

E-MAIL

veronica.vaughan@etamu.edu

*E-mail should be used for brief verbal communications only.
If your e-mail is longer than 55 words, I suggest some face-time.*

OFFICE HOURS

Monday 3:00-4:00 pm
Wednesday 2:00-4:00 pm

OFFICE # 1912

CLASS INFORMATION

Credit hours: 3.0

Meeting times: Wednesday 6:30 p.m. to 10:30 p.m. | January 29, 2026 - May 1, 2026

Meeting location: 8750 N. Central Expressway 19th Floor, Room 1908

SUGGESTED TEXT BOOKS AND RESOURCES

1. Various sources identified through the student's individual research, or sources suggested by committee members germane to the progress and direction of the research and exhibition agenda.
2. Other major design university's MFA archives / repositories (SVA, VCU, Stanford D-school, etc.)
3. Research in real libraries / journals / library loan and electronic research data banks
4. AIGA archives
5. Periodicals: Print Magazine, Communication Arts Magazine, I.D. Magazine, Fast Company Magazine
6. Media: National Public Radio, 90.1 and news sources of all stripes
7. Anywhere, and anything that is relevant to this topic (interviews, ethnography, etc.)

COURSE DESCRIPTION

The Project Design and Implementation class is set up to facilitate the crafting of your final design-centric exhibition in conjunction with your thesis committee's feedback through weekly scheduled benchmarks and peer critique. You will be guided through the design, strategy, planning and execution phase of your thesis exhibition through ideation roughs, class critiques, design, 3D mock-ups and viewer experience in preparation for the exhibition build process in May.

COURSE STRUCTURE

This class will be a combination of in class and outside class meetings with your committee major advisor and committee members. A commitment to the research and weekly progress will be necessary to achieve the goals for this class and its completion. A willingness to participate, collaborate and expand your research will be a key component in a productive and positive outcome for each student. It is the job of the student to set the schedule and adhere to it on a weekly basis using the provided benchmark schedule as a guide. The role of the professor and your fellow classmates is to respond to the work that is brought in weekly, and comment, direct, expand on, and suggest possible areas for further research, as well as comment on exhibition planning.

It is the student's responsibility to meet with your committee members, as well as your peers and bring in their comments along with your research to your weekly meetings for discussion. In addition, it is the student's sole responsibility to proof all materials for spelling and proper syntax (Employ a proofreader). Any and all materials produced must meet the high mark of standards set forth in this program, as well as, the academic standards for a terminal degree in the field of Visual Communication.

All students must engage fully in critiques. You are expected to “cover the walls” with ideas for discussion each week presenting new or furthered directions. Please, do not bring in the same work as the previous week and expect to achieve a high level of outcome, be prepared to execute your exhibition, or not pass this class.

Weekly assignments / progress and meetings will be directed and assigned per each student's individual research agenda, and may vary from student to student.

STUDENT LEARNING OUTCOMES

1. Final research, input and feedback from your major professor and committee towards the conclusion of your final exhibition paper
2. Develop a workable weekly schedule based on your individual exhibition direction
3. Explore and expand your current research through a scholarly literature review, which will support your questions, etc.
4. Complete your IRB protocol (if applicable) and receive the necessary approvals to move forward .
5. Receive guidance in facilitating your exhibition with respect to your direction, venue, budget and final execution
6. Finalize a realistic exhibition strategy, design, schematic and 3-D model with a step-by-step completion procedure
7. Be prepared to execute your exhibition and write a well crafted exhibition paper using the prescribed formats incorporating your exhibition process
8. Receive the necessary approvals to move forward to the exhibition build stage
9. Start the preliminary exhibition build stage
10. Receive the necessary approvals for your final exhibition paper submission
11. Preparation for graduation

GRADE EVALUATION

Your final grade will be based on your week-by-week benchmark progress, attendance and commitment to your research and success of your final thesis exhibition and paper. In addition, it is your responsibility to meet with your committee members throughout the semester and bring their comments to your weekly meetings for discussion. You must present quantitative and qualitative data that satisfies and or proves your statement of the problem and addresses the specific goals of your study. Grades will be discussed on an individual basis by office appointment only—not in class.

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.

X = Incomplete: Students, who because of circumstances beyond their control are unable to complete their course work can, upon approval of the instructor, receive a mark of "X" (incomplete) in all courses in which they were maintaining passing grades.

When an "X" is given for a grade in a course, the credit hours and grade point averages are not included until a grade is received which can be up to one year. If the "X" is not removed by that time, the grade becomes an F, and the hours are included in the number of hours attempted.

Recording a grade of "X" requires the filing of a plan for completion. The plan will be submitted with the official grade record sent to the department head who will forward it to the Dean's office. The plan will include why the grade was given and steps necessary for the student to receive the final grade. If the necessary action to complete the X plan has not been completed by the next time the course is offered the student will register to take the course again.

ATTENDANCE POLICY

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

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

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

Two tardies of 10 minutes 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.

SPECIFIC CLASS POLICIES

Students **MUST** keep up with the assignment schedule in order to pass this class. PROGRESS THROUGH THIS COURSE IS THE RESPONSIBILITY OF THE STUDENT.

No extensions or exceptions will be granted except in cases of extreme hardship or medical necessity. Professional work demands do not constitute extreme hardship exemptions.

SYLLABUS 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.

INSTRUCTOR CONTACT AND RESPONSE TIME

veronica.vaughan@tamuc.edu

Appointments will be handled via Zoom. Please email me to schedule an appointment.

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 a Zoom appointment.

Words to-the-wise

Be here because you want to be. It's STILL your show.

IF YOU FALL BEHIND–RUN LIKE HELL TO CATCH UP

Helping your classmates is helping yourself

GRADE EVALUATION

Your final grade will be based on an average of all assignments, attendance and in-class participation. The participation grade is based on the application of course concepts, class involvement, and both a desire and capacity to show progress and meet deadlines. Note!!! Failure to deliver the final exam project will result in an automatic semester grade of F. Grades will be discussed on an individual basis by office appointment only — not in class.

X PLAN STATEMENT

Students, who because of circumstances beyond their control are unable to attend classes during finals week or the preceding three weeks will, upon approval of the their instructor, receive a mark of "X" (incomplete) in all courses in which they were maintaining passing grades.

When an "X" is given for a grade in a course, the credit hours and grade point averages are not included until a grade is received which can be up to one year. If the "X" is not removed by that time, the grade becomes an F, and the hours are included in the number of hours attempted.

Recording a grade of "X" requires the filing of a plan for completion. The plan will be submitted with the official grade record sent to the department head who will forward it to the Dean's office. The plan will include why the grade was given and steps necessary for the student to receive the final grade. If the X plan has not been completed by the next time the course is offered the student will register to take the course again.

HOW TO PREPARE YOURSELF FOR CLASS

An open mind

A desire to explore

A willingness to participate and, by doing so, enrich the experience for yourself and others

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 it's 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

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@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.

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

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

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