In this final class in your undergraduate program, you will have an opportunity to:

1. Finalize materials that help you in your career trajectory: resume, portfolio, cover letter, case study presentation, and LinkedIn profile.
2. Craft a viable professional brand, develop and effective, integrated marketing strategy, and demonstrate evidence of having begun executing this strategy.
3. As a collective class, research, build, and deploy an interactive experience for your final senior show.

**Course Structure**

You will spend most of your time in class in group critique and/or discussion of ongoing course work. The majority of all class work will occur outside of class, and you will be expected to manage their time and efforts accordingly.

**Grades**

Students often think grades measure how much they learn. Grades are indicators of performance and
quality of work, not how much you learned. Only you can say how much you actually learned.

Grades in this class* are based on:

1. 20% Quality of final materials that help your career trajectory
2. 30% Quality of strategy and execution
3. 35% Quality of work done for final senior show
4. 15% Class participation and collaborative interaction

* Affected by attendance (as described in the attendance policy) and daily deadline performance.

Attendance Policy

Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at every class. You will be considered late if you arrive at class after roll has been taken. If you are late, it is your responsibility during that class period to make sure that the instructor has you added to the roll.

Beginning the second week of class, only one (1) unexcused absence will be allowed. The second unexcused absence will lower your grade by one letter grade and so on. A total of 4 absences, excused or unexcused, will result in you automatically receiving a grade of F for the class.

There are no excused absences for anything but a verifiable death in the immediate family or with a doctor’s note on his/her stationery with a telephone number. The doctor’s note must be presented at the next class. A receipt is unacceptable.

You will receive three (3) free tardies. Beyond that, every four tardies will equal one unexcused absence.

Use of AI Tools

What you submit in this class must be your own creation. Your writing will be of course be informed by other written work. In the past, ‘other written work’ meant content written by another human. Now, artificial intelligence (AI) tools can be used to generate content (text, code, images, etc.). AI-generated text is not your work and cannot be submitted as if it is.

The use of generative AI tools (e.g. ChatGPT, ChatGPT-4, Dall-e 3, Midjourney, Adobe Firefly, Stable Diffusion, etc.) is permitted as you engage in the following activities.

- Initial brainstorming/ideation and the subsequent iterative refinement of your ideas
- Fine-tuning initial research questions
- Finding information about topics, issues, and sets of circumstances—extant or historical, or some combination of both—that are pertinent to the project-based coursework you have been assigned
- Drafting an outline to organize your thoughts regarding topics, issues, and sets of circumstances
—extant or historical, or some combination of both—that are pertinent to the project-based coursework you have been assigned

- Checking the organizational and/or argumentative structure, grammar and style of your written work

The use of generative AI tools is NOT PERMITTED as you engage in the following activities:

- Impersonating you in classroom contexts (for example, using AI tools/softwares to compose discussion board prompts assigned to you, or content that you assert during a Zoomchat
- Completing work that others in a given per-course-project group have assigned to you, unless everyone in this group agrees that it is permissible and/or encouraged for you to do this
- Writing a draft during any stage or phase of a writing assignment pertinent to this course
- Writing entire sentences, paragraphs or papers to complete any aspects of the coursework you must complete to fulfill the requirements for this course

Any assignment that is found to have used generative AI tools in unauthorized ways could result in disciplinary probation, suspension from the university, expulsion (permanent), or the revocation of your degree, and it will cause you to flunk this course. When in doubt about permitted usage, please ask for clarification.

Here is an example of a proper citation of using AI:

1. ChatGPT, response to “Explain the basics of service design in 200 words,” OpenAI, January 7, 2024.

Disability Accommodation

Please notify the instructor if you have a disability that requires accommodation. It is also recommended that you register with the UNT Office of Disability Accommodation in the University Union, Room 322. The College of Visual Arts and Design Policy on Accommodation is available upon request in the main office (Room 107) of the Art Building. Further questions and problems regarding accommodation may be addressed to the Associate Dean for Academic and Student Affairs, Eric Ligon, who is also the College Accommodation Liaison Officer, in Room 111 of the Art Building.

Right of Change

The right to change this syllabus with or without notice remains at the discretion of the professor. Moreover, based on the fluid nature of the course, its ongoing classroom experiences and developing research activities, the professor may and will likely elect to change projects, learning experiences, outcomes, scheduling, assessment and in- and outside classroom activities during the semester. The professor will alert students to any changes if and when they are to occur and provide them with sufficient time to adjust their respective class and research activities.
University policy statements

Academic Integrity Standards and Consequences
According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

ADA Accommodation Statement
UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one’s specific course needs. Students 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. For additional information see the ODA website at disability.unt.edu.

Emergency Notification & Procedures
UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an 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 the UNT Learning Management System (LMS) for contingency plans for covering course materials.