

Electronic Media & Methods

.801 Tues

12:30-4:30

Lee Hackett

Course Content

Art 310 is your first tier course in electronic media and method.

We will use Adobe Illustrator, Photoshop, InDesign, Substance and Firefly to produce a series of projects. The class looks at project work flow, organization and stresses the correct production of projects. The production of digital comprehensives (comps) is another focus used to strengthen your understanding of visual communication and it's application. Your semester will also contain tutorials and required certification, done both in and out of class.

Course Outcomes

- strengthen application skill sets to include software concept understanding, correct tool usage
correct document authoring
- gain experience with various techniques for conceptual solutions
- an introduction to branding through a series of projects
- build an understanding of professional expectations, presentations and processes through
assignment work flow
- apply research for stronger conceptualization of a client brief
- incorporate visual vocabulary into critiques and project conversations
- deepen students visual well

We will focus repeatedly on craft and the production of assets in a timely manner. In addition, we learn about involving the following into the creative process—

attention to detail	how to see—how to really look at a curve
discipline	color
patience	quick visualization
volume and spatial relationships	the value of a thumbnails and pencils
craftsmanship	not to fall in love with your first sketch
draftsmanship	appropriate font selection
legibility	to redo the job until it's right

Class Parameters

Class meetings, discussion and instruction will take place face to face.

Class and critique participation are part of the course grade. Engaging in class through discussion, thoughtful questions and observations are part of the learning experience.

The class will manage projects via D2L within MyLeo. Chrome works best.

Each student will be provided a year subscription to Bring Your Own Laptop online training. Certifications will be required. Requirements will be posted on D2L..

Project Parameters

The course assignment calendar, information, pdfs of examples, etc. are posted in a weekly D2L folder for reference.

You are expected to work in class as well as perform outside of class work.

You are expected to join class prepared to work on the current assignment. Not being able to make progress during class due to lack of materials will reflect in your mini-deadline grade.

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, uploaded no later than 30 minutes before the start of class. For a project to 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 at instructors discretion after the initial deadline.

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.

During class you may not work on other course projects.

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When presenting multiple solutions, please combine concepts into one pdf containing multiple pages. Multiple single page pdf's will not be accepted.

When presenting pencils, 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. It is your responsibility to make sure the file is correctly oriented and viewable.

Each student will have a pdf of their assignment uploaded to D2L as well as accessible during class for critique. Critique format will be determined by project need.

Instructor contact and response time

Office hours: please email me and copy Ramona to make a zoom appointment. Ramona.Wates@etamu.edu
Appointments will be handled either in person or via Zoom mainly before and after class Tuesday - Thursday.
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 source of contact. If your email is more than a short paragraph, please consider making a Zoom appointment.

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

You may also contact Ramona who can reach out to me.

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.

Include the Following in Emails with Instructor:

- Course name and subject in the subject line
- Salutation (Good afternoon, Professor Lee)
- 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)

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.

Work is still due when absent. It is the student's responsibility to check D2L and stay current with missed work when an absence occurs. Students are strongly encouraged to reach out with any questions and not wait until the next class meeting.

- Two tardies of 10 minutes equals one absence.
- A tardy of 60 minutes equals one absence.
- If using Zoom, leaving the Zoom call before class is dismissed is an absence.
- First occurrence of sleeping in class is equal to one tardy. Two offenses equals an absence.
- Not having your camera on during a Zoom class can result in a tardy or absence at the instructor's discretion.
- If a student is OVER 10 MINUTES late for the final, a full grade will be deducted from their 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.

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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:

60% projects

20% class exercises

10% required certifications

10% preparedness and class/critique participation

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.

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& Methods****.801 Tues****12:30-4:30****Lee Hackett****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.

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& Methods****.801 Tues****12:30-4:30****Lee Hackett****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.

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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.etamu.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.

