

ART 458**VISCOM
PROFESSIONAL
PRACTICE**

Monday
6:30-10:30PM

Location
ROOM: 1904

Joshua Ege
OFFICE: 1914

OFFICE HOURS

Monday:
3:00 - 4:00 PM

Tuesday:
9:30 - 11:30 AM

Wednesday:
9:30 - 11:30 AM

Text Required

Graphic Artists Guild
Handbook: Pricing
& Ethical Guidelines,
17th 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**

This course teaches general theory, concepts and techniques of Visual Communication professional practice. Students will learn how to navigate issues that arise in the various professions within Visual Communication through research, discussion and self promotion.

COURSE OBJECTIVES

This course is intended to help soon to be graduating students (you) become prepared to enter the work force. You will be provided with information that will further your understanding of the different careers that are available in the Advertising, Design and Motion Design 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 FORMAT

This class is a combination of lectures and assignments worked on in and outside of 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 at 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:

3+3+3 Wish List & Paper	10%
Personal Logo & Collateral	10%
Portfolio Layout	10%
Portfolio Website	10%
Project Proposal	10%
Ethics Paper	10%
Final Exam	15%
Week-to-Week Progress & Participation	25%

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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 11 AM 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".

STUDENT RESPONSIBILITIES FOR COURSE

CWID AND PASSWORD

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@etamu.edu.

TECHNOLOGY-RELATED ISSUES

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.

TECHNOLOGY REQUIREMENTS AND SUPPORT

Students will need reliable computer and internet access for this course. Students must be able to effectively use myLeo email, myLeo Online D2L, Adobe Suite (Illustrator, Photoshop, InDesign, etc...)

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.html

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your instructor. Correspondence will always be through university email (your "myLeo" mail) and announcements in myLeo online (D2L). You will not RECEIVE email through D2L, so be sure to check your ETAMU email for communication. Students are encouraged to check university email daily.

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>

Include the Following in Emails with Instructor:

Course name and subject in the subject line

Salutation (Good afternoon, Mr. Ege or Josh)

Proper email etiquette (no "text" emails – use proper grammar and punctuation)

Student name and CWID after the body of the email (possibly add to student signature on email)

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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 online in the [Student Guidebook](#).

Students should also consult the [Rules of Netiquette](#) Webpage for more information regarding how to interact with students in an online forum.

ACADEMIC INTEGRITY

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty University Procedure 13.99.99.R0.03](#)

[Undergraduate Student Academic Dishonesty Form](#)

[Graduate Student Academic Dishonesty University Procedure 13.99.99.R0.10](#)

[Graduate Student Academic Dishonesty Form](#)

ARTIFICIAL INTELLIGENCE POLICY

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. 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.

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
Velma K. Waters Library Rm 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: studentdisabilityservices@etamu.edu
Website: Office of Student Disability Resources and Services
<https://www.etamu.edu/student-disability-services/>

NONDISCRIMINATION NOTICE

East Texas A&M University 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 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.

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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.

EAST TEXAS A&M SUPPORTS STUDENTS' MENTAL HEALTH – COUNSELING SERVICES

The Counseling Center at East Texas A&M University, 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 <https://www.etamu.edu/counseling-center/>

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@etamu.edu

OFFICE HOURS

Office Hours are meant to help if you fall behind or miss a class. They can be held via Zoom or in-person during posted times. It is strongly encouraged to pursue in-person appointments whenever possible. Office Hours must be scheduled at least 24 hours in advance. Any remaining appointments are first come, first serve in-person during posted Office Hours. If you can not meet during scheduled office hours, reach out via email for additional availability.

Schedule an [office appointment](https://calendly.com/joshua-ege/office-hours) <https://calendly.com/joshua-ege/office-hours>

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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 with a deduction in the assignment grade. You are responsible for turning in work on time regardless of attendance.

Week One: January 12

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 19

MLK DAY NO CLASS

Week Three: January 26

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 2

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 9

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 16

DUE: Resume, Business Card & Thank You Card Final

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DUE: Portfolio Layout Round Two
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 23

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 2

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 9

Spring Break, No Class

Week Ten: March 16

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 23

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 30

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

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

Week Thirteen: April 6

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 13

DUE: Project Proposal Round One
LECTURE: Negotiation Strategies

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Project Proposal Round Two

Week Fifteen: April 20

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

OUT OF CLASS WORK (DUE NEXT CLASS)

ASSIGN: Ethics Paper
ASSIGN: Project Proposal Round Final

Week Sixteen: April 27

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

Week Seventeen: May 4

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