Design IV

Tues 6:30-10:30

David Beck

Justin King

Donna Aldridge

Course Content

This course will strengthen the practice of creative methodologies and expand upon the skill set of communication design through the creation of environmental, print, and digital media. We will address research, targeting and positioning, creative process, creative problem solving as well as formal and aesthetic design issues. Thumbnail ideation, creative sessions, critiques, and computer generated solutions will be explored through weekly assignments.

Course Outcomes

– Gain an understanding of communication in the built environment and how design
   experiences can connect people to place.

– Expand upon the knowledge of cohesive branding in print and digital media.

– Strengthen conceptual thinking in communication design.

– Build upon understanding of professional expectations, presentations and processes.

– Apply a concept through a multipage artifact.

Class Parameters

Class meetings, discussion and instruction will take place face to face, with the exception of two weeks. Class and critique participation are part of the course grade. Engaging in class through discussion, thoughtful questions and observations are part of the learning experience.
You will need to incorporate checking your email with the frequency equal to your social media interaction, adding notifications for email receipts from the instructor is suggested.
The class will manage projects via D2L within MyLeo. Chrome works best.

Project Parameters

– You are expected to work in class as well as perform work outside of class.

– You are expected to come to class prepared to work on the current assignment. This includes but is not
   limited to remembering the project supplies needed. Not being able to make progress during class due to
   lack of materials will be reflected in your grade.

– All projects are given with weekly steps to be accomplished by the beginning of the next class meeting.

– Mini-deadlines are part of the overall assignment and play a major role in the final grade of your projects.

– You will be required throughout the semester to print your assignments in color and purchase items to create
   assignment comps. Please budget accordingly. Projects must be comped in color to be considered complete.

– All work is due on the assigned date. Projects are due at the beginning of class. For a project to be consid-
   ered complete, the specified electronic portion must be placed, as directed, onto the common drive and a
   hard copy turned in, as specified in the assignment sheet. Late work is not accepted.

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Critique

When presenting multiple solutions, please combine concepts into one pdf containing multiple pages. Multiple single page pdf's will not be accepted.

When presenting pencils, students who don't have access to a scanner can use any free phone scanning app, such as Adobe scan. Make sure that the image has enough contrast to be seen online. This can be done in the app software or with Photoshop. The goal is to provide an image that can receive a response.

Each student will have a pdf of their assignment uploaded to D2L as well as accessible on their machine for critique. In some cases, students will be directed to have their work open in a specific software for critique allowing for screen sharing and immediate feedback application.

Critique format will be determined by project need.

Instructor contact and response time

David.Beck@tamuc.edu, Geoff.German@tamuc.edu or Donna.Aldridge@tamuc.edu

Please contact Christi: Christi.Spruill@tamuc.edu with any questions.

Appointments will be handled via Zoom.

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.

Attendance

FIRST ABSENCE: The student will receive an email and a copy goes to Garrett/Geoff

SECOND ABSENCE: The student will receive an email and a copy goes to Garrett/Geoff
Lee will contact the student.

THIRD ABSENCE: Lee 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 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.

Syllabus Update 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.

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Grading Guidelines

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

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 — 80-89

Work above the general class level, participation in classroom discussion and critique

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 — 70-79

Average work, minimal requirements met

Average or a bit above: 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 — 60-69

Work below class average, lack of participation and/or
poor attendance

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 — 0-59

Inferior or unacceptable work and effort, work not turned in, or failure to attend class.

Grades will be based on:

25% Packaging Project

25% Comprehensive Print Piece

25% Environmental Design Project

25% Participation, Preparedness, Work Ethic, Attitude

Final grades are not debatable.

The Department of Art reserves the right to discontinue enrollment of art major students at any time if satisfactory academic progress is not being made. Students who have accumulated three unsatisfactory grades (D or F) in studio art or visual communication courses taken for college credit at Texas A&M University-Commerce or elsewhere will not be permitted to continue, be readmitted, or graduate with a major in studio art or visual communication. Courses in which a grade below the minimum is received may only be repeated once.

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Technology when meeting via Zoom

Please use headphones during class.

Be prepared for your camera to be on and your mic to be used.

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

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

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

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

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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/34SafetyOfEmploy-eesAndStudents/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

AI 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. **If the instructor allows AI to be incorporated into a solution, the student must acknowledge and credit it's use and provide the prompt used to create the output.**