

ART 458

**VISCOM
PROFESSIONAL
PRACTICE**

Monday
6:30-10:30PM

Location
ROOM: 1904

Joshua Ege
OFFICE: 1914

OFFICE HOURS

Monday:
4:00 - 5:30 PM

Tuesday:
10:00 - 11:30 AM

Wednesday:
10:00 - 11:30 AM

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 contracting.

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. You will learn how to handle an interview, write a resume and what is expected once you are hired and working for a company.

Develop a Cohesive Personal Brand Visual System

Students will create a complete self-branding package, including a professional logo, typography, and visual identity system, that effectively communicates their unique design style and professional persona. This outcome will demonstrate the ability to craft a visual narrative that aligns with career goals and industry standards.

Design and Present Professional Portfolio Materials

Students will design and present a polished portfolio shell and portfolio website, effectively showcasing their best work through a user-friendly and visually appealing format. This includes applying design principles to create cohesive collateral materials, such as business cards and promotional materials, that reinforce personal branding.

Write a Client Project Proposal

Students will develop a professional client project proposal, including project scope, schedule, pricing, and legal rights (for both client and designer). This proposal will demonstrate the ability to communicate design concepts, timelines, and contractual details clearly and professionally, preparing students for real-world client interactions.

Research and Identify Potential Employers/Clients

Students will conduct research on the types of companies or organizations they are interested in working for, analyzing their design aesthetics, brand strategies, and business practices. This will allow students to tailor their portfolios and design approaches to align with industry expectations and personal career aspirations.

Demonstrate Professionalism in Portfolio Reviews

Students will engage in constructive portfolio reviews, applying feedback to improve their work and presentation skills.

Understand Careers and Support Roles in Visual Communication

Students will gain an understanding of the various career positions and support roles within the field of visual communication. This includes identifying key responsibilities, skill sets, and professional expectations for roles such as graphic designers, art directors, creative directors, production assistants, and producers.

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.

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 & Collateral	10%
Portfolio Layout	10%
Portfolio Website	10%
Project Proposal	15%
Ethics Paper	10%
Final Exam	15%
Week-to-Week Progress & Participation	20%



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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.

ATTENDANCE

You may be absent from class twice. On your first absence you will receive an e-mail acknowledging the absence. 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. More than 4 tardies of any kind will result in an absence. A tardy of 60 minutes equals an absence. Two late returns from break of more than 10 minutes equals one absence. ***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. ***All week-to-week progress is due in D2L no later than 5 PM on the day of class. 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".

OFFICE HOURS

Office Hours are meant to help if you fall behind or miss a class. They are not meant to act as a replacement for a class meeting because a student did not complete the weekly homework assignment. Office hours will be reserved for students that meet these conditions.

Office Hours must be scheduled at least 24 hours in advance.

A link to schedule an Office Hour is in D2L under Announcements. or use this URL:
<https://calendly.com/joshua-ege/office-hours>

TECHNOLOGY REQUIREMENTS LMS

All course sections offered by East Texas A&M University 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

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 ETAMU 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

East Texas A&M University 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.

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- 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

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
East Texas A&M University
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

East Texas A&M University 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, East Texas A&M 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 East Texas A&M University 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 East Texas A&M 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.

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ARTIFICIAL INTELLIGENCE POLICY

East Texas A&M University 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.

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 IS SUBJECT
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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.

Week One: January 13

DISCUSSION: Introduction & Syllabus Review

LECTURE: Creating an Image For Yourself & Interviewing

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Personal Logo Round One

ASSIGN: Collect Content for Resume

Week Two: January 20

MLK DAY NO CLASS

Week Three: January 27

DUE: Personal Logo Round One

DUE: Content for Resume

IN CLASS: Resume Design

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Personal Logo Round Two

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

ASSIGN: Bring One Portfolio Piece to Class

Week Four: February 3

DUE: Personal Logo Round Two

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

IN CLASS: Portfolio Layout

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Personal Logo Round Final

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

ASSIGN: Portfolio Layout Round One

Week Five: February 10

DUE: Personal Logo Round Final

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

DUE: Portfolio Layout Round One

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Portfolio Layout Round Two

ASSIGN: Resume, Business Card & Thank You Card Final

Week Six: February 17

DUE: Resume, Business Card & Thank You Card Final

DUE: Portfolio Layout Round Two

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LECTURE: VisCom Environments & Roles

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Portfolio Layout Final

ASSIGN: Employer Wish List Paper Round One

Week Seven: February 24

DUE: Portfolio Layout Final

DUE: Employer Wish list Paper Round One

IN CLASS: Portfolio Website

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Employer Wish List Paper Final

ASSIGN: Website Round One

Week Eight: March 3

DUE: Employer Wish list Paper Final

DUE: Website Round One

DISCUSSION: PORTFOLIO REVIEW NIGHT

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Website Round Two

Week Nine: March 10

Spring Break, No Class

Week Ten: March 17

DUE: Website Round Two

DISCUSSION: PORTFOLIO REVIEW NIGHT

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Website Final

READ: How Much Should You Charge For Design Work?

Week Eleven: March 24

DUE: Website Final

LECTURE: Rights & Navigating Issues

DISCUSSION: How Much Should You Charge For Design Work?

LECTURE: Salaries & Policy Examples

OUT OF CLASS WORK (DUE NEXT CLASS)

WATCH: How to Price Creativity?

WATCH: Making sure your work is legal

Week Twelve: March 31

DISCUSSION: How to Price Creativity?

DISCUSSION: Making sure your work is legal

LECTURE: Pricing Models and Project Management

IN CLASS: Pricing Model Exercise

OUT OF CLASS WORK (DUE NEXT CLASS)

WATCH: F*ck You Pay Me

READ: Standard Form of Agreement

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WATCH: Design Contracts: What you don't know could hurt you
READ: Legal Rights & Issues: In Textbook: pg. 302-338

Week Thirteen: April 7

DISCUSSION: F*ck You Pay Me
DISCUSSION: Standard Form of Agreement
LECTURE: Contracts

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Project Proposal Round One

Week Fourteen: April 14

DUE: Project Proposal Round One
LECTURE: Negotiation Strategies

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Project Proposal Round Two

Week Fifteen: April 21

DUE: Project Proposal Round Two
LECTURE: Ethics in Visual Communication

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Ethics Paper
ASSIGN: Project Proposal Round Three

Week Sixteen: April 28

DUE: Ethics Paper
DUE: Project Proposal Round Three
LECTURE: Invoices
LECTURE: Final Exam Review

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Project Proposal Final

Week Seventeen: May 5

DUE: Portfolio Layout Final (*if changes have been made*)
DUE: Project Proposal Final
IN CLASS: Final Exam
DISCUSSION: Open Forum
