**ART 466.302
DESIGN 2**

Thursday
6:30-10:30PM

Ken Koester
Ken.Koester@tamuc.edu

Office Hours:
By Appointment

Required Text:
CA Magazine
Graphis

Required Software:
Adobe Creative Cloud

COURSE DESCRIPTION

Design 2 will build upon previous experience with creative methodologies and processes utilizing both team and individual problem-solving. This course will address research, targeting and positioning, creative process, creative problem-solving as well as formal and aesthetic design issues. Thumbnail ideation, creative sessions, critiques, and computer-generated solutions will be explored through weekly assignments.

COURSE OBJECTIVES

- Continue development of understanding marketing and positioning
- Gain further understanding of creative methodologies through experimentation
- Strengthen design, illustration, and writing skills
- Develop and practice design vocabulary through presentations and critiques
- Navigate projects related to real-world issues in the design industry and develop skills to achieve conceptual solutions that are well executed

COURSE FORMAT

This class will be a combination of assignments worked on outside of class and in-class which will be critiqued by peers as well as the instructor. Your weekly progress will be posted in D2L each week. On occasion you will be asked to bring printed copies of your work to class as well. A commitment to many hours of homework per week is required to achieve the goals of this class and its completion. The class will be broken into teams for out-of-class discussions and critiques throughout the week. The final is a presentation of your work to your peers and instructor. You will be expected to explain the work in detail, giving rationale and insight into the decisions you've made for the client.

You will need to incorporate checking your email with the frequency equal to your social media interaction, adding notifications for email receipts from the instructor is recommended.

Class meetings, discussions, and instruction will take place face to face, except for two weeks (see schedule). The class will manage projects via **D2L** within **MyLeo** (Chrome works best).

During this class, you will not work on projects for other classes/courses.

GRADING

Grades will be assigned according to the following scale:

A EXCELLENT work well above the expected class level. Exceptional solution and execution, with careful attention to craft and presentation. Evidence of thoughtful participation in activities outside class, discussions, and critique.
B FINE work above the expected class level. Above-average solution to the problem, idea well planned, and execution is well done. Consistent participation in classroom discussion and critique.
C AVERAGE work or a bit above. Minimal requirements met. Average levels of originality, craft, and presentation. Solved the problem but in a relatively routine way.
D SUBSTANDARD work below class average. Craftsmanship skills and depth of idea development demonstrated a careless or incomplete effort. Lack of class participation and/or poor attendance,
F INFERIOR or unacceptable work and effort. Assignments not completed on time and/or failure to attend class.

Grades will be based on:

86% Projects (Poster, Book Cover, Invitation, and Package)
14% Weekly Participation

Final grades are not debatable.

ATTENDANCE

You may be absent from class twice. On your **first absence**, you will receive an email warning. On your **second absence**, you will receive an email to notify you of your standing. On your **third absence**, you will receive an "F" in the class. Two tardies of 20 minutes or more equal an absence. A tardy of 60 minutes equals an absence. Two late returns from a break of more than 10 minutes equal one absence. If a student is OVER 10 MINUTES late for the final, If a student does not show up for the final, they automatically fail the class. A full grade will be deducted from his or her final grade.

There is no distinction between excused and unexcused absences. If you are late to class, I ask that you join as quietly as possible without distracting the class.

All projects are due on the date and time given. You are responsible for turning in all work on time regardless of attendance. ***Late work is only accepted if notified in advance, in writing. A new due date can be set at the sole discretion of the instructor with a deduction of points on the assignment grade.*** Final digital files of projects must be turned in on the last day of class. Failure to do so will result in a final grade of an "F."

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TECHNOLOGY REQUIREMENTS

Should classes need be online, you are required to have a camera and a microphone. You must have your camera turned on at all times, and your microphone on (not muted) according to the situation. Not having your camera on can result in an absence or tardy at the instructor's discretion.

D2L/Brightspace

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 the 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

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

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. (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

ACADEMIC INTEGRITY AND PLAGIARISM

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. 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

STUDENTS WITH DISABILITIES – ADA

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: studentdisabilityservices@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 on-line 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.

HANDBOOK & SAFETY

While the on-line 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 on-line Handbook: https://sites.tamuc.edu/art/resources/healthandsafety/

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 the event organizer.

http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOf EmployeesAndStudents/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.

A&M-COMMERCE SUPPORTS STUDENTS' MENTAL HEALTH

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

MASK REQUIREMENT

Dallas Health and Human Services issued a mask mandate for all public institutions of higher education in the county. It requires employees, students, and visitors to wear a mask at all Dallas College campuses.

SYLLABUS CHANGE POLICY

The syllabus is a guide. Circumstances or events during the semester, such as student progress, may make it necessary for the instructor to modify the syllabus. Any changes made to the syllabus will be promptly provided.

INSTRUCTOR CONTACT INFORMATION

Please email me any questions as well as your class project work at **Ken.Koester@tamuc.edu**

Note: *Email should be used for brief verbal communications. If your email is lengthy, schedule an appointment. Emails will be responded to within 24 hours on the next business day.*

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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. 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. 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 impact your final grade in the course.

All projects are due on the date and time given. You are responsible for turning in work on time regardless of attendance. Final digital files of projects must be turned in on the last day of class. Failure to do so will result in a final grade of an "F".

WEEK 1 – SEPTEMBER 2
• **In-class**
Introduction
Review : Course Syllabus
Assign : Creative Groups
Lecture : Poster
Assign : Project One - Poster

WEEK 2 – SEPTEMBER 9
• **Due**
Poster : 30 pencil concepts
• **In-class**
Present : pencils to class

WEEK 3 – SEPTEMBER 16
• **Due**
Poster : 2 stylistic computer versions of 3 concepts (Posted in D2L)
• **In-class**
Present : comps to class

WEEK 4 – SEPTEMBER 23
• **Due**
Poster : 3 full computer layout designs of 1 concept, (Posted in D2L)
• **In-class**
Present : half-size comps to class

WEEK 5 – SEPTEMBER 30
• **Due**
Poster : 1 refined full computer comp (Posted in D2L)
• **In-class**
Present : half-size comp to class
Lecture : Book Cover
Assign : Project Two - Book Cover

WEEK 6 – OCTOBER 7
• **Due**
Poster : Final full-size comp for grade (Posted in D2L)
Book Cover : 30 pencil concepts
In-class
• Present : full-size comp to class
• Present : pencils to class

WEEK 7 – OCTOBER 14
Due
• Book Cover : 2 versions of 3 Concepts (Posted in D2L)
In-class
• Present : comps to class

WEEK 8 – OCTOBER 21
Due
• Book Cover : 1 full flat computer comp (Posted in D2L)
In-class
• Present : comp to class
• Lecture : Invitation
• Assign : Project Three - Invitation

WEEK 9 – OCTOBER 28
Class will be online only
Due
• Book Cover : Final full comp for grade, Flat and 3D (Posted in D2L)
• Invitation : 20 pencil concepts
In-class (via Zoom)
• Present : comp to class

WEEK 10 – NOVEMBER 4
Class will be online only
Due
• Invitation : 2 style and vessel systems for 2 concepts (Posted in D2L)
In-class (via Zoom)
• Present : concepts to class
• Lecture : Packaging
• Assign : Project Three - Package

WEEK 11 – NOVEMBER 11
Scheduled to be in new building
Due
• Invitation : Round 1 full comp (Posted in D2L)
• Package : 20 pencil concepts
In-class
• Present : comp to class
• Present : pencils to class
• Assign : Adobe Dimension Video

WEEK 12 – NOVEMBER 18
Due
• Invitation : Round 2 full comp (Posted in D2L)
• Package : 3 vessel options for 2 concepts with flat executions
• Viewed : Adobe Dimension Video
In-class
• Present : comp to class
• Present : vessels to class
• Review : Adobe Dimension Video

WEEK 13 – NOVEMBER 25
Thanksgiving / No Class
Due
• Invitation : Final full comp for grade (Posted in D2L)

WEEK 14 – DECEMBER 2
Due
• Invitation : Bring Final full comp to class
• Package : Round 1 full comp (Posted in D2L)
In-class
• Present : comp to class

WEEK 15 – DECEMBER 9
Due
• Package : Round 2 full comp (Posted in D2L)
In-class
• Present : comp to class

WEEK 16 – DECEMBER 16
Due
• Package : Final comps for grade (Posted in D2L)
• All other updated final comps (Posted in D2L)
In-class
• Final Class Discussion