

Instructor: Casey McGarr, Professor of Visual Communication
Office Location: 1918
Office Hours: Monday 3:30 pm-5:30 pm, Wednesday 3:00 pm- 6:00 pm.
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Class Information

Credit hours: 3.0
Meeting times: Wednesday 6:30 p.m. till 10:30 p.m.
Meeting location: Press Room

Required Text Books And Resources

[Letterpress Printing, A Manual for Modern Fine Press Printers, by Paul Marvelas.](#)

Paperback: Used \$30.00

Suggested Text Books And Resources:

- Periodicals: Print Magazine, Communication Arts Magazine
- [Hatch Show Print: The History of a Great American Poster Shop, by Paul Kingsbury and Jim Sherraden.](#) Hardcover: \$45.00
- [Adventures in Letterpress, by Brandon Mise](#) Hardcover: \$12.00
- Hatch Show Print Hatchshowprint.com
- Hamilton Wood Type woodtype.org
- The International Printing Museum Printmuseum.org

Course Description

The Design Studio Processes class invites VisCom Graduate students to explore and create alternative visual language solutions within the context of design-centric problem-solving. This class focuses on approaching problem-solving from a hands-on making perspective. Students are challenged to utilize non-digital methods and techniques to boil down and encapsulate a design problem's essence and power in the form of call-to-action communications that address the basic point-of-difference premise of their thesis topic. Sketching, ideation, drawing, carving, and relief printing letterpress techniques will be employed as the medium.

Course Structure

This class will be a combination of in-class and outside-class assignments. A commitment to the work and tangible weekly progress will be necessary to achieve this class's goals and completion. A willingness to participate, critique, collaborate, and expand your research and development will be critical to each student's productive and positive outcome. It is the job of the student to adhere to the schedule and present progress every week. The role of the professor and your classmates is to respond to the work that is brought in weekly and comment, direct, expand on, and suggest possible areas for further research and investigation. All pieces produced must meet the high standards set forth in this program and the academic standards for a terminal degree in visual communication. Weekly assignments / and meetings will be directed and assigned per each student's research agenda and may vary from student to student based on progress.

Student Learning Outcomes

1. Explore and develop design solutions utilizing a hands-on making approach
2. Gain an understanding of basic letterpress relief printing techniques
3. Explore and expand your current thesis research through an unconventional approach to design thinking
4. Experience reductive thinking in messaging based on medium
5. Be challenged to use non-traditional methods in ideation and production
6. Explore and connect with 2D and 3D typography as visual language
7. Experience and re-connect with the value of a non-digital approach to problem solving

Additional supplies not included:

- Paper 12"x18" from Amazon <https://tinyurl.com/2zsh9rde>
- Laser cutter use is \$12.00 per hour
- Black Nitrile Industrial Power-Free Disposable Gloves (100) various sizes: (\$9.70)

Grade Evaluation

Your final grade will be based on your week-by-week progress, attendance and a commitment to your research and development success of your final class deliverables. Grades will be discussed on an individual basis by office appointment—not in class please.

University Is Closed

Martin Luther King: Monday, January 20th
Spring Break: Monday, March 10th

Class Policy

Computers, cell phones, earbuds, or other personal technology. Devices may not be turned on or used in class without the permission of the instructor. First offense: (a pass) Subsequent offense (s): (this will affect your participation grade)

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.
- Falling asleep in class will result in 1/2 an absence

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 (below class average expectations)

F 50 to 59 points: Poor (inferior work and attitude)

In addition to project, quiz, and test grades, students' final grade 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. 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 concerning 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. 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

Zoom Video Conferencing Tool

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.

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 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

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)