

ARTS 597 801 24350
WRITING AND INSTRUCTION
COURSE SYLLABUS
SPRING 2026

DESIGN WRITING ART 542 *Veronica Vaughan*

COURSE SYLLABUS | SPRING 2026

EMAIL

veronica.vaughan@etamu.edu

E-mail should be used for brief verbal communications only.

If your e-mail is longer than 160 characters, I suggest some face-time.

OFFICE HOURS

Monday 3:00 - 4:00 pm | Wednesday 2:00 pm - 4:00 pm
or by appointment (Zoom or in person)

Office # 1912

CLASS INFORMATION

Credit hours: 3.0

Meeting times: Wednesday 6:30 p.m. to 10:30 p.m. | March 26, 2026 - May 8, 2026

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

COURSE DESCRIPTION:

This studio course is an in-depth introduction to articulating your thoughts on design through discussion and writing with an informed opinion on contemporary design issues. The class will read relevant articles, essays and books on design disciplines, design pedagogy and teaching today's design student, as well as watch videos that add to the knowledge and currency of the topics. These readings and videos will inform required written responses and discussions. Reading, researching, analyzing and writing will provide a deeper understanding of design topics and an awareness of how writing is used within the discipline of graphic design. Writing with confidence is an ongoing learning process. It takes practice, more practice and patience. The more you write, the more confident you will become. Group discussion of topics and issues are also a facet of the class. These moderated conversations will encourage you to learn from each other, share ideas, and formulate opinions and arguments in real-time. Group discussion may vary from week-to-week. Graphic design with an emphasis on the development of meaningful concepts and creative problem solving.

COURSE OBJECTIVES

1. Strengthen your ability to write and present researched opinions
2. Demonstrate an understanding of the writing process and its conventions
3. Analyze historic and contemporary visual communications within cultural contexts
4. Show the ability to craft a clear, concise, effective verbal communication
5. Demonstrate an understanding of current design issues and criticism
6. Demonstrate the ability to debate contemporary design issues

HOW THE COURSE WILL BE TAUGHT

Class meetings, discussion and instruction will take place primarily online with a few face to face. You will need to incorporate checking your email with the frequency equal to your social media interaction, adding notifications for email receipts from the instructor is suggested. The class will manage projects via D2L within MyLeo. Chrome works best.

REQUIREMENTS AND ASSESSMENT

Each project is accompanied by an assignment sheet noting objectives and criteria for evaluation. Typically work is expected to show creative problem solving, a sensitivity to type choices and user interaction, and a professional attitude in presentation. A hard copy of each assignment must be turned in on time. All students participate in group critiques. Work is returned with a written assessment by the instructor.

EXPECTATIONS:

Students are expected to act professionally at all times: respect others' work and ideas, be punctual and prepared for every class, meet all deadlines, ask questions when necessary, and take each project to a creative and innovative solution.

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.

1. Assignment Part 1.....25% Part 2.....25% Part 3.....50%

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@etamu.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.

DESIGN WRITING ART 542 *Veronica Vaughan*

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REQUIRED AND SUGGESTED TEXT BOOKS AND RESOURCES

Required:

MLA Handbook 8th Edition

by *The Modern Language Association of America (Author)*

ISBN-13: 978-1603292627

ISBN-10: 890072021X

Graphic Design Theory: Readings from the Field

(I got the blue one)

SCRIBD subscription \$9.99 per month

Grammarly Subscription \$144 for the year

Optional:

I will make periodic recommendations for reading. Self-motivated reading and research for projects is an expectation for this course.

The class will be doing peer review of topic responses, written and verbal, throughout the term.

Please note: You are not responsible for rewriting your peer's paper. You will instead work as an editor and comment on aspects such as how the author's voice reads, how well the paper's organization works and how well the author's points come across. You are expected to come to class prepared. You are responsible for keeping up with all of the readings and deadlines, please stay current.

CLASS POLICIES

Check your ETAMU email and D2L regularly for this class.

Email submissions will not be accepted or graded unless specified on the project statement.

All assignments are due at the beginning of the class (format specified on project statement).

If you are unable to attend class, please make arrangements to turn in your projects before the deadline and submit reasonable documentation to support your absence or inability to adhere to the deadline. Projects will not be graded if supporting documentation is not provided and a project is not turned in by the deadline.

DESIGN TEACHING MENTORSHIP ART 547 *Veronica Vaughan*

COURSE SYLLABUS | SPRING 2026

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COURSE DESCRIPTION

Pedagogy in-classroom undergraduate training experience. This course focuses on in-classroom observation and experience through shadowing faculty members and applying classroom assignments to gain knowledge in teaching higher education.

COURSE OBJECTIVES

This class aims to provide students with an opportunity to foster their professional growth and development through design teaching mentorship. This course provides students with direct insights into teaching practices and offers a pathway to continuous improvement and excellence in education.

- Inform your experience in design teaching
- Explore Mentorship/classroom challenges/enthusiasm as it relates to teaching
- Discern the difference between teaching and art direction
- Gain skills to unwrap student dynamics
- Start to define the essential qualities necessary to achieve measurable success as a professor

ATTENDANCE

Attendance is mandatory for shadowing undergraduate classrooms so that the full benefit of the mentorship is realized.

Student must check in with Veronica Vaughan or Casey McGarr 20 minutes before each class starts.

SPECIFIC CLASS POLICIES

Students **MUST** be in attendance in order to pass this class. PROGRESS THROUGH THIS COURSE IS THE RESPONSIBILITY OF THE STUDENT.

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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.

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

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

X PLAN STATEMENT FOR MFA VISCOM

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 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.