

Fall 2021, Monday/Wednesday 11:00 – 1:50 p.m., In-Person

Graphic Design Advanced Campaigns

*course syllabus**: **ADES 4520.502**

Professor Douglas May, douglas.may@unt.edu

OFFICE :: 345F | OFFICE :: M&W / 3-4 PM BY APPT.

Please book appointments in 20 minute time blocks.

In-person meetings on M&W 3:00 – 4:00 <https://calendly.com/douglas-may/on-campus-meeting>

Zoom appointments: T&TH only 1:00 – 3:00 please email for appointment

course description

Students will spend the semester researching, conceptualizing, designing, and producing integrated brand campaigns utilizing communication design methodologies, techniques, and presentation skills. Students should leverage all appropriate and available media to solve the communication challenges posed by their unique clients. This course must be taken concurrently with ADES 4540.

credits & prerequisites

ADES 4520 is a 3 credit course, and requires advanced standing and/or consent of instructor.

Prerequisites: ADES 3520

text book suggested:

Zag: Marty Neumeier

course objectives

- A. Each student will be expected to use all of the creative methodologies for innovative problem solving that he or she has learned in the Communication Design courses.
- B. Student are expected to work at an advanced level of conceptual thinking, creative management, and production.
- C. The student assumes the role of initiator and creative director. The professor's role in the creative and design processes is that of a guide and observer.
- D. Students will be working in creative and support teams. You and your peers will be responsible for the majority of creative feedback and time management structure.
- E. Each student will conceive, design, and produce assigned comprehensive brand design campaigns that will serve as significant projects for their portfolios. It is expected that the student will stretch the boundaries of the campaign.

This campaign must include final design projects including print, product, and interactive media mock-ups.

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 Class instructions, daily communication, and your final work files will be loaded on Canvas. Additional Student Shared Folders will be proved to each student for the transfer of large files.

examinations

The course consistent of project-based assessments, there will be no examinations.

course structure

This class will be extremely demanding in mental focus and commitment involving many hours of homework. You may expect that 80–90% of class time will be spent in critique and discussion of work completed outside of class. The remaining 10–20% will be spent in in-class work, lecture and demonstration.

course schedule

For a week-by-week overview of the semester, please see the Gantt chart schedule provide by the instructor.

critiques

Presentation of your work is of key importance to your grades. This will include demonstrating critical thinking through well-articulated reasoning and a clear understanding of the problem you're attempting to solve with your campaigns.

grading structure

Your final grade will be based on a strict compilation of all of the required coursework based on the given percentages for each assignment.

grading & evaluation

Students' final grade will be based on three criteria:

1. Successful completion of assigned work
2. Attendance (see attached policy)
3. Class attitude, performance, and participation

EACH PROJECT IS WORTH:

Logo Assignment 10%
Major Campaign 40%
Entrepreneurial Project 25%
Minor Campaign 25%

The maximum number of points a student can lose for the following is 20% of the grade. You will be graded on the following criteria:

CRAFT: super comps :: presentation :: technical proficiency
:: design/ideation :: craftsmanship

PERFORMANCE: attitude :: deadlines :: participation ::
engagement :: pro-activity/curiosity

PROFESSIONALISM: presentation :: follows instructions ::
critique :: class interaction

Final revisions due for all projects: Dec 6th

All projects are due on the day given and at the beginning of the class. All grading is on a 10-point scale. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance. You are responsible for turning in work on time regardless of attendance.

grade distribution

A = 100.0 – 90
B = 89.9 – 80
C = 79.9 – 70
D = 69.9 – 65
F = 64.9 – 0

plagiarism

Plagiarism is a serious academic offense and may result in the 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 producing artwork or taking examinations; B. depen-

dence 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.

disciplinary issues

Disciplinary probation, suspension from the university, expulsion (permanent), or revocation of degree. (See student guidebook.)

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.

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.

attendance policy

Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at the beginning of every class. You 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 the instructor knows that you are present. You will receive two (2) free tardies. After the first two tardies, every three (3) tardies will equal one (1) unexcused absence.

Only two (2) unexcused absences will be accepted. The third unexcused absence will lower your final semester grade by one letter grade. The fourth unexcused absence will lower your grade by two letter grades. The fifth unexcused absence will lower your grade by three letter grades and so on. A total of six absences, excused or unexcused, will result in you receiving a failing grade (F) for the class. For a 3 day a week course, tardiness of more than 30 minutes late will be counted as an unexcused absence. A student showing a pattern of not bringing any or incomplete daily work may earn additional unexcused absences at the discretion of the professor.

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.

If you are absent, you are responsible for contacting a class member in order to get any information or assignments that were 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 office. The office will not accept any projects.

course risk factor

Risk Factor: 2

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." Risk Factor for computer use: Several important risk factors for discomfort and injury need to be considered for prolonged computer use. These include awkward postures, high muscle loads, long durations of use, contact pressure on the body, and a high frequency of exertion. It has been shown that small reductions in exposure to these risk factors can significantly improve pain reduction and injury avoidance over time.

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.

disability accommodation

The College of Visual Arts and Design is committed to full academic access for all qualified students, including those with disabilities. In keeping with this commitment and in order to facilitate equality of educational access, faculty members in the College will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course.

If you have a disability, it is your responsibility to obtain verifying information from the Office of Disability Accommodation (ODA) and to inform me of your need for an accommodation. Requests for accommodation must be given to me no later than the first week of classes for students registered with the ODA at 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 www.unt.edu/oda, and by visiting the ODA in Suite 167 in Sage Hall. You also may call the ODA at 940.565.4323.

emergency procedures

In case of emergency (alarm will sound), please follow the building evacuation plans posted on each floor of your building and proceed to the nearest parking lot. In case of tornado (campus sirens will sound) or other weather related threat, please go to the nearest hallway or room on your floor without exterior windows and remain there until an all clear signal is sounded. Follow the instructions of your teachers and act accordingly.

COVID-19 policies and procedures

The policy for this class strongly requests a face-covering be worn in class, regardless of vaccination status, to protect yourself and others from COVID infection, as recommended by current CDC guidelines. Face covering guidelines could change based on community health conditions.

Students are expected to attend class meetings regularly and to abide by the attendance policy established for the course. You need to communicate with the professor before being absent so you, the professor, and the instructional team can discuss and mitigate the impact of the absence on your attainment of course learning goals. Please inform the professor and instructional team if you cannot attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community. If you are experiencing any symptoms of COVID-19, please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider before coming to campus. UNT also requires you to contact the UNT COVID Team at COVID@unt.edu for guidance on actions due to symptoms, pending or positive test results, or potential exposure.

Remote instruction may become necessary if community health conditions change or you need to self-isolate or

quarantine due to COVID-19. Students will need access to a webcam and microphone (built into Mac Powerbooks) to participate in fully remote portions of the class. Information on how to be successful in a remote learning environment can be found at <https://online.unt.edu/learn>.

student rights and responsibilities

As a student you have rights and responsibilities within the academic community. See: www.unt.edu/csrr for more information.

student success

Show up. Come to class every day. The attendance policy is pretty brutal, even more so in this class than in other Communication Design courses since it meets only one night a week. And besides, you can't learn what you need to learn if you aren't in class.

Participate: in discussions and in critiques. Learning to hone your voice will make a difference professionally.

Find support. Ask for help if you need it. Look for a professional mentor. Be bold and be brave. If you want to get some where, you have to stretch and take chances.

Take control. Know where you're going and what you're doing. Only you can do the work necessary to ensure your own future. This class provides some opportunities but you have to do the leg work.

Be prepared. Come to class with all the work you need and more. Consider this class a practice round for your first job. "Dazzle me." (That's a line from the movie *Parenthood*.) As in your first job, you should always have more to show me than what I asked for. There will come a time when I am asked for recommendations for job candidates. This kind of thing matters. A great deal.

Get involved. You are a senior now, just 9 short months away from joining the professional design community. Get involved in the professional organizations: DSVC and AIGA Dallas. Networking and connections are almost as important as your portfolio. (Nothing, ultimately, trumps the quality of your portfolio in your career. Remember that.)

Be persistent. No one ever gets anywhere without persistence. Not in school and certainly not in this profession. This is hard work. It can be great work, but also very hard. You have to love it enough and passionately enough to really want to do it all of the time. In class, if I send you back to the drawing board, it is not because I can, but because I want greatness for you. Work with me.

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. Course work 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 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 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. Learn more about campus resources and information on how you can achieve success, at success.unt.edu.

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 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.

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. Scanning features are generally built-in to most desktop printers. Scanning features can be accessed through Adobe Photoshop. Adobe also offers mobile applications and downloads for creating useful digital textures and brushes. You can find these in the mobile app on-line store that is compatible with your mobile phone platform.

zoom etiquette for on-line sessions

- Arrive five minutes early.
- Dress appropriately for class.
- Turn your video on and engage in-class conversations.
- Stage your video area. Get off the sofa if possible.
- More light is better.
- Look into the camera. Adjust the camera to eye level.
- Test your tech set up before class starts.
- Raise your hand and notify your professor to ask a question
- Find a quiet space, but one where you can also speak up when called upon.
- Stay muted if you're not talking.

- Don't multitask conducting other business or academic activities during class.
- The Zoom chat is not private. Don't type things you don't want others to see.
- Please don't eat during class. Breaks will be given periodically.
- Don't conduct other private things during class.
- Stay focused and participate.
- Don't invite other people who aren't in the class.

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

Fall 2020, Monday/Wednesday 11:00–1:50 p.m., Zoom Sessions On-line

Graphic Design Advanced Campaigns

course contract: ADES 4520.502

Professor Douglas May, douglas.may@unt.edu

course description

Students spend the semester conceiving, developing and producing a capstone project in graphic design. Students leverage all appropriate and available media to solve the communication challenges posed by their unique clients. This course must be taken concurrently with ADES 4540.

course risk factor: level 2

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.

name (print)

signature

date

contact information

your e-mail address

your permanent address

your phone number

your cell phone number

May I include your e-mail address and phone number on a class phone list for distribution to the rest of the class?

Please check: ___ Yes ___ No