

## Creative Methodology / ARTS 540 801 81574 Casey McGarr

### Course Syllabus

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#### Information

Instructor: Casey McGarr, Professor of Visual Communication  
Office Location: 1918  
Office Hours: Tuesday 4:30-6:00, Thursday 11:00-4:00, Email for an appointment  
Office Phone: 214-954-3636  
Email: casey.mcgarr@tamuc.edu

#### Class Information

Credit hours: 3.0  
Meeting times: Wednesday 6:30 p.m. til 10:30 p.m.  
Meeting location: 1908

**Subscribe to Grammarly Premium, <https://app.grammarly.com/>** You will use Grammarly throughout your MFA tenure. Enable Academic and MLA settings when checking your papers.

#### Suggested Text Books And Resources

- Workflow: A Practical Guide to the Creative Process 1st Edition by Doron Mayer
- Change by Design Revised and Updated by Tim Brown Harper Business
- Think in Systems by Zoe McKey
- The Ten Faces of Innovation by Tom Kelly Doubleday
- Made to Stick by Chip Heath & Dan Heath Random House
- ZAG by Marty Neumeier AIGA, New Riders

#### Periodical's

- Communication Arts Magazine, I.D. Magazine, Fast Company Magazine

#### Media

- National Public Radio, 90.1, and news sources of all strips
- TED Talks via YouTube, NPR Sunday nights or TED.com
- Anything relevant to the creative process, social media, recorded interviews, films, ethnography, academic journals, etc.

#### Course Description

Breaking down and understanding creative methodologies is what we do as visual communicators. This knowledge sets us apart in the professional realm—and the herd. Studio One will expose you to various creative methodologies through research and exploration of self-problem/solution methods, overviews of innovative, collaborative creative thinking processes, and analysis of the anatomy of the creative mind. You are encouraged to cleanse your creative soul with respect to self-taught or learned methods. Embrace new ways of thinking, take risks, make mistakes, and try on different roles for size. Above all, keep an open mind.

#### Course Objectives

- Examine, language, and blueprint your creative process
- Discover new ways of looking at the same thing through different eyes
- Expand your understanding of various creative methodologies through experimentation and role play
- Understand the value of innovative, collaborative thinking associated with working in creative teams
- Explore and develop a new creative process, its sequence, logic, and value
- Gain the knowledge and the tools to impart the creative process to others

#### Course Structure

This class will combine lectures/discussions and critiques with both in-class and outside exercises and assignments. A commitment to the homework will be necessary to achieve the goals for this class and its successful completion. Team-based participation and collaboration will be critical to a productive class dynamic and positive outcome. You must participate in weekly class discussions and critiques.

#### Assignments are subject to change based on the overall needs and progress of the class

- |  |       |
|--|-------|
| 1. Verbal Road-map tell us               | 16.6% |
| 2. Creative Process Poster show us       | 16.6% |
| 3. Jump Start excite us                  | 16.6% |
| 4. Team-Based Brand Experience dazzle us | 17.0% |

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| 5. Collaborative Creative Process sell us | 17.0% |
| 6. Final Thoughts & Participation Grade   | 16.0% |

#### What To Bring To Class As Needed

- Bienfang 50 or 100 sheet Graphics 360 pad. 14"x17" or whatever form you prefer for a sketchbook style of layout ideation, and documentation of week-to-week progress
- Writing implements include pencils, sharpies, dry-erase markers, crayons,
- 2.5" to 3" black binder for research/process/ handouts
- An open mind, a thick skin, and the gift of "informed" gab

#### Attendance

- Attendance will be taken at the beginning of class
- Three tardies of 15 minutes or more equal one absence.
- Sleeping, dozing, or nodding off in class—besides being very rude to all concerned—will be counted as a tardy the first time, an absence the second time, and any subsequent occurrences.
- You may be absent from class twice. Absent is absent, unexcused, or excused.
- Three absences will most likely result in failing the class.

#### Grading Scale

A 90 to 100 points: Excellent superior effort and results above and beyond

B 80 to 89 points: Good significant effort and hard work

C 70 to 79 points: Average minimal class requirements met

D 60 to 69 points: Below Average class expectations

F 50 to 59 points: Poor inferior work and attitude

In addition to the project, quiz, and test grades, students' final grades will also be based on critique participation and application, work ethic, and attitude. All exercises and projects are given with weekly steps to be accomplished by the beginning of the next class meeting. Meeting these mini-deadlines is part of the overall assignment and plays a significant role in project grades. All work is due on the assigned date. All projects are due on the date and time given. No late projects will be accepted for grading. You are responsible for turning in work on time, regardless of attendance.

#### Grade Evaluation

Your final grade will be based on an average of all assignments, attendance, and participation grade. The participation grade is based on dedication to methodology application, conceptual thinking ability, craftsmanship, daily class involvement, and contributions to your classmates, as well as both a desire and capacity to show progress and meet deadlines from week to week. Grades will be discussed individually by office appointment only—not in class. Please Note: Violations of class policy with respect to the unauthorized use of computers, cell phones, earbuds, or other technology will result in point deductions from the current assignment. The Instructor reserves the right to alter this policy if class disruptions become an ongoing problem and class distraction.

#### Words To-The-Wise

Show up, be committed to your work, and immerse yourself in the process. Then, it is your show to enjoy! If you fall behind, run like hell to catch up! Also, please let me know if you need to come to see me. I am here to help.

#### 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)

##### Zoom Video Conferencing Tool

[https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom\\_Account.aspx?source=universalmenu](https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu)

#### 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.

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**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>

Interaction with Instructor Statement

### Course And University Procedures/Policies

Course Specific Procedures/Policies

### 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.

### 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>

#### TAMUC Attendance

For more information about the attendance policy please visit the Attendance webpage and Procedure 13.99.99.R0.01.

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<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>

- 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 without 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 sheets from a test site, and allowing a classmate to copy answers
- Academic dishonesty could result in expulsion from the University

#### 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

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another text or misrepresented sources.

**Graduate Student Academic Dishonesty Form**

<http://www.tamuc.edu/academics/graduateschool/faculty/GraduateStudentAcademicDishonestyFormold.pdf>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

**Students with Disabilities-- ADA Statement**

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

Velma K. Waters Library Rm 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, 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.

**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)

**Department of Art, Health & Safety Guidelines**

<https://sites.tamuc.edu/art/resources/healthandsafety/>

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