

## Syllabus

### Course Information:

Mondays  
6:30 – 10:30 p.m.  
TAMUC – Dallas  
Room #TBA

### Instructor:

Wayne Geyer  
Adjunct Faculty  
john.geyer@tamuc.edu  
  
Office Hours  
by appointment

### Course Overview:

Copywriting is a unique discipline within the field of visual communication. The term refers to the process and techniques involved in writing *copy*—including *headlines*, *subheads*, *body copy* (or simply *copy*), *taglines* (also called *slogans* or *straplines*), *scripts* (for audio and video), and other verbal content.

First and foremost, visual communication (VisCom) is about communicating. As communicators, we are responsible for conveying messages between clients and their audiences. To do that, we use images and words. So, it is critical that we are comfortable and competent with writing.

This course is roughly 3% about writing copy and 97% about knowing what to write. Beyond honing the craft of copywriting, we will practice developing, distilling, and delivering messages. When we can identify exactly what needs to be communicated, it becomes exponentially easier to express that in an interesting way.

### Objectives :

In this class, we will:

- explore the role of words in visual communication
- solve communication problems through copywriting
- learn to identify and articulate essential messages
- produce copy for print, digital/social, and other media
- participate in reviews (critiques)
- discuss examples of copywriting in the real world

Visual communicators who can express themselves in writing can:

- more effectively sell their ideas to creative directors and clients
- see more of their solutions make it in front of their clients
- control more of the decisions about their work
- set themselves up for professional advancement

**Course Content and Format :**

This course will meet weekly in person at the Dallas VisCom facility. The instructor will present the course content through lectures, in-class group reviews, in-class exercises, out-of-class projects and assignments, and impromptu group discussions. Note: Do not expect to have time to work on out-of-class assignments or projects for other classes.

**Communication :**

Outside of class, we will communicate via D2L, email, and during office hours as needed. Students should check their email and D2L frequently to stay up to date with any changes to the course content or schedule.

I will make every effort to respond to email communication in a timely manner. As needed, the instructor will designate specific times when I am available to reply to emails.

**Grading :**

Assignments and Weighting

- Major Project 1: 25%
- Major Project 2: 25%
- Daily Assignments and Project Milestones: 25%
- Professional Development and Participation: 25%

Grading Rubric

A (90 – 100%) Outstanding work that exceeds expectations. Surprising solutions and razor-sharp execution. Demonstrates clear competency and understanding of the content and assignment. The instructor will likely encourage students to enter “A” work into creative competitions.

B (80 – 89%) Good, solid work that convincingly solves the communication problem. Clever solutions and smooth execution. Evidence that the student “gets it” and can produce consistent results. “B” work may find its way into a student’s portfolio with some revisions.

C (70 – 79%) Average work that demonstrates a general understanding of the course content but needs improvement. The student may understand the assignment but needs to push their ideas beyond the expected. Don’t expect to include “C” work in a portfolio. Instead, learn from the experience and move on.

D (60 – 69%) Substandard work that misses the mark. Overly complex or unoriginal ideas and poor execution, resulting in a confusing solution with no clear message. “D” work is unsuccessful in nearly every way.

F (50 – 59%) Unacceptable or incomplete work. Little to no evidence of participation or effort. Most students will have to try fairly hard to earn a grade of “F” on a project. Consider dropping and/or re-taking the class.

Professional Development and Participation

Students will be evaluated in part on weekly progress and in-class participation. Please come to class prepared (with any out-of-class work completed) and ready to engage.

**Attendance :**

FIRST ABSENCE: The student will receive an email from Christi Spruill and a copy goes to the instructor.

SECOND ABSENCE: Student will receive an email from Christi Spruill and a copy goes to the instructor. Lee Hackett will contact the student.

THIRD ABSENCE: Lee Hackett emails the student that they have failed the course.

Two tardies equals one absence

A tardy of 60 minutes equals one absence.

If a student is OVER 10 MINUTES late for the final, a full letter will be deducted from his or her final grade.

### **Course Schedule**

A detailed schedule will be provided separately and reviewed in class. Please bring the course schedule to class each week, as we may need to revise it periodically.

### **Syllabus Updates**

This syllabus is a guide. Circumstances and events may necessitate modification to this syllabus during the semester. The instructor will announce any changes to the syllabus in advance.

### **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.html](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.html)

#### **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.

### **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

### **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>

### 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 162  
Phone (903) 886-5150 or (903) 886-5835  
Fax (903) 468-8148  
Email: [studentdisabilityservices@tamuc.edu](mailto: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 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, refer to the Carrying Concealed Handguns On Campus document and/or consult your event organizer.

Web url: <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.

### Handbook & Safety

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/>

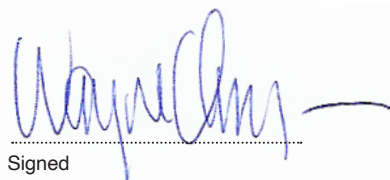
Students that meet in face-to-face Department of Art courses must complete the online form for each course they attend.

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.

### 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](http://www.tamuc.edu/counsel)



Signed

January 24, 2022

Date

Wayne Geyer  
Adjunct Faculty

Signed

January 24, 2022

Date

Student

