June 3rd : 2nd class

| DISCUSS |

Exercise #1

| LECTURE |

Creating an Image For Yourself
& Interviewing

| ASSIGN |

Assignment # 2:
Personal Logo & Visual System

[MON] June 8th : 3rd class

| DISCUSS |

Assignment #1: Due
Assignment #2: Review Logos

| LECTURE |

Rights & Issues

[WED] June 10th : 4th class

| DISCUSS |

Assignment #2: Review Logos

| LECTURE |

Salaries & Trade Customs

| ASSIGN |

Assignment # 2:
Personal Visual Style

[MON] June 15th : 5th class

| DISCUSS |

Assignment #2: Review Logos
& Visual Systems

| LECTURE |

Design Ethics

| ASSIGN |

Assignment #3:
Ethics Paper

[WED] June 17th : 6th class

| DISCUSS |

Assignment #2: Review Logos
& Visual Systems

| LECTURE |

Pricing Models & Book Keeping

| ASSIGN |

Assignment #4:
Project Proposal

[MON] June 22nd : 7th class

| DISCUSS |

Assignment #4
Project Proposal

| LECTURE |

Contacts

| DUE |

Assignment #3:
Ethics Paper

[WED] June 27th : 8th class

| DISCUSS |

Assignment #4
Project Proposal

| LECTURE |

Estimates Vs. Invoice,

| DUE |

Assignment #2:
Logo & Visual System

[MON] June 29th : 9th class

| DISCUSS |

Final Thoughts

| ASSIGN |

Review for Final

| DUE |

Assignment #4
Project Proposal