

**ART 360.801**

**CREATIVE  
THINKING**

**Wednesday**  
12:30-3:45 PM

**Location**  
ROOM: 1906

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**Magdalena Aguinaga**  
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**COURSE CONTENT**

Art 360 will serve as a foundation for approaching design challenges with boldness and confidence. Students will learn to let go of the idea of perfection, ask the right questions, challenge the status quo and communicate effectively with rough concepts and broad descriptions derived from a variety of sources and observations for inspiration.

The course focus will be on increasing the student's ability to generate ideas, concepts, and prototypes quickly that communicate ideas effectively. Through a series of in-class exercises, the student will learn individually and in groups to tackle design challenges generating quality ideas with more confidence and prolificness.

**COURSE OUTCOMES**

Upon successful completion of this course, students will be able to:

- Encourage and support idea generation in a group setting.
- Participate in idea generation with boldness and fearlessness.
- Develop and communicate ideas rapidly.
- Produce many concepts to address a single design challenge.
- Present rough ideas and concepts to a group in an effective and clear manner.
- Develop verbal and written communication skills.

**CLASS PARAMETERS**

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 reflect in your weekly grade.

During class you may not work on other course projects. If a student is caught using email or social media of any kind during lecture or lab time (if available), the entire class gets a fair warning, no second chance will be issued. On the second occurrence, the entire class received an F as their daily grade.

**PROJECT PARAMETERS**

You are expected to work in class as well as perform outside of class work. All of your outcomes will be saved and uploaded to D2L.

Late work will be accepted at the instructor's discretion. All in-class assignments and homework must be uploaded to D2L within 24 hours of the class session when it is completed. After 24 hours, the student's work will be assessed at 50% of its total graded value.

**SUPPLY REQUIREMENTS**

1. Two (2) 9"x12" pads of newsprint (Needed by second week of class. Maybe a repeat purchase.)
2. One (1) 12-count Crayola Broad Line Markers (Washable)
3. One (1) cutting mat
4. One (1) #2 X-Acto knife and replacement blades
5. One (1) pair of scissors
6. One (1) glue stick
8. One (1) 18" metal ruler (also called a straight edge)
9. One (2) containers of Playdoh
10. Access to Adobe Creative Cloud
11. Access to Adobe Scan on your mobile device

**CRITIQUE**

This class is collaborative. You will be providing critiques of your fellow student's work and receiving feedback from your professor to increase your creativity and prepare you for the rest of your academic journey.

**INSTRUCTOR CONTACT AND RESPONSE TIME**

Please use your university email as your primary source of contact. If your email is more than a short paragraph, please consider making a office appointment. If you have an emergency, please feel free to email me:

**maguinaga5@leomail.tamuc.edu**

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 in 24 hours M-F, please send it again.

### **ATTENDANCE**

**FIRST ABSENCE:** The student will receive an email from the VisCom admin and a copy goes to the instructor.

**SECOND ABSENCE:** The student will receive an email from the VisCom admin and a copy goes to the instructor and student is contacted by VisCom admin.

**THIRD ABSENCE:** Email notification to the student informing them 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.

### **GRADING GUIDELINES**

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. In addition to exercises and projects, your final grade will also be based on critique participation and application, work ethic, and attitude.

These specifications are applied with the following percentages:

**10% weekly preparedness**

**50% in-class projects and homework**

**20% mid-term**

**20% final**

**ARTIFICIAL INTELLIGENCE**

East Texas A&M 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. For the purposes of ART306 Creative Thinking, the use of Artificial Intelligence is not allowed for completing graphic or written assignments.

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.

**TECHNOLOGY REQUIREMENTS**

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 East Texas A&M 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)

**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](mailto: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, 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 East Texas A&M are expected to maintain high standards of integrity and honesty in all of their scholas-

tic 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/>

**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  
East Texas A&M University  
Gee Library- Room 162  
Phone (903) 886-5150 or (903) 886-5835  
Fax (903) 468-8148  
Email: [studentdisabilityservices@etamu.edu](mailto:studentdisabilityservices@etamu.edu)  
Website: Office of Student Disability Resources and Services  
<http://www.etamu.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/Nondiscrimination>

**NON DISCRIMINATION NOTICE**

East Texas A&M 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 East Texas A&M 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.

<http://www.etamu.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployee-sAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M 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 East Texas A&M, 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.etamu.edu/counsel](http://www.etamu.edu/counsel) All policy

**SCHEDULE**

This is a schedule of assignments and deadlines for the entire semester. 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. Changes in the schedule will be made in D2L anytime a change is made in class. Failure to turn in work in accordance with the class schedule will negatively affect your final grade in the course.

**A digital scan of all in-class work is due in D2L within 24 hours of the class meeting.**

**Week One: August 27**

Introduction

Review Course Syllabus

**EXERCISE:** Toothpick Test**EXERCISE:** You Can Draw

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**Week Two: September 3****WATCH:** IDEO Shopping Cart**EXERCISE:** Shotgun Doodling**EXERCISE:** What is in a Name?

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**Week Three: September 10****EXERCISE:** High Five**EXERCISE:** Emblem for Yourself**HOMEWORK:** Backpack Ethnography (due next week)

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**Week Four: September 17****EXERCISE:** Build a Better Backpack**EXERCISE:** Find the Surprise

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**Week Five: September 24****EXERCISE:** It's Only Money**EXERCISE:** Let Me Introduce You to Alex**HOMEWORK:** Play-Doh (due next week)

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**Week Six: October 1****EXERCISE:** Scary Number of Options**EXERCISE:** Sneak Attack!**HOMEWORK:** Xacto, Cutting Mat, Scissors, Ruler, and Glue Stick (due next week)

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**Week Seven: October 8****EXERCISE:** Can You Taste the Color Plaid?**EXERCISE:** Playing with Alphabet Soup

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**Week Eight: October 15****MIDTERM:** Tags! You're It.**HOMEWORK:** Paisley Screensaver (due next week)

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**Week Nine: October 22**

- REVIEW:** Paisley Screensaver
  - EXERCISE:** Did You Get That License Plate?
  - HOMEWORK:** Bass Basics (due next week)
  - HOMEWORK:** Bring a Stick (due next week)
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**Week Ten: October 29**

- EXERCISE:** Stick!
  - EXERCISE:** Bass Basics
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**Week Eleven: November 5**

- EXERCISE:** Who Cuts Your Hair?
  - EXERCISE:** Brand Mash-up
  - HOMEWORK:** Style For Miles Part 1
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**Week Twelve November 12**

- EXERCISE:** Sorry Charlie
  - FINAL:** Style For Miles Part 1
  - HOMEWORK:** Style For Miles Part 2
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**Week Thirteen November 19**

- EXERCISE:** Storyboard Jam
  - FINAL:** Style For Miles Part 2
  - HOMEWORK:** Style For Miles Part 3
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**Week Fourteen November 26**

- EXERCISE:** What Time is it?
  - FINAL:** Style For Miles Part 3
  - HOMEWORK:** Style For Miles 4
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**Week Fifteen December 3**

- FINAL:** Style For Miles Part 4
  - HOMEWORK:** Style For Miles Revisions
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**Week Sixteen December 10**

- FINAL:** Style For Miles Final
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