

Course Objectives

- gain a further understanding of industry environment
- prepare portfolio presentation for guest critiques
- set up two outside interviews for portfolio critiques
- plan the Senior Exit Show, including the show concept and production of all collateral and marketing materials

Course Description

As a class, you are responsible for every aspect of the senior exit show and silent auction—it's concept and organization, promotional material, student volunteers, etc. The class will designate: setup chair/auction chair/food&drink chair/publicity chair and volunteer chair. The chairs are the contact point for that area of the show.

You will be required to have two portfolio critiques outside of class speakers and conference opportunities.

As the semester moves forward and depending on time, we will invite speakers in to share their experiences and work.

Course Format

The Instructor's role will be that of an advisor: I will observe your work and ideas generally and make sure that all show details are covered and the class stays on track. It is your responsibility to be prepared and are you expected to be a creative problem solver every step of the way.

In-class participation: An open mind and an eagerness to share your ideas and thoughts are required.

Grading

Grades will be assigned according to the following scale:

- A Superlative work: careful attention to craft and presentation. Originality of idea and execution work together. Goes beyond merely solving the problem – one who performs at this level is visibly outstanding, work is outstanding in every respect.
- B Fine work. A few minor changes could have been considered and executed to bring piece together. Goes beyond merely solving the problem. Above average: solution to the problem and idea well planned. Execution is well done.
- C A bit above average: slipping in levels of originality, craft and presentation. The piece does not work well as a unified whole or statement yet effort was made. You have solved the problem but in a relatively routine way.
- D You have solved the problem but there is much room for improving your skills and developing your concepts further. You have neglected the basic craftsmanship skills and breadth and depth of idea development. You were unable to meet mini deadlines. Represents careless and/ or incomplete effort. Work is substandard.
- F Unacceptable work and effort, work not turned in, or failure to attend class.

Grades will be based on:

- 25% in class participation
- 15% outside interviews and critiques
- 60% exit show

Instructor Contact Information and Response Time

Virtual Office hours: please make an appointment using the See Lee facebook page. Please contact Christi:Christi.Spruill@tamuc.edu with any questions. Appointments will be handled via Zoom mainly on Monday and Wednesday.

Communication from students will be responded to within a reasonable time during the work week. Weekend communication will be handled the next business day, unless noted. Due to the high volume of email that is received, an important message may be missed. If an important email has not been responded to within 2 days, please send again.

Please use your university email as your primary source of contact. If your email is more than a short paragraph, please consider making a Zoom appointment.

If you have an emergency, please feel free to email me: Lee.Hackett@tamuc.edu

Attendance

Arriving unprepared to utilize class time effectively will result in being marked absent. Attendance is required and roll will be taken by a sign-in sheet. It is your responsibility to sign the attendance sheet. I will leave lecture handouts to absent students, but will not re-lecture missed material.

You may be absent from class twice.

On your first absence you will receive an e-mail warning from me.

On your second absence you will receive a second e-mail from me.

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

If you wish to drop the class you will receive a drop/fail.

Two tardies of 30 minutes or more equals an absence.

If a student is OVER 10 MINUTES late for the final, a full letter 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.

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 e-mail me: Lee.Hackett@tamuc.edu You may leave a voice mail at 214-954-3636 with the understanding that I only check my voice mail when in the office.

Technology

When critiques or class meetings are held viaZoom, please use headphones during class.

You are required to have a camera and a microphone. You must have your camera on at all times and your mic on according to the situation. Not having your camera on can result in an absence or tardy at the instructors discretion.

The University is providing you with the Creative Cloud.

A reliable internet connection is suggested for successful classroom participation.

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 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. The Code of Student Conduct is described in detail in the 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/netiquette>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

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>

- 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

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 162

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/>

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.

Campus Concealed Carry

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 your event organizer.

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/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

company

focus on: advertising design motion

location

web address

client specialty

top clients

recent recognition

why would you like to work for them?

What pieces in your portfolio most align with the work from this studio?

Second round of show concept pitches-if needed

You may work on a concept by yourself or with a group

Please prepare a multipage pdf to show your concept -visual mood boards work well

We will narrow the concept options down by vote at the end of the class.

Turn in your 3+3+3 sheets

Bring the names of 3 studios that you would want to come speak to the class

Determine chairs for the show

setup-handling the arrangement of the gallery space, printed concept material in the space

auction-coordinating contacting givers, taking work in, organizing display, creating tags, money

food&drink-coordinating where food and drink come from, cost, setup

publicity-sending out save the date, invitations, in charge of mailing lists

volunteer-coordinates student volunteers, food and drink, auction, entry doors, etc.