Graphic Design
Advanced Campaigns

course syllabus: ADES 4520.502

Professor Douglas May, douglas.may@unt.edu
Office hours are by appointment only. Please contact me to schedule time at least a day in advance.

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.

credits & prerequisites
ADES 4520 is a 3 credit course, and requires advanced standing and/or consent of instructor.
Prerequisites: ADES 3520

text books
None required

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. The student is 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 a comprehensive at graphic design campaign that will serve as a major campaign project for his or her portfolio. It is expected that the student will stretch the boundaries of the campaign. This campaign must include final design projects including print and interactive media mock-ups.

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 course schedule provide by the instructor.

examinations
There will be no examinations in this course.

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

Student’s grades will be a strict average of projects, assignments and class participation, weighted with the following percentages:

1. Identity/Logo (15%)
   Assign. Aug. 26
   Due: Sept 11th
2. Major Campaign (40%)
   Assign. Sept. 16
   Due: Nov. 20th
3. Entrepreneurial Design Project (20%)
   Assign. Sept. 30
   Due: Nov. 27
4. Minor Campaign (20%)
   Assign. Oct. 14
   Due: Dec. 4
5. Digital Portfolio 5%
   Assign. On-going
   Due: Dec 4

Final revisions due for all projects: Dec 4
All projects are due on the day and time given at the beginning of 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.

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 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.

disciplinary issues

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

electronic devices

Cellular telephones should be turned off the minute you step into the classroom. Laptops will only be used during work-in-class days. No Facebook, Twitter, text messaging etc. Cellphones will only be allowed in case of emergencies—let your instructor know in advance.

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 instructor. 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. 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

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 and fumes, and repetitive stress injuries related to extended computer use. Students who are pregnant or will become pregnant during the course of the semester are advised to check with their doctor immediately to determine if any additional risks are reason to postpone this course until a later semester. Upon request, your professor will provide a list of chemicals and safety issues for your doctor to review. Material Safety Data Sheets are available on all chemicals. It will be up to you and your doctor to determine what course of action to take.

**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 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 may also 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.

**student rights and responsibilities**

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

*The right to change this syllabus with or without notice remains at the discretion of the professor.*

**student success**

Show up. Come to class every day.

**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 place, 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.

**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 the best you can do. Work with me.