

ARTS  
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FALL / 2021  
*Creative Methodologies*

**Studio One / ARTS 540.301 / 85764** Virgil Scott

## **COURSE SYLLABUS**

### **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 suggest some face-time—via Zoom

### **Individual Appointment Meetings:**

(by confirmed e-mail, Zoom appointment with 24 hour notice)

Tuesday & Thursday 1:00 P.M.–3:00 P.M.

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### **CLASS INFORMATION**

Credit hours: 3.0

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

### **CLASS DELIVERY METHOD**

This class's primary teaching methodology will be in person, or synchronous teaching through Zoom if needed.

### **SUGGESTED TEXT BOOKS AND RESOURCES** (We will discuss this list the first night as there may be new additions and revisions)

Book: *Change by Design* (Revised and Updated) by Tim Brown (Harper Business)

Book: *Think in Systems* by Zoe McKey

Book: *The Ten Faces of Innovation* by Tom Kelly (Doubleday)

Book: *Made to Stick* by Chip Heath & Dan Heath (Random House)

Book: *ZAG* by Marty Neumeier (AIGA, New Riders)

Periodical's: Communication Arts Magazine, I.D. Magazine, Fast Company Magazine

Media: **npr** National Public Radio, 90.1 and news sources of all strips

Media: TED Talks via YouTube, NPR (Sunday nights) or TED.com

(Anything that is relevant to the creative process (social media, recorded interviews, films, ethnography, academic journals, etc.)

### **COURSE DESCRIPTION**

**Breaking down and understanding creative methodologies is the underpinning of what we do as visual communicators. This knowledge sets us apart in the professional realm—and the herd.** Studio One will expose you to various creative methodologies through research and exploration of self problem/solution methods, overviews of innovative collaborative creative thinking processes, and analysis of the anatomy of the creative mind. You are encouraged to cleanse your creative soul with respect to self-taught or learned methods. **Embrace** new ways of thinking, take risks, make mistakes, and try on different roles for size. Above all keep an open mind.

### **COURSE OBJECTIVES**

1. Examine, language and blueprint your own creative process
2. Discover new ways of looking at the same thing through different eyes
3. Expand your understanding of various creative methodologies through experimentation and role play
4. Understand the value of innovative collaborative thinking associated with working in creative teams
5. Explore and develop a new creative process, it's sequence, logic and value
6. Gain the knowledge and the tools to impart the creative process to others

### **COURSE STRUCTURE**

This class will be a combination of lecture/discussion and critiques with both in class and outside class exercises and assignments. A commitment to the homework will be necessary to achieve the goals for this class and its successful completion. Team-based participation and collaboration will be a key component to a productive class dynamic and a positive outcome. You **must** participate in weekly class discussions and critiques. This how we learn.

### **CLASS ETIQUETTE**

Using Computers, Cell-phones and Texting during class during lectures, presentations, or critiques is NOT a good idea.

Remember... We can see you.

**COURSE SYLLABUS CONTINUED**

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**ASSIGNMENTS** (*Assignments are subject to change based upon the overall needs and progress of the class*)

1. Verbal Road-map (tell us)	16.6%
2. Creative Process Poster (show us)	16.6%
3. Jump Start (excite us)	16.6%
4. Team-Based Brand Experience (dazzle us)	16.6%
5. Collaborative Creative Process (sell us)	16.6%
6. Final Thoughts & Participation Grade	16.6%

**WHAT TO BRING TO CLASS (as needed)**

Bienfang 50 or 100 sheet Graphics 360 pad. 14"x17" or, whatever form you prefer for a sketch book style of layout ideation, and documentation of week-to-week progress  
Writing implements (*pencils, sharpies, dry-erase markers, crayons, etc.*).  
2.5" to 3" black binder for research/process/ handouts, etc.  
An open mind, a thick skin, and the gift of "informed" gab

**ATTENDANCE**

- Attendance will be taken at the beginning of class
- Three tardy's 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 first time and an absence the second time and any subsequent occurrences.
- You may be absent from class twice. (*Absent is absent, unexcused or excused*)
- Three absences will most likely result in failing the class.

**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 will be discussed on an individual appointment basis only-not in class.

**WORDS TO-THE-WISE**

Be here because you want to be. It's your show.

No late work will be accepted. No extra credit offered. IF YOU FALL BEHIND-RUN LIKE HELL TO CATCH UP  
I am here to help you, please do reach-out if need be.

**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>

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**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  
StudentDisabilityServices@tamuc.edu

**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.

**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 .

**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

**COURSE SYLLABUS CONTINUED**

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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**

**ACADEMIC INTEGRITY**

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. 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>>

<Graduate Student Academic Dishonesty 13.99.99.R0.10>

<<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>>

**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.

**STATEMENT ON STUDENT BEHAVIOR**

All students enrolled at the University shall follow the tenet of common decency and acceptable behavior conducive to a positive learning environment. (See Student's Guide Handbook, Policies and Procedures, Conduct) All students must show respect toward the instructor and the instructor's syllabus, presentations, assignments, and point of view. Students should respect each others' differences. If the instructor determines that a student is not being respectful towards other students or the instructor, it is the instructor's prerogative to ask the student to leave, to refer the student to the department head, and to consider referring the student to the Dean of Students who may consider requiring the student to drop the course. Please refer to pages 42 – 46 of the Texas A&M University-commerce Student guidebook's Codes of Conduct for details.

**PANDEMIC RESPONSE STATEMENTS**

A&M-Commerce requires the use of face-coverings in all instructional and research classrooms/laboratories. Exceptions may be made by faculty where warranted. Faculty have management over their classrooms. Students not using face-coverings can be required to leave class. Repetitive refusal to comply can be reported to the Office of Students' Rights and Responsibilities as a violation of the student Code of Conduct.

Students should not attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments

Please, access the following link to access A&M-Commerce Covid 19 Information,  
<https://new.tamuc.edu/coronavirus/>

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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](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)

YouSeeU Virtual Classroom 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](mailto: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.

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### SCHEDULE FOR FALL 2021

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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 and deliver your work to class in your absence.** Failure to turn in work in accordance with the class schedule will negatively affect your final grade. Please communicate with me as soon as you know that you will miss a class so we can make arrangements.

All projects are due on the date and time given. **NO late projects will be accepted for grading.** You are responsible for turning in work on time regardless of attendance. Again, if you foresee a problem on the horizon, please reach-out.

#### **Week One (Aug. 31st)**

Introductions  
About the program  
Class Syllabus / About the course and suggested books  
Class Schedule (Note official Holidays i.e. Thanksgiving)  
D2L for communication and assignment files.  
Slack Channel- Your pier group communication  
Talk about final files and Process Binder and File Prep.

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Creative Process (show extended mind maps), talk about 360 process, CP posters, etc.  
Intro. to User Experience and "Think Wrong" and time-line of marketing/focus groups/design thinking (IDEO)  
Creative Process handout PDF

Introduce Assignment One: *Verbal Road-map*

#### **Out of class work (due next class)**

Assignment One: *Verbal Road-map*  
Read handouts (Ethnography Primer) [www.aiga.org](http://www.aiga.org)  
AIGA student membership \$50.00 (Ask Casey McGarr about our AIGA group meetings)  
(There are ways to volunteer and get a free membership)

#### **Week Two (Sept. 7th)**

Discuss handouts  
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Read/Review Verbal Road-Maps.  
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Creative Process discussion based on review  
User Experience / discuss Ethnography Primer  
.....  
Introduce Assignment Two: *Creative Process Poster*

#### **Out of class work (due next class)**

Do additional research into the creative process and be prepared to discuss  
Begin diagraming your creative process (three 1/2 size tight pencil roughs with copy treatment indication)

#### **Week Three (Sept. 14th)**

Critique 1/2 size pencil Roughs

#### **Out of class work (due next class)**

Assignment Two: Creative Process Poster- Tight comp with final copy in place (1/2 size, or full size)

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**Week Four (Sept. 21st)**

Assignment Two: Creative Process Poster– Tight comp with final copy in place  
Critique and discussion.

***Out of class work (due next class)***

Assignment Two: Creative Process Poster Final

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Introduce Assignment Three: Jump Start

On-the-spot demo

Discussion

***Out of class work (due next class)***

Assignment three due at the beginning of next class

**Week Five (Sept. 28th)**

Assignment three due at the beginning of class

Demo /Discussion/ Critique

Assignment Two due

Truncated Creative Process Poster Critique after Assignment three: On-The Spot presentations

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Introduce Assignment Four: Team Based Brand Experience

Demo RMCD / TAMU

***Out of class work (due next class)***

Assignment Four: Rough Ideas Due

**Week Six (October 5th)**

Assignment Four: Rough Ideas Due

Discussion & Student Evaluation Rubric?

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***Out of class work (due next class)***

Revise Assignment four ideas based on feedback

**Week Seven (Oct. 12th)**

Assignment Four Presentations due at the beginning of class

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Discussion /Critique

Introduce Assignment Five: Collaborative Creative

Designate process sections

Assign Roles/ Discuss form & outcome objectives/ User Experience?

***Out of class work (due next class)***

First draft of creative mission statement

First draft of cards due per section



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**Week Eight (Oct. 19th)** *Mid Term*

First draft of creative mission statement due

First draft of cards due per section

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Discussion/Critique/ Edits

***Out of class work (due next class)***

Second draft of creative mission statement and name

Second draft of cards due per section

**Week Nine (Oct. 26th)**

Second draft of creative mission statement and name due

Second draft of cards due per section due

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Discussion/Critique/ Edits

***Out of class work (due next class)***

Final draft of creative mission statement

Final draft of project name

Final draft of cards due per section

**Week Ten (Nov. 2nd)**

Final draft of creative mission statement due

Final draft of project name due

Final draft of cards due per section due

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Discussion/Critique/ Edits

Discussion of projects final form and tasks associated with it (Book, CD, Poster series, Handouts, Video)

User testing scenario?

***Out of class work (due next class)***

Research into user testing and process of final form for Collaborate Creative (name here)

**Week Eleven (Nov. 9th)**

User testing and revisions

Projects final form progress

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***Out of class work (due next class)***

Build progress

**Week Twelve (Nov. 16th)**

User test and revisions

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***Out of class work (due next class)***

Build Progress

Add in test revisions if applicable

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**Week Thirteen (Nov. 23rd) Thanksgiving Holiday Nov. 24-26th**

Progress and revisions

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***Out of class work (due next class)***

Build Progress

**Week Fourteen (Nov. 30th)**

Final rough draft due

Walk through dress rehearsal

Critique

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***Out of class work (due next class)***

Assignment Five: Final Comprehensive Collaborative with revisions

**Week Fifteen (Dec. 7th)**

Assignment Five: Final Comprehensive Collaborative Creative due at the beginning of class (audience)

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Critique

***Out of class work (due next class)***

Final Thoughts Paper due

**Week Sixteen (Dec. 14th)**

Assignment Six: Final Thoughts due at the beginning of class

Read Papers? (optional)

*(Note: Final files in PDF form of all finished images/assignments from your class projects are due, as well as all process by assignment in notebook/tablet format)*