

ART 365.801

**DESIGN 1**

**Monday**

6:30-10:30PM

**Location**

ROOM: 1906

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**Joshua Ege**

OFFICE 1914

**OFFICE HOURS**

**Monday:**

3:00PM-5:00PM

**Tuesday:**

10:00AM-NOON

**Wednesday:**

10:00AM-NOON

OFFICE HOURS CAN BE  
HELD IN PERSON OR  
VIA ZOOM

Additional Office Hours can be  
made available upon request  
and availability.

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**Required Text:**

Communication Arts  
Magazine

**COURSE DESCRIPTION**

This course will provide an introduction to creative methodologies and processes, incorporating both team and individual approaches to problem solving. The content of the course will cover aspects including research, targeting and positioning, creative process tools, point-of-difference problem solving, as well as formal and aesthetic design considerations. Throughout the course, we will explore activities such as thumbnail ideation, writing rationales, engaging in creative sessions, participating in critiques, and creating comprehensives. These activities will be integrated into weekly assignments and in-class work.

**STUDENT LEARNING OUTCOMES**

- Understand the value and power of exhaustive research as the first step in the creative process
- Develop a basic understanding of marketing and positioning
- Gain an understanding of various creative methodologies through experimentation.
- Understand the basic function, process and roles associated with working in creative teams.
- Introduction to logos and basic company identity and strategy through various collateral pieces
- Become familiar with Lettermarks, Logotypes & Symbols.
- Creating visual elements and graphic standards for a client

**COURSE FORMAT**

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.

**GRADING**

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
- B** 80-89%, work above the general class level, participation in classroom discussion and critique
- C** 70-79%, average work, minimal requirements met
- D** 60-69%, work below class average, lack of participation and/or poor attendance
- F** 59% or Below, inferior work, work not turned in, failure to attend class

**GRADES WILL BE BASED ON:**

**10% Research**  
**45% Company Logos (15% symbol, 15% logotype, 15% lettermark)**  
**15% Stylescape**  
**15% Company Extensions**  
**15% Weekly Participation & Progress Grade**

*FINAL GRADES ARE NOT DEBATABLE.*

**ATTENDANCE**

You may be absent from class twice. On your first absence you will receive an e-mail notifying you of the absence being recorded. 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. A tardy of 60 minutes equals an absence. Two late returns from break of more than 10 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.

***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".

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**ARTIFICIAL INTELLIGENCE**

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. For the purposes of ART407 History of 20th Century Graphic Design, the use of Artificial Intelligence is not allowed for completing graphic or written assignments.

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.

**TECHNOLOGY REQUIREMENTS**

The University is providing you with the Creative Cloud.

A reliable internet connection is suggested for successful classroom participation.

D2L/Brightspace

All course sections offered by East Texas A&M 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)

YouSeeU Virtual Classroom Requirements:

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

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 ETAMU 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>

**UNIVERSITY SPECIFIC PROCEDURES**

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 in the Student Guidebook. <https://www.etamu.edu/student-handbook/>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

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Academic Integrity

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

**UNDERGRADUATE ACADEMIC DISHONESTY 13.99.99.R0.03**

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/>

**STUDENTS WITH DISABILITIES-- ADA**

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

Gee Library- Room 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 Resources and Services

<http://www.etamu.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/Nondiscrimination>

**NON DISCRIMINATION NOTICE**

East Texas A&M 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**

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.

<http://www.etamu.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

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.

**A&M-COMMERCE SUPPORTS STUDENTS' MENTAL HEALTH**

The Counseling Center at East Texas A&M, 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](http://www.etamu.edu/counsel)

**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**

I will be in my office during my posted office hours, but an appointment can be made using the Calendly link provided in D2L. Scheduled appointments are first come first serve. You can also email me at [joshua.ege@etamu.edu](mailto:joshua.ege@etamu.edu)

**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.

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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. Changes in the schedule will be made in D2L anytime a change is made in class. Failure to turn in work in accordance with the class schedule will negatively affect your final grade in the course.

*All projects are due in D2L each week at 5 PM on the day of class. Late projects are only accepted with professor approval. You are responsible for turning in work on time regardless of attendance.*

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**WEEK ONE : August 24**

Introduction

Review Course Syllabus

Review supplies / presentation

Discuss attendance and grade evaluation

Research Exercise

**OUT OF CLASS WORK (DUE NEXT CLASS)**

**ASSIGN:** Research, Round 1

**WATCH:** Building a Brand Episode 1 & 2

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**WEEK TWO : August 31**

**DUE:** Research, Round 1

**LECTURE:** Stylescape

**OUT OF CLASS WORK (DUE NEXT CLASS)**

**DUE:** Research Final

**WATCH:** Building a Brand Episode 3 & 4

**WATCH:** How to Build a Stylescape

**ASSIGN:** Stylescape

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**WEEK THREE : September 7**

**NO CLASS:** Labor Day

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**WEEK FOUR : September 14**

**DUE:** Research Final

**DUE:** Stylescape Round One

**LECTURE:** Symbol Logos

**OUT OF CLASS WORK (DUE NEXT CLASS)**

**ASSIGN:** Symbol Logo Round One

**ASSIGN:** Stylescape Round Two

**WATCH:** Building a Brand Episode 5

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**WEEK FIVE : September 21**

**DUE:** Symbol Logo Round One

**DUE:** Stylescape Round Two

**OUT OF CLASS WORK (DUE NEXT CLASS)**

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**ASSIGN:** Symbol Logo Round Two  
**ASSIGN:** Stylescape Round Three  
**WATCH:** Building a Brand Episode 6

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**WEEK SIX : September 28**

**DUE:** Symbol Logo Round Three  
**DUE:** Stylescape Final

**OUT OF CLASS WORK (DUE NEXT CLASS)**

**ASSIGN:** Symbol Logo Round Three  
**ASSIGN:** Stylescape Final  
**WATCH:** Building a Brand Episode 7

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**WEEK SEVEN : October 5**

**DUE:** Stylescape Final  
**DUE:** Symbol Logo Round Three  
**LECTURE:** Logotype

**OUT OF CLASS WORK (DUE NEXT CLASS)**

**ASSIGN:** Symbol Logo Final  
**ASSIGN:** Logotype Round One

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**WEEK EIGHT : October 12**

**DUE:** Symbol Logo Final  
**ASSIGN:** Logotype Round One

**OUT OF CLASS WORK (DUE NEXT CLASS)**

**ASSIGN:** Logotype Round Two

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**WEEK NINE : October 19**

**DUE:** Logotype Round Two

**OUT OF CLASS WORK (DUE NEXT CLASS)**

**ASSIGN:** Logotype Round Three

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**WEEK TEN : October 26**

**DUE:** Logotype Round Three  
**LECTURE:** Lettermark

**OUT OF CLASS WORK (DUE NEXT CLASS)**

**ASSIGN:** Logotype Round Final  
**ASSIGN:** Lettermark Round One

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**WEEK ELEVEN : November 2**

**DUE:** Logotype Final  
**DUE:** Lettermark Round One

**OUT OF CLASS WORK (DUE NEXT CLASS)**

**ASSIGN:** Lettermark Round Two

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**WEEK TWELVE : November 9**

**DUE:** Lettermark Round Two

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**LECTURE:** Extensions

**OUT OF CLASS WORK (DUE NEXT CLASS)**

**ASSIGN:** Lettermark Final

**ASSIGN:** Extensions Round One

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**WEEK THIRTEEN :** November 16

**DUE:** Lettermark Final

**DUE:** Extensions Round One

**OUT OF CLASS WORK (DUE NEXT CLASS)**

**ASSIGN:** Extensions Round Two

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**WEEK FOURTEEN :** November 23

**DUE:** Extensions Round Two

**OUT OF CLASS WORK (DUE NEXT CLASS)**

**ASSIGN:** Extensions Round Three

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**WEEK FIFTEEN :** November 30

**DUE:** Extensions Round Three

**OUT OF CLASS WORK (DUE NEXT CLASS)**

**ASSIGN:** Extensions Final

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**WEEK SIXTEEN :** December 7

**DUE:** Extensions Final

**FINAL:** Class Discussion