ADES 4533 Section 502
Advanced Communication Design Studio
Fall 2025

Professor Douglas May dougmay.co
Office Hours: Tuesdays and Thursdays only 2:00 PM – 3:00 PM

Office Hours: 2:00 - 3:00 M/W by appointment. **Office:** 345F
For Zoom appointments: Tuesdays and Thursdays, 1:00 – 3:00. Please e-mail me at douglas.may@unt.edu to schedule. Please keep sessions to 20-minute time blocks.

COURSE DESCRIPTION:
A 16-week course designed to illuminate underutilized principles applicable to communication design, bridging the gap between theory and graphic design practice. This course provides a unique and valuable perspective on communication design, empowering students to create work that is both visually compelling, psychologically impactful, and critically considered.

BOOKS: Suggested
COURSE OBJECTIVES:

To equip graphic designers with a deeper understanding of psychological and cognitive principles, enabling them to create more impactful and meaningful visual communication. Course Structure: Each week will focus on one or two theories, combining theoretical understanding with practical application through observation, discovery, exercises, and critiques.

COURSE SCHEDULE
For a week-by-week schedule of the semester, a handout will be provided first week of class.

GRADING & EVALUATION

- **Team Contribution (10%)**: Collaboration with your team's effort (polled)
- **Digital Workbook (45%)**: Demonstrating the understanding of the main principles
- **Class Participation (25%)**: Quality and creativity of in-class activities (Instructor's call)
- **Exam (20%)**: Comprehension exam of topics studied

KEY TEACHING ACTIVITIES:

- **Digital Workbook:** Students will gather and analyze real-world examples that illustrate design principles and be prepared to discuss them in class.
- **Lectures:** Introductions to key concepts
- **Hands-On Exercises:** Practical exercises that allow students to apply the theories.
- **Analysis and Critique:** Foster a culture of critical thinking by engaging in classroom critiques.

- **Research and Dialog:** Students to research and discuss the theories in-depth.

  Portfolio Integration Discussions: Guide students on how to showcase their theoretical understanding in their projects and portfolios.

ACCESS TO INFORMATION
Your access point for business and academic services at UNT occurs at **my.unt.edu**. All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: **eagleconnect.unt.edu**

DISABILITY ACCOMMODATION
The University of North Texas makes reasonable academic accommodations 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 you with an accommodation letter to be delivered to the 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 before implementation in each class. For additional information, see the Office of Disability Accommodation website at **disability.unt. edu**. You may also contact them by phone at 940.565.4323.

If you have a disability, it is your responsibility to obtain verification information from the Office of Disability Accommodation (ODA) and to inform me of your need for accommodation. Accommodation requests must be given to me no later than the first week of classes for students registered with the ODA as of the beginning of the current semester. If you register with the ODA after the first week of classes, your accommodation requests will be considered after this deadline.

Grades assigned before an accommodation is provided will not be changed. Information about how to obtain academic accommodations can be found in UNT Policy 18.1.14, at **unt.edu/oda**, and by visiting the ODA in Sage Hall, 167. You also may call the ODA at 940.565.4323.

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 on how to proceed without danger to themselves or others."

CHALLENGING CONTENT
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 works or ideas on any of the

following grounds, including but not limited to; situations, actions, and language that can be personally challenging or offensive to some students. Students who might feel unduly distressed or made uncomfortable by such expressions should withdraw at the start of the term and seek another course.

EMERGENCIES
UNT uses a system called Eagle Alert to quickly notify you of 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.

REGULAR ATTENDANCE POLICY
Good attendance and punctuality are expected for this class and will strongly affect your grades. The role will be taken at the beginning of every class. You will be considered late if you arrive after the roll has been taken. If you are late, it is your responsibility during that class period to make sure the instructor knows that you are present by leaving a note with your name, date, and time of arrival with the instructor. If not received, you will be marked as absent. You will receive two **(3)** grace tardies. After the first three tardies, every four **(4)** tardies will equal one **(1)** unexcused absence. Only four **(4)** unexcused absences will be accepted. The fifth unexcused absence will lower your final semester grade by one letter grade. The sixth unexcused absence, excused or unexcused, will result in you receiving a failing grade **(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 their stationery with a telephone number. The doctor's note must be presented at the next class. A receipt is unacceptable. If you are more than thirty minutes late, it will be counted as an unexcused absence.

- 4 times tardy = 1 unexcused absence
- The 5th unexcused absence = 1 final letter grade lower
- Total 6 absences, excused or unexcused = F

If you are absent, you are responsible for contacting a class member to get any information or assignments given in class. The instructor will not use any class time to repeat missed lectures or assignments. Do not call the main office to leave the instructor a note that you are missing class for any reason. Under no circumstances should you leave a project with anyone in the main or design office. The office will not accept any projects. Incomplete daily work may result in additional unexcused absences at the discretion of the professor.

COVID-19 POLICIES AND PROCEDURES
Please refer to the University's policy: https://studentaffairs.unt.edu/student-health-and-wellness-center/resources/covid-19-information

ELECTRONIC DEVICES
Cell phones should be turned off when class begins. Laptops will only be opened for in-classwork. No checking personal e-mail, social media, or private text messaging will be tolerated. Failure to comply with this rule may result in point deductions in the professionalism section of your grade or an unexcused absence at the discretion of the professor. Let your instructor know in advance if you have an extenuating circumstance concerning the above rules.

All projects are due on the day and time given at the beginning of class. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance.

PLAGIARISM
Plagiarism is a serious academic offense and may result in failure of an assignment, or the class, or result in removal from the program. Students caught cheating or plagiarizing will receive a "0" for that 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 producing artwork or taking examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out 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 project, or resubmission of a 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 copying of a 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 stock imagery or other visual 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.

USE OF AI
Certain assignments in this course may allow or even require the use of generative artificial intelligence (GAI) tools. When permitted, any use of GAI tools must be appropriately acknowledged and cited. Save your prompts for class discussions and entries into your Sketchbook. You are obligated to evaluate the legitimacy and applicability of any GAI output that you use in your work. Violations of this policy will be considered plagiarism. Different classes at CVAD and UNT may implement different AI policies. It's your responsibility to understand and comply with the expectations for each course. Ask your instructor for guidance on how to effectively use this new technology.

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, threatening, or humiliating 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 that might be considered sexual harassment under this policy may be found here: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** 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 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** 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. 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 about 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. Coursework completed via the Blackboard 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 records; 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 under those mandates at the following link: **essc.unt.edu/registrar/ferpa.html**

STUDENT EVALUATION OF INSTRUCTION
Student feedback is 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 classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at **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 grow. 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.

To learn more about campus resources and information on how you can achieve success, go to **success.unt.edu**.

COMPUTER AND CONNECTIVITY REQUIREMENTS
Students are required to have computer access, Web browser software, and Internet connectivity for this course. Phones and tablets may be used as supplementary devices, but not for primary video conferences and Zoom screen-sharing. Zoom will be the classroom's video conference software. Please be familiar beforehand with various Zoom features available to you within the Web application. Online training within Zoom is available. It is highly recommended that you have access to a high-resolution scanner for some of these assignments. Scanner functionality is generally built into most desktop printers. Scanning features can be accessed through Adobe Photoshop. Adobe also offers mobile applications for creating useful digital textures and brushes. You can find these in the mobile app online store that is compatible with your mobile phone platform.

The instructor reserves the right to make adjustments/changes to the course syllabus with or without notice.