

# GRAPHIC DESIGN FINAL PORTFOLIO

## COURSE SYLLABUS

### ADES 4515-502

Tue. & Thur. 3:00-5:50 pm  
Art 367

### Stephen Zhang

Assistant Professor  
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### Office Hour:

Tue. & Thur. 10:00-11:00 AM  
Art 345J

### Grading Scale

New Major Campaign: 50%

New Minor Campaign (or two extended and improved existing projects): 25%

Portfolio Refinements: 25%

### 100% Total

### Overview:

Students prepare for entry into the profession by polishing their portfolio's content, form and presentation. Students must integrate both the print and interactive media presentations of their work. In addition, basic job research, interview and networking are essential components of this course. Students must successfully pass the communication design final portfolio review in order to pass the class.

### Course Goals and Content:

This course challenges the student to utilize abductive thinking and rapid prototyping to develop innovative concepts by recognizing new opportunities, acting on them, and validated them by leveraging creative insights, design efficacy and thought leadership skills.

### Student Learning Objectives:

1. Set realistic career goals and establish plans for achieving them.
2. Self-assess deficiencies in skill set and in existing portfolio.
3. Develop and demonstrate ability to plan and execute comprehensive graphic design, art direction campaigns, packaging, or UX presentations in a market ready design portfolio.

### Course Structure

This class is primarily structured around assigned studio problems. Students and instructor will divide their time between lecture and critiques. Students will primarily be required to complete work outside of class for the duration of the semester. Students should plan to spend 2 to 3 hours or more working outside of class for every hour spent working in class.

### Required Book

Flaunt: : Designing Effective, Compelling And Memorable Portfolios Of Creative Work  
Digital only. \$20. <https://www.underconsideration.com/flaunt/>

### Recommended Book

For this class, students are strongly encouraged to stay current with industry publications, including: Society of Publication Designers Annuals, Communication Arts, Type Directors Club Annuals, Print, Graphis, Archive, D&AD Annual, One Show Annual, etc.

### Risk Factor:

Risk Factor: 2. In level 2 courses, students are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to x-acto knife usage, adhesives, fumes and repetitive stress injuries related to extended computer use. Students will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others."

### Emergencies:

UNT uses a system called Eagle Alert to quickly notify you 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). The system sends voice messages (and text messages upon

permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at my.unt.edu. Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

**Plagiarism:**

Plagiarism is a serious academic offense and may result in failure of an assignment, the class, or result in removal from the university. Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam. The student will first be notified in writing via email to schedule a face-to-face meeting with the instructor and another faculty member to determine the next level of action. If further action is warranted, the incident will be reported to the Dean of Students, who may impose an additional penalty. According to the UNT catalog, the term "cheating" includes, but is not limited to: a. Use of any unauthorized assistance in taking quizzes, tests, or examinations; b. Dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. The acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. Dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. Any other act designed to give a student an unfair advantage. The term "plagiarism" includes, but is not limited to: a. The knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. The knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. Plagiarism is also literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person's mind and presenting it as one's own. Copying someone else's writing or art, intact or with inconsequential changes, and adding one's name to the result constitutes plagiarism.

**Sexual Harassment:**

Sexual harassment means unwelcome sex-based verbal or physical conduct that unreasonably interferes with a student's ability to participate in or benefit from educational programs or activities. For purposes of this policy, conduct is sufficiently severe, persistent or pervasive if it is frequent, or threatening, or humiliating nature unreasonably interferes with or limits the student's ability to participate in or benefit from the University's educational program or activity, including when the conduct reasonably can be considered to create an intimidating, hostile, abusive or offensive educational environment. Conduct constituting sexual harassment, as defined herein, toward another person of the same or opposite sex is prohibited by this policy. Examples of conduct which might be considered sexual harassment under this policy may be found here: [https://policy.unt.edu/sites/default/files/16.005SexualHarassment\\_0.pdf](https://policy.unt.edu/sites/default/files/16.005SexualHarassment_0.pdf) Page 2, Section 4, items a,b,c,d,e,f, and g.

**Financial Aid**

Each University of North Texas student is entitled to certain rights associated with higher education institutions. See [unt.edu/csrr](http://unt.edu/csrr) for further information. 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 term. 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 their financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. Please visit [financialaid.unt.edu/satisfactory-academic-progress-requirements](http://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 an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course being doing so.

You must use your UNT email address to communicate with professors. You may forward your UNT email to a private email address via your My UNT settings.

**Retention of Student Records**

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university's policy in accordance with those mandates at the following link: [essc.unt.edu/registrar/ferpa.html](http://essc.unt.edu/registrar/ferpa.html)

**SPOT Review**

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. This short survey will be made available at the end of the semester to provide you with an opportunity to evaluate how this course is taught.

**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 at [deanofstudents.unt.edu/conduct](http://deanofstudents.unt.edu/conduct)

**Succeed at UNT**

UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. And, as a faculty member, I am committed to helping you be successful as a student. Here's how to succeed at UNT: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused.

**ADA Statement Students with Disabilities**

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 Dallas College of Design**

Located in: University of North Texas Address: Sage Hall, 1167 Union Cir, Denton, TX 76203  
Phone: (940) 565-4323 <https://disability.unt.edu/>

**Nondiscrimination Notice**

University of North Texas 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.

**Absence 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. Only three (3) unexcused absences will be allowed. The fourth unexcused absence will lower your grade by one letter grade and so on. A total of six absences, excused or unexcused, will result in you 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.

**Electronic Devices**

Cell-phones, head-phones, beepers or other PDA devices may not be turned on or used in class at any time. Computers may not be used in class without the permission of the instructor. No eating in class, eat lunch before coming to class or at break time.

**Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See current Student Guidebook). Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <http://www.albion.com/netiquette/corerules.html> To learn more about campus resources and information on how you can achieve success, go [success.unt.edu](http://success.unt.edu).

**Changes**

Instructor reserves the right to make adjustments/changes to the course syllabus with or without notice to the students.

# GRAPHIC DESIGN

# FINAL PORTFOLIO

## CONTRACT

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I acknowledge that I have read the course syllabus. I understand the course structure, grading, attendance policies, as well as the risk factor rating. I hereby agree to the syllabus and its provisions. Additionally "I agree to the terms and conditions outlined in the Permission to Use Student Work contract."

Name (print) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

WEEK 1	T. 1/14	Intro Assign Assign	Class Intro Career direction—location, employer, industry Portfolio self review and class plan
	TH. 1/16	Critique	Progress on Career and Portfolio
WEEK 2	T. 1/21	Present A Finalize Assign	Career and Portfolio Semester Action Plan Major Campaign
	TH. 1/23	Present B Finalize Assign	Career and Portfolio Semester Action Plan Major Campaign
WEEK 3	T. 1/28	Present A	Major campaign discovery research and campaign components proposal
	TH. 1/30	Present B	Major campaign discovery research and campaign components proposal
WEEK 4	T. 2/4	Present A	Major Campaign creative direction
	TH. 2/6	Present B	Major Campaign creative direction
WEEK 5	T. 2/11		--
	TH. 2/13		--
WEEK 6	T. 2/18	Present A	Major campaign mid point
	TH. 2/20	Present B	Major campaign mid point
WEEK 7	T. 2/25		--
	TH. 2/27		--
WEEK 8	T. 3/3		--
	TH. 3/5		--

----- -SPRING BREAK- -----

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WEEK 9	T. 3/17		No Class
	TH. 3/19	Due Present A	Major Campaign . Printed on plotter color paper 20x30" horizontal Minor Campaign Action Plan
WEEK 10	T. 3/24	Present B	Minor Campaign Action Plan
	TH. 3/26		--
WEEK 11	T. 3/31		--
	TH. 4/2		--
WEEK 12	T. 4/7	Present A	Minor Campaign Mid Point Status
	TH. 4/9	Present B	Minor Campaign Mid Point Status
WEEK 13	T. 4/14		--
	TH. 4/16		--
WEEK 14	T. 4/21	Due	Minor Campaign. Printed on plotter color paper 20x30" horizontal
	TH. 4/23		--
WEEK 15	T. 4/28	Present A	Final Portfolio Presentation
	TH. 4/30	Present A	Final Portfolio Presentation
WEEK 16	T. 5/5 1:30 p.m. - 3:30 p.m.		