

ART 365.801

DESIGN 1

Tuesday
12:30-4:30PM

Location
ROOM: 1904

Joshua Ege
OFFICE 1914

OFFICE HOURS

Tuesday:
9:30AM-11:30AM

Wednesday:
9:30AM-11:30AM

Thursday:
9:30AM-11:30AM

Required Text:
Communication Arts
Magazine

Required Software:
Adobe Creative Suite

COURSE DESCRIPTION

This course will provide an introduction to creative methodologies and processes, incorporating both team and individual approaches to problem solving. The content of the course will cover aspects including research, targeting and positioning, creative process tools, point-of-difference problem solving, as well as formal and aesthetic design considerations. Throughout the course, we will explore activities such as thumbnail ideation, writing rationales, engaging in creative sessions, participating in critiques, and creating computer-generated comprehensives. These activities will be integrated into weekly assignments and in-class work.

STUDENT LEARNING OUTCOMES

- Understand the value and power of exhaustive research as the first step in the creative process
- Develop a basic understanding of marketing and positioning
- Gain an understanding of various creative methodologies through experimentation.
- Understand the basic function, process and roles associated with working in creative teams.
- Introduction to logos and basic company identity and strategy through various collateral pieces
- Become familiar with Lettermarks, Logotypes & Symbols.
- Creating visual elements and graphic standards for a client

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 to the Discussions section in D2L each week. On occasion you will be asked to bring printed copies of your work to class as well. A commitment to several hours of homework is required to achieve the goals of this class and its completion. The class will be broken into teams for out of class critiques and discussions throughout the week. The final is a presentation of your work to your peers and instructor. You will explain the pieces in detail giving insight to the decisions you made for the client.

GRADING

Grades will be assigned according to the following scale:

- A** 90-100%, 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** 80-89%, work above the general class level, participation in classroom discussion and critique
- C** 70-79%, average work, minimal requirements met
- D** 60-69%, work below class average, lack of participation and/or poor attendance
- F** 59% or Below, inferior work, work not turned in, failure to attend class

GRADES WILL BE BASED ON:

- 10% Research/Creative Process 360**
- 45% Company Logos (symbol, logotype, lettermark)**
- 15% Designer Toolbox/Stylescape**
- 16% Company Extensions**
- 14% Weekly Participation Grade**

FINAL GRADES ARE NOT DEBATABLE.

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 10 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".

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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

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-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.

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>

ACADEMIC INTEGRITY AND PLAGIARISM

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.
- The adoption or reproduction of ideas, words, statements, images, or works of another person as one's own with out proper attribution (quotation and citation). This includes using AI tools to develop or provide the foundation for work without proper citation of its reuse. You are required to cite your AI prompts with your work. Plagiarism can be intentional or unintentional. ALWAYS 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
- Academic dishonesty could result in expulsion from the University

ARTIFICIAL INTELLIGENCE POLICY

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text and image, or suggest replacements for text and image, as determined by the instructor of the course. Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

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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
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

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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 in D2L each week at 11 AM on the day of class. Late projects are only accepted with professor approval. You are responsible for turning in work on time regardless of attendance.

Week One: August 29

Introduction

Review Course Syllabus

Review supplies / presentation/ process book / research binder

Discuss attendance and grade evaluation

Research: 360 Process

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Research, Round 1

WATCH: Building a Brand Episode 1 & 2

Week Two: September 5

DUE: Research, Round 1

LECTURE: Designer Toolbox

OUT OF CLASS WORK (DUE NEXT CLASS)

FINAL: Research

WATCH: Building a Brand Episode 3 & 4

ASSIGN: Designer Tool Box

Week Three: September 12

DUE: Research Final

DUE: Designer Tool Box Round One

LECTURE: Symbol Logos

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Symbol Logo Round One

ASSIGN: Designer Tool Box Round Two

WATCH: Building a Brand Episode 5

Week Four: September 19

DUE: Symbol Logo Round One

DUE: Designer Tool Box Round Two

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Symbol Logo Round Two

ASSIGN: Designer Tool Box Round Three

WATCH: Building a Brand Episode 6

Week Five: September 26

DUE: Symbol Logo Round Two

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DUE: Designer Tool Box Round Three

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Symbol Logo Round Three

WATCH: Building a Brand Episode 7

Week Six: October 3

DUE: Symbol Logo Round Three

LECTURE: Logotype

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Symbol Logo Final

ASSIGN: Logotype Round One

Week Seven: October 10

DUE: Symbol Logo Final

ASSIGN: Logotype Round One

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Logotype Round Two

Week Eight: October 17

DUE: Logotype Round Two

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Logotype Round Three

Week Nine: October 24

DUE: Logotype Round Three

LECTURE: Lettermark

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Logotype Round Final

ASSIGN: Lettermark Round One

Week Ten: October 31

DUE: Logotype Final

DUE: Lettermark Round One

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Lettermark Round Two

ASSIGN: Designer Tool Box Round Four

Week Eleven: November 7

DUE: Lettermark Round Two

DUE: Designer Tool Box Round Four

LECTURE: Extensions

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Lettermark Final

ASSIGN: Extensions Round One

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Week Twelve: November 14

DUE: Lettermark Final

DUE: Extensions Round One

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Extensions Round Two

Week Thirteen: November 21

NO CLASS, Thanksgiving Week

Week Fourteen: November 28

DUE: Extensions Round Two

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Designer Tool Box Round Final

ASSIGN: Extensions Round Three

Week Fifteen: December 5

DUE: Designer Tool Box Final

DUE: Extensions Round Three

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Extensions Final

Week Sixteen: December 12

DUE: Extensions Final

FINAL: Class Discussion