

**INFORMATION**

Instructor: Veronica Vaughan, Assistant Professor Visual Communication | Graduate Coordinator

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Office: 1912

Office Hours: Monday 3:30 pm - 5:30 pm | Wednesday 2:30 pm - 4:30 pm

**CLASS INFORMATION**

Credit hours: 3.0

Meeting times: Thursday 6:30 p.m. - 10:30 p.m.

Meeting location: 1906

**COURSE DESCRIPTION**

This course will build upon previous experience with creative methodologies and process utilizing both team and individual problem solving. This course will address research, targeting and positioning, creative process, creative problem solving as well as formal and aesthetic design issues. Thumbnail ideation, creative sessions, critiques, and computer generated solutions will be explored through weekly assignments.

**COURSE OBJECTIVES**

- Continue development of understanding marketing and positioning
- Gain further understanding of creative methodologies through experimentation
- Strengthen design writing skills through weekly written discussions
- Navigate projects related to real world issues in the design industry and develop skills to find conceptual solutions that are well executed

**COURSE STRUCTURE**

This class will be a combination of assignments worked on outside of class and in-class which will be critiqued by peers as well as the instructor. Your weekly progress will be posted to the Assignment section in D2L each week. On occasion you will be asked to bring printed copies of your work to class as well. A commitment to several hours of homework is required to achieve the goals of this class and its completion. The class will be broken into teams for out of class critiques and discussions throughout the week.

**ATTENDANCE**

FIRST ABSENCE: The student will receive an email and a copy goes to Lee

SECOND ABSENCE: The student will receive an email and a copy goes to Lee who will contact the student.

THIRD ABSENCE: Lee emails the student that they have failed the course.

Two tardies of 20 minutes equals one absence.

A tardy of 60 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. 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".

**CLASS POLICY**

If a student is over 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.

**CLASS POLICY CONT.**

COMPUTERS, CELL-PHONES, EAR BUDS, OR OTHER PERSONAL TECHNOLOGY.

Devices may not be turned on or used in class without the permission of the instructor.

First offense: (a pass)

All devices need to be stored in your backpack or on the desk in front of you face down.

Subsequent offence(s): (this will impact your participation grade)

**SYLLABUS AND SCHEDULE UPDATE POLICY**

The syllabus and schedule are a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus and/or schedule during the semester. Any changes made to the syllabus/schedule will be announced in advance.

**PROJECT PARAMETERS**

Assignment information, pdfs of examples, etc. will be posted in a weekly D2L folder for reference.

All projects have weekly steps to be accomplished by the beginning of the next class meeting. Mini-deadlines are part of the overall assignment and play a role in your projects final grade.

All work is due on the assigned date and time. For a project to be considered complete, the specified electronic portion should be uploaded, as directed, into the appropriate folder on D2L as detailed in the assignment. Plan for a disaster and allow yourself as much time as possible to complete your assignment. Late work is accepted only at instructors discretion.

On certain assignments, written peer critique will be required. A discussion forum will be created for each written requirement. Each student will start a thread to upload their assignment. Directions for this process will be made available by instructor.

At various stages in a project you will be required to present your work to your peers and instructor. You will explain the piece(s) in detail, giving rationale and insight into the decisions you've made for the client. During class you may not work on other course projects.

Work should be submitted on the day of class by 10 am in to D2L.

**ASSIGNMENTS** (Assignments are subject to change based upon the needs and progress of the class)

This semester will consist of 4–6 typography projects that will vary in length and complexity—the majority of which will yield portfolio level projects.

29% Poster Project

29% Book Cover

29% Zine

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87% Assignments

13% Weekly Discussions & Participation *Final grades are non-negotiable*

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100% Grade

**GRADING 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. In addition to project progress, students final grade will also be based on critique participation and application, work ethic, and attitude.

The Department of Art reserves the right to discontinue enrollment of art major students at any time if satisfactory academic progress is not being made. Students who have accumulated three unsatisfactory grades (D or F) in studio art or visual communication courses taken for college credit at Texas A&M University-Commerce or elsewhere will not be permitted to continue, be readmitted, or graduate with a major in studio art or visual communication. Courses in which a grade below the minimum is received may only be repeated once.

#### **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 office appointment only—not in class please. Note: Violations of class policy with respect to 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.

#### **CRITIQUE**

When presenting multiple solutions, please combine concepts/files into one pdf containing multiple pages. Submitting 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 physical comps if required. In some cases, students will be directed to have their work open in a specific software for critique and immediate feedback application.

Critique format will be determined by project need.

#### **INSTRUCTOR RESPONSE TIME**

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 within 2 days, please send again.

Please use your university email as your primary source of contact. If your email is more than a short paragraph, please consider making an appointment.

If you have an emergency, please feel free to email me: veronica.vaughan@etamu.edu

#### **WORDS TO-THE-WISE**

Show up, be committed in your work, and immerse yourself in the process. It's your show ENJOY!

IF YOU FALL BEHIND, RUN LIKE HELL TO CATCH UP! ALSO, PLEASE LET ME KNOW IF YOU NEED TO COME SEE ME. I AM HERE TO HELP.

**AI 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.

If the instructor allows AI to be incorporated into a solution, the student must acknowledge and credit its use and provide the prompt used to create the output.

**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](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](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@etamu.edu](mailto:helpdesk@etamu.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>

**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](mailto: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**

Minimal Technical Skills Needed

Students will need reliable computer and internet access for this course. Students must be able to effectively use myLeo email, myLeo Online D2L, and Microsoft Office and the Adobe Creative Suite.

*Learning Management System (LMS) – D2L*

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 the technical requirements:

- View the Learning Management System Requirements Webpage.
- Learn more on the LMS Browser Support Webpage.

*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 on the Brightspace Support Webpage.

**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.

*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

**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  
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](mailto:studentdisabilityservices@etamu.edu)

Website: Office of 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 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 ETAMU 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.

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

**MENTAL HEALTH AND WELL-BEING**

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

**SCHOLASTIC DISHONESTY**

- 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.

**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**