

# ART 3030 Digital Communication for Art and Creative Entrepreneurship.

## Contact Information

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ART 3030 – 024 Wed 11am-1:55pm Room Art 313

## Course Description

Digital Communication for Art and Creative Entrepreneurship is a 3-credit hour course that grounds professional self-branding in critical and philosophical frameworks. Using Walter Benjamin's autobiographical and theoretical writings as conceptual anchors, students will develop their creative identity through a dialectical process: excavating personal history (past), reflecting on current practice (present), and designing professional aspirations (future). Alongside these theoretical texts, students will engage with contemporary design scholarship and industry-standard branding methodologies, placing their work in dialogue with current professional practice. The course also draws on methods from architectural education, where students learn to think spatially and translate abstract ideas into material form.

Through three integrated modules, students will produce a comprehensive brand identity system including a CV, branding statement, logo, identity image, spatial visualizations, and a promotional video—culminating in a professional portfolio. Technical instruction covers Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro) and Blender for 3D modeling and animation. By the end of the semester, students will have developed both the technical proficiency expected of emerging designers and a conceptual foundation that distinguishes their work in the field.

## Lab Courses

While working in laboratory sessions, students enrolled in ART 3030 are required to follow proper safety procedures and guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that UNT is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance. Brochures for student insurance are available in the UNT Student Health and Wellness Center. Students who are injured during class activities may seek medical attention at the Student Health and Wellness Center at rates that are reduced compared to other medical facilities. If students have an insurance plan other than Student Health Insurance at UNT, they should be sure that the plan covers treatment at this facility. If students choose not to go to the UNT Student Health and Wellness Center, they may be transported to an emergency room at a local hospital. Students are responsible for expenses incurred there.

## Course Prerequisites

ART 1600, ART 1700, ART 1800, ART 1900 and ART 2020 with a grade of C or better, or consent of instructor.

## Course Structure + Content

This course takes place in a hybrid format via Canvas, in-person meetings, and Zoom communications. There are 16 weeks of content organized into three sequential modules, each building upon the previous. This is a project-based course grounded in philosophical and autobiographical writings. The course material includes primary theoretical texts, contemporary design scholarship, and technical video tutorials designed to support the creative assignments.

Students are expected to review content (including readings, instructions, videos, etc.) and prepare independently for assignments while reaching out to each other and the professor with questions and for feedback. Throughout the semester, students will maintain an analog sketchbook for ideation and visual experimentation, and photograph and submit work digitally at three checkpoints.

This course has students with a diverse body of knowledge and skill-level in the arts, design, and media. Each student will be expected to spend the necessary time studying the materials provided on Canvas, engage in independent research, and commit studio time to complete the assignments. More advanced students can pursue more ambitious projects while also considering the time commitment required to complete them.

## Course Objectives

Students who complete this course successfully will be able to:

- **Demonstrate** basic knowledge of visual arts, design, and creative communities in the digital world and the creation of digital media, works, marketing, and promotion using applications in Adobe Creative Cloud, as well as Blender.
- **Apply** understanding of trends within design and studio practice, diverse media promotion (i.e., print, interactive, social media), arts administration, and entrepreneurship using digital technology.
- **Develop** critical frameworks for understanding creative identity through philosophical, historical, and autobiographical lenses.
- **Understand** the conceptual, technical, and practical uses of digital tools for designing digital communication and promotion in the art and design fields.
- Identify design approaches and strategies for creating digital communication that synthesizes personal history with professional aspiration.
- **Choose** suitable digital tools and technologies to create digital media, materials, and products.
- **Produce** digital images, media, and objects for artmaking, art entrepreneurship, and the creative economy.
- **Analyze** the role of technology within the creative economy and students' individual fields, drawing on theories of technological reproducibility.
- **Apply** understanding of digital media and communication in the arts, design, and creative fields to the analysis of one's own work and the work of others.
- **Articulate** creative identity through multiple registers: written (CV, branding statement, elevator pitch), visual (logo, brand identity drawing, spatial model), and temporal (video)
- **Present** digital communication, digital works, portfolios, and products professionally on social media and web-based platforms, including virtual and in-print formats.

- **Evaluate** the effectiveness of digital communication and digital products for supporting creative entrepreneurship and a creative economy.

## How to Succeed in this Course

### Instructor Contact & Responsibilities

Students are encouraged to ask questions about the course and to reach out when needed. Please email or message through Canvas as soon as possible if you need assistance, additional support or resources during the semester. Instructor will respond to emails and/or Canvas messages within 24 hours on weekdays. Response is limited on weekends.

### Time Expectation & Credit Hours

This is a 3-credit hour art course at CVAD. Please expect to spend 6-12 hours/week on this class (in-person sections meet for approximately 3 hours/week, with 3-9+ hours/week for outside of class work). The time requirement varies across the semester, but an average of 6 hours a week is the minimum expected to receive credit for the course.

### Disability Accommodations

The University of North Texas makes reasonable accommodations for students with disabilities. To request accommodations, you must first register with the Office of Disability Access (ODA) by completing an application for services and providing documentation to verify your eligibility each semester. Once your eligibility is confirmed, you may request your letter of accommodation. ODA will then email your faculty a letter of reasonable accommodation, initiating a private discussion about your specific needs in the course.

You can request accommodations at any time, but it's important to provide ODA notice to your faculty as early as possible in the semester to avoid delays in implementation. Keep in mind that you must obtain a new letter of accommodation for each semester and meet with each faculty member before accommodations can be implemented in each class. You are strongly encouraged to meet with faculty regarding your accommodations during office hours or by appointment. Faculty have the authority to ask you to discuss your letter during their designated office hours to protect your privacy. For more information and to access resources that can support your needs, refer to the [Office of Disability](https://studentaffairs.unt.edu/office-disability-access) website (<https://studentaffairs.unt.edu/office-disability-access>).

**IMPORTANT:** Occasionally, the artwork or other materials you view in class may contain nudity or violence. These are included for educational purposes are an important part of the larger concepts communicated in this course. Content in the arts can sometimes include works, situations, actions, and language that can be personally challenging or offensive to some students on the grounds, for example, of sexual explicitness, violence, or blasphemy. As the College of Visual Arts and Design is devoted to the principle of freedom of expression, artistic and otherwise, and it is not the college's practice to censor these works or ideas on any of these grounds. Students who might feel unduly distressed or made uncomfortable by such expressions should withdraw at the start of the term and seek another course.

### UNT Resources

UNT strives to offer a high-quality education in a supportive environment where you can learn, grow, and thrive. As a faculty member, I am committed to supporting you, and I want to remind you that UNT offers a

range of mental health and wellness services to help maintain balance and well-being. Utilizing these resources is a proactive way to support your academic and personal success. To explore campus resources designed to support you, check out [mental health services](https://clear.unt.edu/student-support-services-policies). (<https://clear.unt.edu/student-support-services-policies>), visit [unt.edu/success](https://unt.edu/success), and explore [unt.edu/wellness](https://unt.edu/wellness). To get all your enrollment and student financial-related questions answered, go to [scrappysays.unt.edu](https://scrappysays.unt.edu).

## **Supporting Your Success and Creating an Inclusive Learning Environment**

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT's full Non-Discrimination Policy can be found in the **UNT Policies** section of the syllabus.

### **Rules of Engagement + Course Policies**

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. **These rules will be factored into your final participation grade.** Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think first before you type.

I encourage you to review UNT's student code of conduct so that we can all start with the same baseline civility understanding ([Code of Student Conduct](https://policy.unt.edu/policy/07-012)) (<https://policy.unt.edu/policy/07-012>).

## **Required/Recommended Materials**

This course has digital components. To fully participate in this class, students will need internet access to reference content on the Canvas Learning Management System and the following.

### **Course Materials**

- All readings and visual study materials will be provided on Canvas.
- Computer: personal computer capable of running the required software -or- one found in a student lab
- Microphone, Webcam, Speaker capabilities for Zoom held meetings.

- Camera for still and moving images: can be a phone or other digital camera
- Software: Adobe Creative Cloud applications including Photoshop, Illustrator, InDesign, Premiere, and Blender.
- Mouse or Wacom tablet: can be checked out from CVAD IT
- Internet connection: This course is hybrid online and uses digital components. To fully participate in this class, students will need internet access to reference content on the Canvas Learning Management System, LinkedIn Learning tutorials, Adobe Creative Cloud, and other content and software as needed.
- Web browser that meets the requirements for UNT Canvas application access and full functionality
- Digital articles/videos provided in Canvas course

### **Computer skills and digital literacy:**

Students are expected to be proficient in basic technical skills to succeed in the course, including but not limited to:

- Using CANVAS and the CANVAS mobile application including, but not limited to functions such as:
  - Embedding images in discussion posts
  - Attaching files to discussion posts or assignment uploads
  - Accessing, navigating and viewing course content, assignments, calendar
- Using email with attachments
- Downloading and installing software
- Utilizing an external hard drive with your computer
- Format the drive for use with CVAD computers and your personal computer (ExFAT)
- Safe computing practices, including use of Antivirus software
- Configuring and maintaining your personal computer
- Using word processing programs (e.g. Microsoft office suite)
- Utilizing a web browser
- Utilizing a computer microphone and speakers
- Using any computer peripherals you have for your computer

If circumstances change, you will be informed of other technical needs to access course content. Information on how to be successful in a digital learning environment can be found at [Learn Anywhere. \(<https://online.unt.edu/learn>\)](https://online.unt.edu/learn).

### **Technical Assistance**

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

### **UNT IT Help Desk**

Email: [helpdesk@unt.edu](mailto:helpdesk@unt.edu)

Live Chat: <https://it.unt.edu/helpdesk/chatsupport>

Phone: 940-565-2324

In Person: Sage Hall, Room 330

Hours and Availability: Visit <https://it.unt.edu/helpdesk> for up-to-date hours and availability

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>).

## CVAD IT Help Desk

This is where students can check out equipment, such as Wacom tablets, cameras, etc.

Located in Room 371

Visit <https://cvad.unt.edu/cvad-it-services/index.html>

\*Note: Adobe CC Student Subscriptions become available September 1. Information about these subscriptions can be found on the [CVAD IT Adobe Cloud Access site](#). Discount subscriptions are good for 1 year from September 1, 2025 – August 31, 2026. Adobe Customer Care can be reached by phone at 1-800-833-6687, you may also visit their support website and talk to someone via chat. Please contact the representatives at [untadobe@unt.edu](mailto:untadobe@unt.edu) if you have any further questions.

## Course Schedule

Schedule is subject to change at the professor's discretion. Some In-person classes may be moved online.

Week	Date	Format	Content	Deliverables
1	Jan 14	In-Person	Course intro; Benjamin overview; sketchbook protocol;	Syllabus quiz; Draft aphorisms
2	Jan 21	In-Person	Berlin Childhood reading discussion; aphorism writing workshop; diagram concept	Past-Present-Future Diagram
3	Jan 28 (Jan 25 is the Last day to drop with W)	In-Person	Tech: Blender basics. Preliminary Target Audience Research	Spatial Model (Texture, color, line).
4	Feb 4	In-Person	Photoshop/Illustrator for Spatial articulation.  Statement / CV writing.	Statement Draft  CV Draft
5	Feb 11	Online	Work day	Module 1 Draft Layout
6	Feb 18	In-Person	<b>Module 1 Critique</b>	Final M1 Layout
7	Feb 25	In-Person	"Lines and Marks" + "The Rainbow" essays; three registers intro; Logo design intro	Draft Logo
8	March 4	In-Person	target audience research; logo R+D; elevator pitch drafting.	Lazer Cut Logo; Logo Rendering; Draft pitch
9	March 11	—	<i>SPRING BREAK (March 9-13)</i>	—

10	March 18	In-Person	Brand identity visual and statement	brand identity line/color image
11	March 25	Online	Work Day	Module 2 Draft Layout
12	April 1	In-Person	<b>Module 2 Critique.</b>	Final M2 Layout
13	April 8	In-Person	"Artwork" essay reading discussion; storyboard development; Tech: Premiere basics	Draft storyboard
14	April 15	In-Person	Tech: Blender animation; Photoshop animation; video production	Draft Video
15	April 22	In-Person	Module 3 Critique; portfolio assembly workshop (Last Class)	Module 3 Draft Layout
<b>Finals</b>	May 6	In-Person	<b>Final Critique</b>	<b>Final Portfolio + CV + Brand Statement</b>

\*No makeups or early critiques. Exceptions will be made for campus closings. Be sure you're signed up for Eagle Alert and see the [Campus Closures Policy](#). (<https://policy.unt.edu/policy/15-006>).

## Module Descriptions

### Module 1: Dialectical Self-Branding (Weeks 1-6)

This module establishes the foundation of your brand identity by excavating personal history. Using Benjamin's Berlin Childhood as a model, you will write your childhood aphorisms focusing on sensory memory (color, texture, sound, smell, and spatial experience) as the basis for your brand. You will then create a temporal diagram connecting past memories to present identity and future aspirations within the contemporary design context.

*Technical Skills:* Adobe Photoshop, Adobe Illustrator, InDesign, Blender

*Deliverables:* Seven childhood aphorisms, diagram, spatial model visualization, CV draft, Branding Statement draft, target audience research.

### Module 2: The Line and Color (Weeks 7-12)

Grounded in Benjamin's essays on line and color, this module develops your visual brand identity. You will explore the three registers of line (script, graphic, and geometric) and their relationship to color, to concentrate your unfolding personal narrative into the 2D and 3D artifacts of your identity. You will continue researching target audiences, designing your logo and brand 'cover image,' and crafting elevator pitches that articulate your creative vision.

*Technical Skills:* Adobe Illustrator, Laser Cutter / 3D printer, logo design principles, brand identity systems

*Deliverables:* Revised Target Audience Statement, Logo design (graphics and laser cut), Brand Identity Drawing (line and color study), business card design, and elevator pitch.

### Module 3: The Moving Image (Weeks 13-15)

Drawing on Benjamin's "Work of Art" essay, this module addresses how your brand identity circulates in digital environments. You will create a brand video that synthesizes elements from Modules 1 and 2 (your logo, brand identity drawing, spatial visualization, ongoing research, etc) to explore the temporal dimension in relation to your brand—your future narrative.

*Readings will include:*

*Technical Skills:* Adobe Premiere Pro, Blender animation, video editing, and post-production

*Deliverables:* Storyboard, Brand video (1-2 minutes)

## **Final Portfolio and Reflection**

You will compile all work from the semester into a cohesive portfolio, either as an InDesign Layout PDF or hosted online. The portfolio should demonstrate the evolution of your brand identity across all three modules. Final versions of CV and Branding Statement are submitted with the portfolio.

*Deliverables:* Complete portfolio (PDF or website), final CV, final Branding Statement, reflection essay.

## **Assessing Your Work**

### **Grading**

The course grade is determined by points, not averages. Please refer to this grading scale to determine the final course letter grade:

<b>Component</b>	<b>Points</b>
Module 1.	200
Module 2.	200
Module 3.	200
Final Portfolio & Reflection (includes final CV and Statement)	90
Reading Discussions / Weekly Checkpoints	300
Syllabus Quiz 5 pts + SPOT eval 5 pts	10
<b>TOTAL</b>	<b>1000</b>

<b>Points Total</b>	<b>Letter Grade</b>
900-1000	A
800-899	B
700-799	C
600-699	D
0-599	F

### **Extra Credit**

There will be a few opportunities for a small amount of extra credit up to 20 points. This is to help cover times when life happens and work is submitted late. See the Canvas course for more information.

### **AI Policy**

The use of AI is **only allowed in specific situations that will be designated by the professor and must be credited**. Throughout the semester, you will or may use specific Generative AI (GenAI) tools for certain assignments, with guidance on responsible use. These assignments help build ethical resilience and GenAI literacy, preparing you for careers in a GenAI-oriented workforce.

I use GenAI to repair images and expand visual ideas. I will always disclose how I use GenAI, and I expect the same from you. In accordance with the UNT Honor Code, unauthorized use of GenAI tools is prohibited. Using GenAI content without proper credit or substituting your own work with GenAI undermines the learning process and violates academic integrity. If you're unsure whether something is allowed, please seek clarification.

Each assignment using Generative AI must be submitted within these parameters:

- 1. You are responsible for the integrity of the content** (e.g., written, and digital/interactive media assignments, and projects). AI can produce content that contains inaccurate information, offensive language/images, and biased or unethical representations. What you submit is fully your responsibility across these dimensions.
- 2. You must provide clear attribution of your sources AND:** (1) explanation of **how you used Generative AI** and (2) clear citations using a format such as this example: [Chat-GPT-3. (YYYY, Month DD of query). Text of your query. Generated using OpenAI. <https://chat.openai.com/>].

\*You may be asked to provide your original text/output and accompanied prompt at any time.

If there are indications that your work was created using GenAI or your work is flagged as created by GenAI, we will discuss 1. Your process, and to potentially provide drafts, 2. Design work files, and 3. Any other materials that prove you are the author and creator of the work. Depending on the situation, you may need to resubmit your work for partial credit. A second violation will be reported to the Academic Integrity Office for further review.

## **Plagiarism**

Plagiarism is the unauthorized use or close imitation of someone else's original work or ideas, and it will not be tolerated. Effort should be made to change images made by others so that they will not be construed as "borrowed" or "stolen." Plagiarized work will not be accepted and will result in a failing course grade and/or expulsion from the University. Additionally, if you submit work in this class that was completed in or for another class, this will be considered plagiarism. No double-dipping! The issue of plagiarism becomes murky regarding digital media. There may be instances in which we will sample and/or mine content from the web. You will know when this is acceptable, and if you have a question or are unsure, just ask your professor for feedback! UNT's policy can be found here: <https://policy.unt.edu/policy/06-003>

## **Collaboration**

This course encourages collaboration in the form of feedback and idea exchanges with fellow classmates, but it is not built on group work. All projects must be the sole products of each individual and cannot be submitted as team efforts.

## **Late Work + Resubmissions**

Late work will be marked down 10% each week it is late. **No late work will be accepted after 3 weeks of lateness.** This is a hybrid course, so greater flexibility means deadlines are fixed. **When in doubt, submit your work early.** You may ask to resubmit an assignment for a better grade if it was originally submitted on time. **Resubmissions are not eligible for full credit and must be submitted within one week of grading.**

**Computer issues do not qualify as an excuse for late or missed work in this course:** Occasionally problems arise – files can be accidentally erased, disks can get corrupted, networks crash and printers or other digital devices break down. Since this is a mostly online course and a course about professional digital production practices, computer issues do not qualify as an excuse for late or missed work as this is not an acceptable real-world professional practice. Students are therefore advised to:

- **Back up your work:** Be prepared. Back up all your files on an external drive or other storage devices/online storage (ie Google Drive). Do not save work on CVAD classroom or lab computers that you use locally or remotely as files are erased regularly.
- **Save work incrementally by versioning:** Save your work often and create multiple versions as you progress on your projects. Do not rely upon “undo” functionality in the software to revert to prior versions. Indicate the version number in the file name. For example: myProject v1, myProject v2 etc. Or include the date and time in the project file name. For example: myProject 10-02-20 8PM, myProject 10-02-20 10PM etc.

## Attendance and Participation

### Participation

To have good discussions of course material, it is required for each student participate in class having completed the required learning as assigned in Canvas, interacting with the professor and fellow students, and submitting work on time. A strong participation grade is not solely based on attending class regularly. Participation will be one component of each major project grade. Participation means attentiveness, cooperation, being present, and actively engaging in workshops and discussions, especially those that involve providing feedback on classmates’ projects. Students should be prepared to engage in class discussion by viewing and reading all assigned course presentations and readings and engaging with respect and insight in lectures, class discussions, presentations, and all course activities.

Additionally, students must remove their earbuds or headphones during class to show respect by actively 'listening' to their classmates and instructor. No cell phones shall be visible or audible in the classroom during instructor and/or student presentations.

### Attendance

As a member of a hybrid course, your attendance is required in person and online to be successful. All students must attend in person at least once. Failure to do so will result in lowering of the final grade and/or failing the course. On in-person days, a tardy (10 minutes or later after the start of class time) will result in a lower grade for that day’s assignment.

For online work, your on-time submission of your quizzes, discussions, and assignments is evidence of your attendance and participation in this course, and your measured involvement is visible on the Canvas course. Any exceptions will be determined by the professor only in a case of a university-excused absence within 48 hours

(about 2 days) of the missed deadline. More information can be found in the [Student Attendance and Authorized Absences Policy \(PDF\)](#) (<https://policy.unt.edu/policy/06-039>).

Excessive absences due to a catastrophic illness or other long-term issue must be cleared through the Dean of Students Office. If you cannot attend a class due to an emergency, please let me know. Your safety and well-being are important to me.

A student who misses assignments or other required activities for the observance of a religious holy day should inform the instructor as far in advance of the absence as possible, so that arrangements can be made to complete an assignment within a reasonable time after the absence.

— *End of Syllabus* —