

**ART 458****VISCOM  
PROFESSIONAL  
PRACTICE**

**Thursday**  
12:30-4:30PM

**Location**  
ROOM: 1922

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**Joshua Ege**  
OFFICE: 1914

**OFFICE HOURS**

**Tuesday:**  
9:30-11:30AM

**Wednesday:**  
9:30-11:30AM

**Thursday:**  
9:30-11:30AM

*Additional office hours  
can be made available  
upon request*

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**Text Required**

Graphic Artists Guild  
Handbook: Pricing  
& Ethical Guidelines,  
16th 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

**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
- Exposure to 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 on-line 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	17%
Project Proposal	17%
Ethics Paper	10%
Portfolio Layout & Website	17%
Final Exam	15%
Participation	14%

**WORDS TO-THE-WISE**

Be committed in your work, and immerse yourself in the process. It's your show. Do not fall behind. You will get more out of this course when you come to class prepared and ready to discuss your work and the subject matter.

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## ATTENDANCE

You may be absent from class twice. On your first absence you will receive an e-mail warning. On your second absence you will receive an e-mail 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 equals an absence. A tardy of 60 minutes equals an absence. Two late returns from break of more than 10 minutes equals one absence. If a student is OVER 20 MINUTES late for the final, a full 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.

***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 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 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".

## 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)

## 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/D2L, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

## 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.

- 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

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### 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: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)  
Website: Office of Student Disability Resources and Services  
<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

### STATEMENT ON STUDENT BEHAVIOR

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 on-line forum: Netiquette <http://www.albion.com/netiquette/corerules.html>

### NONDISCRIMINATION NOTICE

Texas A&M University-Commerce will comply in the classroom, and in 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 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.

### SYLLABUS CHANGE POLICY

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.

### 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. Emails will be responded to within 24 hours on the next business day.

[joshua.ege@tamuc.edu](mailto:joshua.ege@tamuc.edu)

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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. 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. Failure to turn in work in accordance with the class schedule will negatively affect your final grade in the course.

*All projects are due on the date and time given. Late projects are only accepted with professor approval. You are responsible for turning in work on time regardless of attendance.*

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SCHEDULE IS SUBJECT  
TO CHANGE

### Week One: September 1

**DISCUSSION:** Introduction & Syllabus Review

**LECTURE:** VisCom Environments & Roles

#### OUT OF CLASS WORK (DUE NEXT CLASS)

**ASSIGN:** Employer Wishlist Paper Round One

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### Week Two: September 8

**DUE:** Employer Wishlist Paper Round One

**LECTURE:** Creating an Image For Yourself & Interviewing

#### OUT OF CLASS WORK (DUE NEXT CLASS)

**ASSIGN:** Employer Wishlist Paper Final

**ASSIGN:** Personal Logo Round One

**ASSIGN:** Collect Content for Resume

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### Week Three: September 15

**DUE:** Employer Wishlist Paper Final

**DUE:** Personal Logo Round One

**IN CLASS:** Resume

#### OUT OF CLASS WORK (DUE NEXT CLASS)

**ASSIGN:** Personal Logo Round Two

**ASSIGN:** Resume, Business Card & Thank You Card Round One

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### Week Four: September 22

**DUE:** Personal Logo Round Two

**DUE:** Resume, Business Card & Thank You Card Round One

#### OUT OF CLASS WORK (DUE NEXT CLASS)

**ASSIGN:** Personal Logo Round Final

**ASSIGN:** Resume, Business Card & Thank You Card Round Two

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### Week Five: September 29

**DUE:** Personal Logo Final

**DUE:** Resume, Business Card & Thank You Card Round Two

**LECTURE:** Rights & Navigating Issues

#### OUT OF CLASS WORK (DUE NEXT CLASS)

**ASSIGN:** Resume, Business Card & Thank You Card Round Three

**READ:** How Much Should You Charge For Design Work?

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SCHEDULE IS SUBJECT  
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**Week Six: October 6**

- DUE:** Resume, Business Card & Thank You Card Round Three
- DISCUSSION:** How Much Should You Charge For Design Work?
- LECTURE:** Salaries & Policy Examples

**OUT OF CLASS WORK (DUE NEXT CLASS)**

- ASSIGN:** Resume, Business Card & Thank You Card Final
  - WATCH:** How to Price Creativity?
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**Week Seven: October 13**

- DUE:** Resume, Business Card & Thank You Card Final
- DISCUSSION:** How to Price Creativity?
- LECTURE:** Pricing Models and Project Management

**OUT OF CLASS WORK (DUE NEXT CLASS)**

- WATCH:** F\*ck You Pay Me
  - READ:** Standard Form of Agreement
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**Week Eight: October 20**

No Class

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**Week Nine: October 27**

- DISCUSSION:** F\*ck You Pay Me
- DISCUSSION:** Standard Form of Agreement
- LECTURE:** Contracts
- IN CLASS:** Project Proposal

**OUT OF CLASS WORK (DUE NEXT CLASS)**

- ASSIGN:** Project Proposal Round One
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**Week Ten: November 3**

- DUE:** Project Proposal Round One
- LECTURE:** Negotiation Strategies

**OUT OF CLASS WORK (DUE NEXT CLASS)**

- ASSIGN:** Project Proposal Round Two
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**Week Ten: November 3**

- DUE:** Project Proposal Round Two
- LECTURE:** Ethics

**OUT OF CLASS WORK (DUE NEXT CLASS)**

- ASSIGN:** Project Proposal Round Three
  - ASSIGN:** Ethics Paper
  - ASSIGN:** Bring One Portfolio Piece to Class
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**Week Eleven: November 10**

- DUE:** Project Proposal Round Three
- DUE:** Ethics Paper
- IN CLASS:** Portfolio Layout

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SCHEDULE IS SUBJECT  
TO CHANGE

**OUT OF CLASS WORK (DUE NEXT CLASS)**

**ASSIGN:** Project Proposal Final  
**ASSIGN:** Portfolio Layout Round One

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**Week Twelve: November 17**

**DUE:** Project Proposal Final  
**DUE:** Portfolio Layout Round One  
**LECTURE:** Invoices

**OUT OF CLASS WORK (DUE NEXT CLASS)**

**ASSIGN:** Portfolio Layout Round Two  
**ASSIGN:** Website Round One

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**Week Thirteen: November 24**

No Class

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**Week Fourteen: December 1**

**DUE:** Portfolio Layout Round Two  
**DUE:** Website Round One

**OUT OF CLASS WORK (DUE NEXT CLASS)**

**ASSIGN:** Portfolio Layout Final  
**ASSIGN:** Website Round Two

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**Week Fifteen: December 8**

**DUE:** Portfolio Layout Final  
**DUE:** Website Round Two  
**LECTURE:** Final Exam Review

**OUT OF CLASS WORK (DUE NEXT CLASS)**

**ASSIGN:** Website Final  
**ASSIGN:** Invoice

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**Week Sixteen: December 15**

**DUE:** Website Final  
**IN CLASS:** Final Exam  
**DISCUSSION:** Invoice  
**DISCUSSION:** Open Forum

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