



**MAYBORN SCHOOL OF JOURNALISM
ADVG 1100 – APPLIED DESIGN FOR AD/PR – Fall 2026**

W – 11:00 AM to 1:50 PM | Frisco Campus - FRLD 346
August 17, 2026 – December 11, 2026

Amrita Sundar – Adjunct Professor
Email: amritasundaresan@my.unt.edu
Phone: 469-631-2028

Office Hours:

Virtual office hours are always available by appointment, please send me an email. In-person office hours will be offered before and after the Wednesday class session.

Course Syllabus and Class Schedule

(Subject to change due to schedule conflicts, guest speakers, weather & other contingencies)

Before each class, review the class readings/assignments outlined below for each week.

Course delivery will be in traditional in-class format. Some course instruction may be delivered periodically via online/Zoom as needed or required.

Campus/COVID Information: <https://tinyurl.com/ytj8s7ue>

Course Description

Welcome to ADVG 1100: Applied Design for Advertising and Public Relations. In this course, you'll delve into the essential principles of strategic communication design. You'll learn how to generate creative ideas, conceptualize designs, and grasp the concepts of fairness and ethics in the creative process. We'll be honing these skills using a range of software tools, including both proprietary and open-source options, all while working together in teams. Throughout the course, you'll acquire valuable knowledge that will empower you to create original content suitable for digital platforms such as social media, websites, and mobile applications.

1. **Introducing Design Tools:** You'll become familiar with the tools commonly used in design industries, with a focus on advertising and public relations. Through hands-on experience, you'll gain proficiency in using Adobe Creative Suite software, including InDesign, Photoshop, and Illustrator. Additionally, you'll explore open-source design tools, providing you with an entry point into their usage.
2. **Cultivating Design-Related Soft Skills:** Beyond technical skills, you'll develop essential soft skills that are design-oriented. These include understanding how your creative work contributes to shaping culture and society, giving and receiving constructive feedback, self-assessment, overcoming creative obstacles, motivating yourself, seeking inspiration, embracing imperfections, collaborating effectively, working independently, and embracing uncertainty.

Computer Labs With Adobe Creative Suite: InDesign, Photoshop, and Illustrator:

College of Science / College of Liberal Arts & Social Sciences / Mayborn School of Journalism				
GAB 330 ▼	Sunday	Monday - Thursday	Friday	Saturday
	Closed	8 am - 10 pm	8 am - 5 pm	Closed
GAB 550 ▼	Sunday	Monday - Thursday	Friday	Saturday
	Closed	8 am - 10 pm	8 am - 5 pm	Closed
Gateway 141 ▼	Sunday	Monday - Thursday	Friday	Saturday
	Closed	8am - 10pm	8am - 5pm	Closed
College of Visual Arts and Design				
ART 375 ▼	Sunday	Monday - Thursday	Friday	Saturday
	Noon - 10 pm	7:30 am - 10 pm	7:30 am - 5 pm	Noon - 5 pm

This course follows a flipped classroom approach, meaning that a significant portion of your learning will occur outside of our scheduled class time. You should allocate a minimum of three hours per class session to prepare for upcoming in-class activities. This approach ensures that you are well-prepared to engage deeply with the material during our interactive sessions.

By the end of this course, students will understand:

- **Design Principles:** You will learn the basic principles of design, such as balance, contrast, alignment, proximity, repetition, and hierarchy. These principles are essential for creating visually appealing and effective designs.
- **Typography:** An introduction to typography is crucial. You will learn about different typefaces, how to choose appropriate fonts, and how to use typography to enhance the readability and aesthetic of their designs.
- **Basic Color Theory:** Understanding color theory is important for creating designs that evoke the right emotions and effectively communicate messages. You will learn about color schemes, the color wheel, and how to use color harmoniously in their work.
- **Software Proficiency:** You will become familiar with industry-standard design software like Adobe Illustrator, Photoshop, and InDesign. Basic proficiency in these tools will allow them to start creating digital designs and manipulating images.
- **Composition & Layout:** Learning how to organize elements on a page or screen effectively is a critical skill. You will understand the importance of grids, margins, and how to create a cohesive layout.
- **Creative Thinking & Problem Solving:** Graphic design is not just about making things look good; it's about solving visual communication problems. You should practice brainstorming, conceptualizing ideas, and thinking creatively to find design solutions.

- **Introduction to Visual Identity:** You will get an introduction to creating visual identities, including logos, branding, and how to maintain consistency across different design elements.
- **Critique & Feedback:** Learning how to give and receive constructive feedback is important in design education. Students should be encouraged to participate in critiques, where they can learn to analyze design work and improve based on input from peers and instructors.
- **Portfolio Development:** Learning how to give and receive constructive feedback is important in design education. Students should be encouraged to participate in critiques, where they can learn to analyze design work and improve based on input from peers and instructors.

PRE-REQUISITES: None. This is an ADVG foundational course.

Email communication

Communicating with students using the UNT student email account is part of the university's contract with students. Electronic communication with students in this class will be through the students' my.unt accounts rather than personal email accounts.

Course Technology & Skills

Minimum Technology Requirements

- Computer/Laptop with Video Camera
- Reliable internet access
- Speakers
- Microphone
- Plug-ins
- Adobe Creative Cloud (InDesign, Photoshop, Illustrator)
- Microsoft Office Suite
- Apple Keynote or Microsoft PowerPoint
- Canvas Technical Requirements
(<https://clear.unt.edu/supportedtechnologies/canvas/requirements>)
- Optional: Computer Ring Light for Video

Textbook Policy

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

REQUIRED TEXTBOOK:

Hagen, R., & Golombisky, K. (2017). White space is not your enemy: A Beginners Guide to Communicating Visually Through Graphic, Web & Multimedia Design.
Boca Raton: CRC Press, Taylor & Francis Group.

See Textbook file to view and/or download a copy of the textbook.

Required Materials:

- Reliable and consistent access to a computer
- Reliable internet access
- Adobe Creative Cloud for UNT Students
Discounted Student Membership to the Adobe Creative Cloud (\$50 for one year)
Click here for current information: <https://itservices.cvad.unt.edu/adobe/>

- Access to Canvas (UNT's online platform, where we upload grades, assignments, etc.)
- A paper notebook of your choosing (more on this below)

Adobe Access Deal – Student Adobe Access

UNT has a new contract with Adobe. The following link contains all the information that students will need to purchase a subscription and opt-out of an existing agreement that is at a higher price: the Adobe general educational offer is \$19.99-\$29.99 per month, our offer is only \$53 (\$50 plus a one-time processing fee of \$3). <https://news.cvad.unt.edu/adobe-news>
The email address for students to ask questions or report problems is adobe@unt.edu.

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.

UIT Help Desk:

UIT Student Help Desk site (<http://www.unt.edu/helpdesk/index.htm>) Email: helpdesk@unt.edu
Phone: 940-565-2324

In Person: Sage Hall, Room 130

Walk-In Availability: 8am-9pm

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

Laptop Checkout: 8am-7pm

For additional support, visit Canvas Technical Help

(<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

Computers are required for each class meeting.

Laptop Rental (UNT Libraries): <https://library.unt.edu/>

Computer Help: <https://tinyurl.com/373jzntw>

Software Downloads: <https://tinyurl.com/2p85jadp>

Student Computer Labs: <https://tinyurl.com/5w25fw3n>

Mayborn Journalism Mac Lab: <https://tinyurl.com/mvmdzud9>

MyLab Virtual Computer Connection: <https://tinyurl.com/3644npcf>

ASSIGNMENTS

In this course you will demonstrate the growth of your hard and soft design skills. These include:

- **Team Agreement/Evaluation (One @100 points max):** It is important to build rapport with your team. This is a skill that will take you far in any career. At the beginning of the semester, your team will create a set of agreed-upon principles that you all will share to guide your work. We will revisit these agreements throughout the semester, and in cases where teammates are not adhering to the shared principles.
- **In-Class Lab Assignments/Adobe Creative Suite (10 @ 10 points each. Max total 100)** In addition to lecture, you will learn to use Adobe Creative Suite, including

InDesign, Photoshop, and Illustrator. You will be given instructions on how to use them, follow along with the instructor, and turn in your work at the end of class.

- **Collaboration Demonstrations (5 @ 100 points each. Max total 500):** Collaboration work reflects your in-class development of design-related soft skills. Using your individual demonstration work as a topic of discussion, you will work in your team to collaborate and improve each other's individual work. The soft skills you'll develop with your team in class are indicated through the use of italics in the course grid below. These assignments require you to "collaborate" with your design team.
- **During Demonstration weeks,** you will watch and follow content online, outside of class, at your own pace to learn essential functions of design tools. You will complete a corresponding assignment and bring your work to the following class (you can upload these to our Canvas page, so you don't have to bring it to class). These assignments "demonstrate" your individual experience and development with aspects of each design tool.
- **Attendance: (16 @ 1 point each)** Attendance points can only be earned by being in class and completing and submitting in-class lab assignments. Everyone in this class has an extremely important role. As a class we will rely on your insight to contribute to our group's "bigger picture." If you foresee any event compromising your ability to complete work for this class, please let me know right away. There is an in-class exercise at nearly every course meeting. Important: You will be given 1 point of credit for class attendance each time you turn in an in-class assignment. This is in addition to the grade for the In-Class assignment and can only be earned if you are present. You cannot earn this attendance grade if you are not in class.

Tips to Help You Succeed!

1. Practice the previous week's Lab Assignment to prepare for upcoming tasks.
2. Ensure that you have your laptop with Adobe Creative Suite (InDesign, Photoshop, Illustrator) installed.
3. Keep your laptop fully charged.
4. Pay close attention to in-class instructions and follow along closely.
5. Save Lab Assignments as PDF, JPEG, or PNG files for submission to avoid last-minute issues.

COURSE CALENDAR - please note that this schedule is subject to change!

Week	Textbook Chapter	Mini-Lecture Focus	Guided Demo	In-Class Lab	Wrap Up/Critique
Week 1 August 19	Ch. 1-2: What is Design? / Brainstorming	Logistics: syllabus review, grading, schedule, software setup, and final project overview	Ch. 1-2 teardown: design vs. art in Ad/PR and mapping visual flow in print layouts	Small group ad flow teardown and sketching layout thumbnails	Compare paper thumbnails, assign chapter 3 reading

Week 2 August 26	Ch. 3: the Works-Every-Time Layout	Grid Systems & Layout Flow: logical placement of headlines, visuals, and copy	Grid Layout Challenge: Build the basic works-every-time framework	Ad Layout Execution: place headlines, body copy, and image placeholders into grid rules	Check alignment and margin compliance with peers
Week 3 September 2	Ch. 4: Layout Sins to Avoid	Common Beginner Mistakes: Trapped white space, bad leading, centering.	Fix the Flawed Ad: identify and list 5 layout errors in a provided broken ad file	Layout Repair: redesign the flawed ad to resolve hierarchy and spacing issues	Class showcase of repaired ads
Week 4 September 9	Ch. 5: Design Principles	Proximity, Alignment, Repetition, Contrast: creating focus (movie posters and billboards)	Scale & Placement Demo: alter visual weight of elements using PARC rules	Billboard Redesign: re-arrange a crowded promo asset into a high-impact, single focal point ad	Peer share: evaluate contrast and focal point strength
Week 5 September 16	Ch. 6: Visuals & Framing	Aspect ratios and storytelling (Apple/Spotify)	Photoshop Framing Demo: cropping, selection tools, and resolution checks	3-part Social Series: crop and frame raw client photos to build a cohesive social campaign	Check image resolution and visual consistency
Week 6 September 23	Ch. 7: Typography Fundamentals	Type Anatomy & Hierarchy: font pairings and legibility. Compare style guides.	Type Tool Walkthrough: character/paragraph panels, tracking, leading, and adjustments	Type Only Ad Lab: create a compelling print/digital ad using only typography	Give feedback on type hierarchy
Week 7 September 30	Ch. 8: Color Theory & Meaning	Color & Contrast: color wheels, CMYK, RGB, and branding	Swatches & Color Modes: building brand palettes and testing	Brand Palette Makeover: swap color palettes on an existing brand	Display: compare shifts across different color choices

			accessibility contrast ratios	asset to change its tone	
Week 8 October 7	Ch. 9: Photography & Illustrations	Visual Storytelling & Sourcing: sourcing, licensing, and stock vs. custom photography	Photo Retouching: adjusting levels, color balances, and basic spot healing in Photoshop	Pres Kit Visuals: touch up, license check, and prep campaign photos for media distribution	Instructor to verify image licensing and quality
Week 9 October 14	Ch. 10: Data Visualization	Infographics in PR: turning complex data into visual stores (annual impact reports)	Data Formatting Demo: turning raw numbers/stats into visual charts and callouts	Mini Infographic: lay out a single page PR fact sheet from a raw text document	Test readability of stats at a distance
Week 10 October 21	Ch. 11: Multi-Page Layout	InDesign: master pages, margins, columns, and paragraph styles	InDesign Intro: set up multi-page documents. Threaded text, and placing linked assets	Press Kit Lab: Build a 2 page digital PR press release integrating Photoshop image assets	Peer review for consistency
Week 11 October 28	Ch.12: Vector Graphics & Logos	Vector vs. Raster: scalability, vector icons, and brand systems (Airbnb. Duolingo, etc)	Illustrator Pen/Shape Tools: creating vector paths, custom shapes, and clean icon geometry	Custom Icon Set: design a cohesive 3 icon set in Illustrator for a mock campaign launch	Evaluate line weight and stylistic consistency
Week 12 November 4	Ch. 13: Integrated Branding	Brand Style Guides: building cross platform campaigns and show complete multi-channel identity kits	Asset Integration: combining Illustrator icons, Photoshop photos, and InDesign layouts	Campaign Expansion: build a cohesive multi-channel mini brand package using past assets	Assess overall cohesion and clarity of brand identity with group

Week 13 November 11	FINAL PROJECT PREP	Portfolio Strategy: curating work, writing creative statements, and agency presentation style	Final Project Guidelines: comprehensive review of rubrics, file setup, and delivery requirements	Work Block: open lab for students to work or ask questions	Review final project concepts with instructor if needed
Week 14 November 18	FINAL PROJECT PREP	Constructive Feedback Loops: running agency style creative reviews using 'Praise. Question. Polish.'	Best practices for pitching creative strategy and answering client questions	Peer Work: Critique session in small groups to refine final project drafts	Note final tasks based on peer feedback
Week 15 - NO CLASS					
Week 16 December 2	FINAL PROJECT PREP	Agency Pitch Day (Part 2): Building entry level Ad/PR portfolios and transitioning to the industry	Student Presentations (Group B)	Presentations follow with Q&A	Course wrap up: final submissions and semester reflections

JOURNALISM REQUIREMENTS GUIDELINES

JOURNALISM COURSE REGISTRATION

- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed all foundational courses. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

RE-TAKING FAILED JOURNALISM CLASSES

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a

written appeal to the director to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

TEXTBOOK POLICY

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

OFFICE HOURS

Office hours are always available by appointment. Please send me an email and we can plan to meet either in person or virtually.

ATTENDANCE

This is a seminar course, and it requires your attendance and participation each class meeting. Students must try their best to attend every in-person class meeting. If you are unable to, please contact the professor ahead of time to let them know. If students miss a class, they are responsible for covering the work and the content that they missed from that day. Additionally, students are expected to display the same personal and professional behaviors and attitudes toward this class and its participants that will be expected of them on the job in the real world.

Financial Aid Satisfactory Academic Progress (SAP) Undergraduates

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.

Please visit UNT Financial Aid (<https://financialaid.unt.edu/satisfactory-academic-progress-requirements>) for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

ACADEMIC ADVISING

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through late registration to ensure you have not been dropped for non-

payment of any amount. Students have been unknowingly dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student's responsibility to ensure all payments have been made.

UNT FALL 2026 Semester Calendar

Academic Calendar is subject to change

KEY SEMESTER DATES	Full Semester AUG. 17-DEC. 11	8 week I Session AUG. 17-OCT. 9	8 week II Session OCT. 12-DEC. 11
Schedule of Classes Available on myUNT	Mar. 9	Mar. 9	Mar. 9
Registration Opens for specifics by student group/class: https://registrar.unt.edu/when-can-i-register	Mar. 16	Mar. 16	Mar. 16
Prerequisite Drop Students not meeting course prerequisites will be dropped from their courses.	July 29	July 29	Oct. 12
Regular Registration Ends	Aug. 13	Aug. 13	Oct. 8
Late Registration Period—For Students not Registered for the Term Students registering late will incur a late registration fee of \$75.	Aug. 14-21	Aug. 14-21	Oct. 9-16
Last Day to Withdrawal from Entire Term on myUNT Courses do not appear on the transcript. After this date see Dean of Students to withdrawal from the entire term.	Aug. 16	Aug. 16	Oct. 11 If only 8 week II
Classes Begin	Aug. 17	Aug. 17	Oct. 12
Last Day to Add a Class or Swap Sections A swap is switching sections of the same course in the same session.	Aug. 21	Aug. 21	Oct. 16
Last Day to Drop a Class Section Without a W (Census) Courses dropped before this date will not appear on official transcript. (Dropping courses may impact financial aid and degree completion. See advisors.)	Aug. 28	Aug. 22	Oct. 17
Drop with a Grade of W Begins Courses appear on the transcript with a grade of W and tuition and fees remain. (Dropping courses may impact financial aid and degree completion. See advisors.)	Aug. 29	Aug. 23	Oct. 18
Last day to change to pass/no pass grade option (undergrads)	Sept. 25	Sept. 4	Oct. 30
Midpoint of the Semester	Oct. 9	Sept. 11	Nov. 6
Last day for a student to drop a course or all courses with a grade of W.	Nov. 6	Sept. 25	Nov. 20
First day to request a grade of Incomplete	Nov. 7	Sept. 26	Nov. 21
Pre-Finals Days	Dec. 2-3	N/A	N/A
Last Regular Class Meeting	Dec. 3	Oct. 8	Dec. 10
Reading Day—No Classes	Dec. 4	N/A	N/A
Final Exams	Dec. 7-11	Oct. 9	Dec. 11
Last Day of Session	Dec. 11	Oct. 9	Dec. 11
University Grade Submission Deadline 4 pm	Dec. 14	Oct. 12	Dec. 14
Grades/Academic Standing posted on the Official Transcript	Dec. 16	Dec. 16	Dec. 16

Labor Day - No Classes - University Closed

September 7, 2026

Thanksgiving Break - No classes

November 23-29, 2026

University Commencement

Last Modified: March 9, 2026

ACCREDITATION

The Mayborn, which is one of over 100 journalism programs across the world that are accredited, is renewing its credentials this year. Accreditation is important to you because it means your degree is more valuable than one that comes from an unaccredited school.

Accreditation has profound benefits. Accredited programs may offer scholarships, internships, competitive prizes, and other activities unavailable in non-accredited programs.

Accreditation also provides an assurance of quality and rigorous standards to students, parents, and the public. Students in an accredited program can expect to find a challenging curriculum, appropriate resources and facilities, and a competent faculty.

Accreditation is our promise to our students that you will receive the best education possible in journalism and mass communication. With today's technology, anyone can present information to a mass audience. But not all are trained in the creation of ethical messages that reach and serve diverse audiences that our standards uphold. What you learn in an accredited program makes you more marketable and your degree more valuable!

The Mayborn School's accreditation is determined by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) through an extensive evaluation process. Accreditation by the ACEJMC council means we embrace the value of a broad, multidisciplinary curriculum that nurtures critical thinking, analytic reasoning and problem-solving skills that are the essential foundation for all mass communication education.

ADOBE ACCESS

UNT has a contract with Adobe. The following link contains all the information that students will need to purchase a subscription, and opt-out of an existing agreement that is at a higher price: <https://cvad.unt.edu/cvad-it-services/it-services-adobe-cloud-access.html>

The email address for students to ask questions or report problems is adobe@unt.edu.

JOURNALISM EQUIPMENT CHECK OUT

Checkout length for the *Canon Mirrorless Camera, Batteries, Lighting Gear, Mirrorless Tripods, Individual Lenses, and Accessories* can be checked out up to 72 hours.

To checkout a *Canon Mirrorless Camera and items listed above* longer than 72 hours, the Professor for the course will need to approve the request.

Checkout length for the *Panasonic Video Camera, Batteries, SDXC, and Tripods* can be checked out for up to 24 hours.

To checkout a *Panasonic Video Camera and items listed above* longer than 72 hours, the Professor for the course will need to approve the request.

Please send extended reservations approval from the Professor to the following email: mayborn-equipment@unt.edu

Journalism Equipment Room - Location and Contact Information

The Journalism equipment room is located at **Chilton Hall 410 S. Ave. C, Room 155.**

The equipment room phone number is **940-565-3580.**

The equipment room email is mayborn-equipment@unt.edu.

Equipment room supervisor can be reached at ladaniel.maxwell@unt.edu

Journalism Equipment Room - Operating Hours

Monday-Thursday: 8:30 a.m. – 9:30 p.m.

Friday: 9 a.m. - 6 p.m.

Sat-Sun: 10 a.m. - 6 p.m.

Journalism Equipment Room - Agreement Form

Anyone who plans to check out equipment during the semester must complete the checkout agreement form found below:

[Journalism Web Checkout Agreement Form](#)

This form must be completed prior to checking out equipment and only needs to be done once per semester.

Journalism Equipment Room - Late Returns/Abuse of Checkout Policy

For every hour the student is late; a ban will be placed on the student's account accumulating the same amount of time.

A **ban** restricts the student from checking out any equipment within the Journalism Equipment Room.

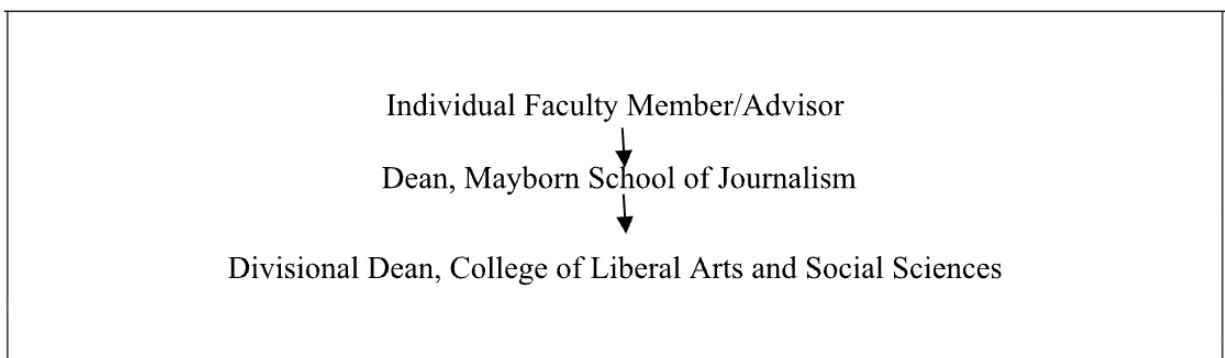
For example, if the student returns equipment 2 hours late, a 2 hour ban will be placed on the student's account.

If the student returns equipment 72 hours late, a 72 hour ban will be placed on the student's account.

If you are going to be late or unable to return equipment that you checked out on time, please email mayborn-equipment@unt.edu or ladaniel.maxwell@unt.edu

ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the steps outlined below:



OFFICE OF DISABILITY ACCESS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time. However, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class.

Students are strongly encouraged to deliver letters of accommodation during faculty office

hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student.

For additional information see the website for the [Office of Disability Access](http://www.unt.edu/oda) (<http://www.unt.edu/oda>). You may also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety 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 the University of North Texas 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 for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

MSOJ ACADEMIC INTEGRITY POLICY

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 06.003 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts. **The final exam period for this course will take place: Wednesday, December 2 & Wednesday, December 9 (if needed)**

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the [My.UNT site](http://www.my.unt.edu) (www.my.unt.edu). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. Visit the Eagle Connect website for more information (<http://eagleconnect.unt.edu/>) including tips on how to forward your email.

COURSES IN A BOX

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to ensure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lectures or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials. If Canvas is not accessible during an emergency, contact me via email or phone for more information. Students should confirm that their Eagle Alert contact information is correct via the myUNT portal.

STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available to provide you with an opportunity to evaluate how this course is taught. You will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website (www.spot.unt.edu) or email spot@unt.edu. Spots survey dates:

Term	Survey Administration Dates
8W1	September 29-October 8
8W2	December 1-December 10
Reg Fall Term	November 17-December 3

ACCEPTABLE STUDENT BEHAVIOR

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found on the [Dean Of Students website](http://www.deanofstudents.unt.edu) (www.deanofstudents.unt.edu).

CLASSROOM POLICIES

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional

damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

SEXUAL DISCRIMINATION, HARASSMENT, & ASSAULT

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

[UNT's Dean of Students' website](http://deanofstudents.unt.edu/resources_0) (http://deanofstudents.unt.edu/resources_0) offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs. Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students' office at 940-565-2648. You are not alone. We are here to help.

MENTAL HEALTH SERVICES

UNT provides mental health services to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

1. [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center#programs)

(<https://studentaffairs.unt.edu/student-health-and-wellness-center#programs>)

1800 Chestnut St. (Chestnut Hall)

940-565-2333

M-Th, 8 a.m. to 5 p.m.

2. [Counseling and Testing Services – Free to UNT Students](https://studentaffairs.unt.edu/counseling-and-testing-services)

(<https://studentaffairs.unt.edu/counseling-and-testing-services>)

801 N. Texas Blvd., Suite 140 (Gateway Center)

940-565-2741

M-F, 8 a.m. to 5 p.m.

3. [UNT CARE Team](https://studentaffairs.unt.edu/care) – Free to UNT Students

(<https://studentaffairs.unt.edu/care>)

Dean of Students, University Union

940-565-2648

careteam@unt.edu

4. [Psychiatric Services](#)

(<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)

940-565-2333

5. [Individual Counseling](#) – Free to UNT Students

(<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)

940-369-8773

If at any time you are feeling alone or in jeopardy of self-harm, reach out to any of the following:

- National Suicide Hotline 800-273-8255
- Denton County MHMR Crisis Line 800-762-0157
- Denton County Friends of the Family Crisis Line (family or intimate partner violence)
940-382-7273
- UNT Mental Health Emergency Contacts
 - During office hours, M-F, 8 a.m. to 5 p.m: Call 940-565-2741
 - After hours: Call 940-565-2741
 - Crisis Line: Text CONNECT to 741741
 - Live chat: (<http://www.suicidepreventionlifeline.org>)

STATEMENTS OF STUDENT LEARNING OUTCOMES

Statement of Student Learning Outcomes, UNT Mayborn School of Journalism

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, ADVG 1100, will help to meet the student learning outcomes that have been checked by your professor, Amrita Sundar.

Each graduate must:

- Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive

instruction in and Understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- Demonstrate an understanding of diversity in domestic society in relation to mass communications
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- Understand concepts and apply theories in the use and presentation of images and information
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Think critically, creatively and independently
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- Apply basic numerical and statistical concepts
- Apply tools and technologies appropriate for the communications professions in which