

Studio 2 Design Education

Arts 541 801 20420 | Syllabus Spring 2025

INSTRUCTOR	Traci McKindra Harper
PHONE	913-593-1002 (text or leave a message)
EMAIL	traci.harper@tamuc.edu
OFFICE HOURS	Please email to make a Zoom appointment
COURSE + SECTION	Arts 541-801 20420
CREDIT HOURS	4.0
DAY + TIME	Monday 6:30-10:30 pm
LOCATION	Zoom Link
PREREQUISITE	ARTS 540 (Min Grade C)

COURSE DESCRIPTION

I just tap the lid, loosen it a bit, and allow the student to be the one who unscrews it. Studio 2 will focus on design education history, theory, philosophy, and methods. Why do we have a compelling need to teach and why would anyone else listen to me? In addition, how do we learn to recognize and respond to good work in a way that empowers and mediocre work in a way that motivates? How do we compel and guide students to reach beyond the stars? When is enough direction enough? Does “tough love” have a place in the classroom?

COURSE OBJECTIVES

After the successful completion of this course, a student will be able to:

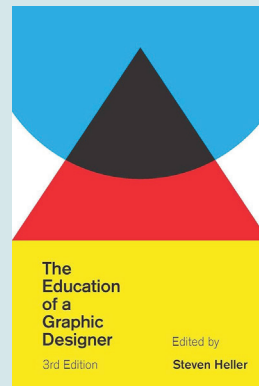
- Conduct a self-analysis of your background & experience with regard to effective teaching.
- Discover what makes a good teacher good and a bad teacher bad
- Expand your understanding of grading evaluation methods
- Understand and develop successful criteria is for a students’ solution to a problem
- Explore critique methods through role-playing
- Gain knowledge in selecting clients/assignments that will produce positive possibilities.
- Understand the art of “pushing” not art directing
- Become familiar with design education topics through reading and discussion and develop your own teaching philosophy.

COURSE STRUCTURE

The class will combine lectures, in-class work, and critiques with both outside and in-class exercises and assignments. The weekly schedule will be rigorous and meant to mimic a “real-world” professional practice environment. A commitment to many hours of homework will be necessary to achieve this class’s goals and completion. We are breaking down and understanding creative methodologies underpinning what we do and set us apart in the professional realm – and the herd.

REQUIRED TEXT (Book or Kindle)

The Education of a Graphic Designer, Third Edition
by Steven Heller



SUGGESTED RESOURCES (Optional)

- *Communication Arts magazine*
- *Fast Company magazine*
- Various other resources will most likely present themselves during the semester, some may be suggested by students.

Studio 2 Design Education

Arts 541 801 20420 | Syllabus Spring 2025

SCHEDULE + ASSIGNMENTS

WK	DATE	DESCRIPTION
01	01/13	Introduction to course. Assignment One: Introduction
02	01/20	NO CLASS: Martin Luther King, Jr. Day
03	01/27	Assignment One: Discuss and Submit Assignment Two: Introduction
04	02/03	Assignment Two: Discuss and Submit Assignment Three: Introduction
05	02/10	Assignment Three: Discuss and Submit Assignment Four: Introduction
06	02/17	Assignment Four: Discuss/Critique First Draft Assignment Five: Introduction
07	02/24	Assignment Four: Discuss/Critique Second Draft Assignment Five: Submit Three Concepts
08	03/03	Assignment Four: Submit Final Draft Assignment Five: Discuss/Critique Round 1 Ideas (choose 1 concept)
09	03/10	NO CLASS: Spring Break
10	03/17	Assignment Five: Discuss/Critique First Draft with Examples and Rubric
11	03/24	Assignment Five: Discuss/Critique Second Draft with Examples and Rubric
12	03/31	Assignment Five: Submit Final Draft with Examples and Rubric Assignment Six: Introduction
13	04/07	Assignment Six: Discuss/Critique First Draft Assignment Seven: Introduction; Assign Reading
14	04/14	Assignment Six: Submit Final Draft Assignment Seven: Discuss Reading; Critique First Draft
15	04/21	Assignment Seven: Discuss/Critique Second Draft
16	04/28	Assignment Seven: Discuss/Critique/Submit Final Draft
17	05/05	FINALS WEEK

“This schedule is tentative and is subject to change. As the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course. If there are adjustments, I will advise the students in a timely manner.”

— Traci McKindra Harper

Studio 2 Design Education

Arts 541 801 20420 | Syllabus Spring 2025

GRADING POLICY

12.5% Assignment One: Passion From The Past

12.5% Assignment Two: Evaluation

12.5% Assignment Three: Formal, Theoretical & Cultural Criticism

12.5% Assignment Four: Critique Guidelines

12.5% Assignment Five: Typography Assignment

12.5% Assignment Six: Diversity Statement

12.5% Assignment Seven: Teaching Philosophy

12.5% Average of Group Discussion

A 90 – 100 EXCELLENT. Based on superior visual and conceptual solutions. Above and beyond what is required for each assignment showing effort, multiple successful solutions, superior final and design process.

B 80 – 89 GOOD. More than what is required with above average visual/conceptual solutions and experimentation.

C 70 – 79 FAIR. The basic and minimum visual/concept requirement for each assignment. Minimum Design Process.

D 60 – 69 WEAK. Failure to full fill the basic project requirements.

F 0 – 59 UNACCEPTABLE. Failure to maintain 80% participation and projects.

WORDS TO-THE-WISE

Show up, be committed to your work, and immerse yourself in the process. If you fall behind, run like hell to catch up! Also, please email for a Zoom appointment. I am here to help.

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.

ATTENDANCE

- You may be absent from class twice.
- In your first absence, you will receive an email warning, which is copied to Veronica Vaughan.
- In your second absence, you will receive an email, and Veronica Vaughan will contact you.
- In your third absence, you will receive an F in the class. If you wish to drop the class, you will receive a drop/fail.
- Two tardies of 15 minutes or more equal one absence. Absent is absent.
- A tardy of 60 minutes equals an absence.
- Two late returns from a break of more than 10 minutes equal 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 nod off or fall asleep, I will count you absent.

GRADE EVALUATION

Your final grade will be based on an average of all assignments, attendance and your 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 on an individual basis by email for a Zoom appointment only – not in class, please.

Studio 2 Design Education

Arts 541 801 20420 | Syllabus Spring 2025

CLASS POLICY

Violations of class policy concerning the unauthorized use of computers, cell-phones, ear-buds, 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 on-going problem and class distraction.

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

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>

COURSE AND UNIVERSITY 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>

Studio 2 Design Education

Arts 541 801 20420 | Syllabus Spring 2025

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 Student Academic Dishonesty Form](#)

[Graduate Student Academic Dishonesty Form](#)

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

Website: <https://inside.tamuc.edu/campuslife/CampusServices/StudentDisabilityServices/default.aspx>

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.

<https://inside.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/counseling-center/

DEPARTMENT OF ART, HEALTH & SAFETY GUIDELINES

https://inside.tamuc.edu/academics/colleges/humanitiesSocialSciencesArts/departments/art/documents/DOA_Health_Safety_Handbook.pdf

Health & Safety Form (to be signed online by all students in studio courses)

<https://dms.tamuc.edu/Forms/ArtLabPolicy>