

ADES 3500-501: **Publication Design**

Instructor Contact

Name: **David Wolske** (he/him/his)

Email: david.wolske@unt.edu

Phone Number: 940-565-3621 (Dept. of Design Office)

Office Hours*: **Wednesdays, 2:00–4:00 pm, or by appointment**

Office Location: ART 345 C

**Please sign up for office hours using Canvas's Scheduler*

Course Description

Students will learn to create verbal and visual storytelling by integrating disparate components into conceptually driven sequential page layouts. Students begin to resolve the hierarchical, informational and expressive relationships existing between text and image to enhance communication and create emotional connections.

Course Prerequisites or Other Restrictions

Successful completion of ADES 2520 & 2530 and concurrent enrollment in ADES 3510. Students must have a grade of C or better in all art-based courses within the College of Visual Arts and Design (CVAD).

Instruction Mode

ADES 3500-501 Publication Design meets **face-to-face** in ART 365 on Mondays and Wednesdays, from 8:00–10:50 am.

Course Structure

This class is structured around studio assignments. In-class activities include lectures, demos, and critiques. Students will be required to complete work outside of class for the duration of the semester. Students should plan to spend 2–3 hours working outside of class for every 1 hour spent in class.

Course Objectives

By the end of this course, students will be able to:

- Develop and apply purpose-driven concepts to create innovative designs that tell compelling stories
- Design and organize multi-page layouts that communicate complex content with clarity and impact
- Construct and refine hierarchical typographic and graphic systems to guide reader engagement
- Create and integrate original illustrations and photography to enhance publication narratives
- Demonstrate proficiency with industry-standard layout and design software to produce professional publication files

Safety Procedures and Guidelines

While working in laboratory sessions, students enrolled in Publication Design are required to follow proper safety procedures and guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions, and hot and cold products. Students should be aware that UNT is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students without insurance coverage should consider obtaining Student Health Insurance. Brochures for student insurance are available in the UNT Student Health & Wellness Center. Students who are injured during class activities may seek medical attention at the Student Health & Wellness Center at rates that are reduced compared to other medical facilities. If students have an insurance plan other than UNT Student Health Insurance, they should be sure that the plan covers treatment at this facility. If students choose not to go to the UNT Student Health & Wellness Center, they may be transported to an emergency room at a local hospital. Students are responsible for expenses incurred there.

How to Succeed in this Course

Teaching Philosophy

Design is a curiosity-driven activity. I challenge and support students through cooperative dialogue and questioning. I help students develop a personalized creative practice rooted in research, collaboration, and critical engagement with culture.

Instructor Responsibilities and Feedback

I'm responsible for helping students grow and learn, providing clear instructions for projects and assessments, answering questions about assignments, identifying additional resources as necessary, and reviewing and updating course content.

In most cases, you may expect a response to emails within 24 hours, assignment feedback within 3–5 business days, and assignment grades within 10–12 days of submitting final work via Canvas.

Supporting Your Success and Creating an Inclusive Learning Environment

I value the many perspectives students bring to our campus. Please work with me to create a classroom culture of open communication, mutual respect, and inclusion. All discussions should be respectful and civil. Although disagreements and debates are encouraged, personal attacks are unacceptable. Together, we can ensure a safe and welcoming classroom for all. Please stop by my office and let me know if you ever feel this is not the case. We're here to learn together.

ADA Accommodations

The University of North Texas makes reasonable academic accommodations for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to the faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable 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 reasonable accommodation for every semester and must meet with each faculty member before implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the [Office of Disability Access](https://studentaffairs.unt.edu/office-disability-access) website <https://studentaffairs.unt.edu/office-disability-access>. You may also contact ODA by phone at (940) 565-4323.

Textbooks, Readings, and Tutorials

Relevant readings and tutorials will be assigned throughout the semester. Assignments and deadlines will be posted via Canvas.

Suggested

The most successful designers are voraciously curious and find inspiration from a wide range of IRL and online sources.

- Google Doc: [Typography Recommended Reading](#)

Tools, Materials, and Supplies

Required

- 2–4 inch capacity 3-ring binder
- Pencils: mechanical (*bring to every class*)
- Pencils: drawing/sketching—HB, 2H, 4H, 6H, etc. (*bring to every class*)
- Erasers: Magic Rub, Pink Pearl, kneaded, etc. (*bring to every class*)
- Dry-erase markers: black, blue, and red (*bring to every class*)
- Utility, X-acto, or similar style knife, plus extra blades
- Magnets for hanging work in class: clear map magnets preferred (*bring to every class*)
- Masking tape
- Rubber cement
- Paper for sketching: sketchbook, loose copy paper, newsprint, tracing, etc. (*bring to every class*)
- Plotter paper (*choose one*):

You may want to partner with a classmate to share the cost of this material.

- [Red River Paper – 47lb Premium Matte, 24 × 98 roll, 3-inch core](#)
- [Clampitt Paper – TruColor Matte, 24 × 100 roll, 3-inch core](#)

Recommended

- External backup/storage drive: ≥1 TB
 - I strongly recommend taking advantage of [OneDrive](https://onedrive.untsystem.edu/) (<https://onedrive.untsystem.edu/>)
- 12- or 18-inch metal ruler with cork or foam back
- Self-healing cutting mat
- Drafting triangles and French curves
- Clear sheet protectors

Technology Requirements and Skills

This course has digital components. Students need internet access to reference content on the [Canvas Learning Management System](#) to participate in this class. You will be informed of other technical needs to access course content if circumstances change. You may find additional information on how to be successful in a digital learning environment at [Learn Anywhere](https://online.unt.edu/learn) (<https://online.unt.edu/learn>).

Minimum Technology Requirements

- Computer (*bring to every class*)
- Reliable internet access
- [Adobe Creative Cloud](#) (*bring to every class*)
 - Illustrator
 - InDesign
 - Photoshop
- [Microsoft Office Suite](#) (*Available for free to currently enrolled students*)

Computer Skills and Digital Literacy

- Using [Canvas Learning Management System](#)
- Using Adobe Creative Cloud software, specifically Illustrator, InDesign, and Photoshop
- Using email with attachments
- Downloading and installing software
- Using presentation applications (PowerPoint, Keynote, Google Slides, etc.)

Course Requirements

Assignments and Assessments	Points Possible	Due	Percentage of Final Grade
UNT Syllabus Quiz	10	08/20/25	5%
Assignment 01 – Annual Report	100	10/01/25	20%
Assignment 02 – Designer's Choice Publication	100	TBD	25%
Assignment Z – Interactive Publication	50	TBD	10%
Quiz – Typography, Grids, InDesign	50	10/06/25	10%
Exercises, readings, and engagement	100	Every class	20%
Process Book	90	12/08/25	10%
Total Points Possible	500		100%

Grading

Grade Scale:

A = 450–500

B = 400–449

C = 350–399

D = 300–349

F = 000–299

Extra Credit

Extra credit opportunities will **not** be available in this course.

Course Policies

Assignment Policy

I will always post assignment due dates and specifications to Canvas. Likewise, completed assignments—and/or documentation—will be submitted via Canvas.

If you're absent, you are responsible for checking Canvas and contacting a class member to get any missed information or assignments. The instructor will not use class time to repeat missed lectures, projects, or critiques. Don't call the Dean's, Studio Art, or Design offices 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 Dean's, Studio Art, or Design offices. The offices will not accept any projects. At the professor's discretion, incomplete daily work may result in additional unexcused absences.

Late Work

Late assignments will receive one letter grade lower **per day** (not per class period) for each day they are late.

Class Participation

Classroom participation and engagement are graded requirements of this course.

Syllabus Change Policy

It's not unusual for the instructor to modify assignments and schedules in response to the needs of students or the instructor. I reserve the right to adjust or change the course syllabus with or without notice. However, I will notify students of changes to the syllabus, assignments, or schedule via Canvas.

Artificial Intelligence Policy

Certain assignments in this course will allow or even encourage the use of generative artificial intelligence (GAI) tools. When permitted, any use of GAI tools must be appropriately acknowledged and cited. 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 academic dishonesty. Different classes at CVAD and UNT may implement different AI policies. It's your responsibility to understand and conform to expectations for each course.

Course Policies [continued]

Attendance Policy

Research has shown that students who attend classes are more likely to be successful. You should attend every class unless you have a university excused absence, such as active military service, a religious holy day, or an official university function, as stated in the [Student Attendance and Authorized Absences policy](https://policy.unt.edu/policy/06-039) (<https://policy.unt.edu/policy/06-039>). Please let me know if you cannot attend a class due to an emergency. Your safety and well-being are important to me.

- A tardy = entering the classroom at 8:04 am or later.
 - Most lectures, demonstrations, and assignments will occur at the beginning of class periods and will not be repeated for those who arrive late. If you are late to class, you will need to notify me at the end of the class period to replace an absence with a tardy.
- Every four (4) tardies = one (1) unexcused absence.
- If you enter the classroom after 8:20 am without a university-approved excuse (see [UNT policy 06.039](#)), you'll be marked absent, and any work due that day will be late.
- Three absences are allowed.
 - More than three absences will require a note from a doctor or the Dept. of Design office excusing the absence for a reason covered under [UNT policy 06.039](#) to be counted as excused.
- Four or more unexcused absences (4+) will lower your final grade by one letter grade per additional absence, e.g.:
 - Four (4) unexcused absences = one (1) final letter grade lower, e.g., "B" → "C."
 - Five (5) unexcused absences = two (2) final letter grades lower, e.g., "B" → "D."
 - Six (6) absences, excused or unexcused = I reserve the right to assign an "F" for the final letter grade.
- Examinations, quizzes, and in-class assignments missed may only be made up with an official doctor's excuse or note from the Dept. of Design office excusing the absence for a reason covered under [UNT policy 06.039](#).
- If you miss a critique, it may not be made up during class time.

Under [UNT policy 06.039](#), an absence may be excused for the following reasons:

1. a religious holy day, including travel for that purpose;
2. active military service, including travel for that purpose;
3. participation in an official university function;
4. illness or other extenuating circumstances;
5. pregnancy and parenting under Title IX; and
6. when the University is officially closed.

Please familiarize yourself with the University's attendance policy and be aware of your responsibilities should you require an excused absence.

Instructor Absences

I'm pursuing creative scholarship off campus, November 5–9. I will assign appropriate academic activities for Wednesday, November 5.

Course Policies [continued]

Font Licensing and (My) Font Usage Policy

Before using a font in any project—academic, personal, or commercial—be sure you have the legal right to use it. In the US, fonts are considered a software product owned and protected by the creator. The use of unlicensed fonts is unethical and illegal.

If I catch you using unlicensed fonts in your projects, I will give you a warning for the first offense. A second offense will result in a grade of **0** (zero) for the entire assignment/project. You are responsible for educating yourself—ignorance is not an excuse. There are many excellent articles online that explain font licensing. This one is thorough and easy to read: <https://www.fontfabric.com/blog/fonts-licensing-the-ins-and-outs-of-legally-using-fonts/>

My Social Media Policy

I don't extend or accept invitations to follow/friend **current** students. This policy helps maintain appropriate boundaries and avoid any suggestion of favoritism. After graduation, I'm happy to use social media to strengthen our professional relationships and networks.

Design Competitions

Entering design competitions is great practice. Juried competitions build your credibility and raise your profile. The ComDes faculty recommends entering at least two student competitions each academic year. Work with your instructors to find the best shows for your work. Include any wins on your résumé and showcase this recognized work in your portfolio. Always share credit with your collaborators, like students and faculty. This shows potential employers that you can contribute to team success.

Course Evaluation

Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT. It allows students to confidentially provide constructive feedback to their instructor and department to improve the quality of student experiences in the course. This short survey will be available during weeks 13–15. Students will receive an email from *UNT SPOT Course Evaluations via IASystem Notification* (no-reply@iasystem.org) with the survey link. For additional information, please visit the [SPOT website \(http://spot.unt.edu/\)](http://spot.unt.edu/) or email: spot@unt.edu.

UNT Policies

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 various academic penalties or sanctions ranging from a warning to expulsion from the University.

Cheating and Plagiarism

Students caught cheating or plagiarizing will receive a “0” for that assignment or exam. The instructor will notify the student via email to schedule a face-to-face meeting with the instructor and another faculty member to determine the next action level. 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 to take exams, tests, quizzes, or other assessments;
- 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 selling 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 minor changes, and adding one’s name to the result constitutes plagiarism.

UNT Policies [continued]

Use of Student Work

A student owns the copyright for all work (e.g., software, photographs, reports, presentations, and email postings) they create within a class, and the University is not entitled to use any student work without the student's permission unless all the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all the above criteria, then the University office or department using the work must obtain the student's written permission.

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 course duration, are kept for at least one calendar year after course completion. Coursework completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their records; however, information about students' records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws, and the University's policy. See UNT Policy 10.10, Records Management and Retention, for additional information.

Emergency Notification and 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 Canvas for contingency plans for covering course materials.

Access to Information – Eagle Connect

The access point for business and academic services at UNT is my.unt.edu. The University will deliver all official communication to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward emails to [Eagle Connect](https://it.unt.edu/eagleconnect) (<https://it.unt.edu/eagleconnect>).

Getting Help

Student Support Services

There's a required, 10-question **UNT Syllabus Quiz** in Canvas that tests your understanding of Student Support Services

UNT strives to offer you a high-quality education and a supportive environment, so you can learn and grow. As a faculty member, I am committed to helping you be successful as a student. To learn more about campus resources and information on how you can be successful at UNT, go to unt.edu/success and explore unt.edu/wellness. To get all your enrollment and student financial-related questions answered, go to scrappysays.unt.edu.

- **Student Health and Wellness Center** (<https://studentaffairs.unt.edu/student-health-and-wellness-center>)
- **Counseling and Testing Services** (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- **UNT Care Team** (<https://studentaffairs.unt.edu/care>)
- **UNT Psychiatric Services** (<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)
- **Individual Therapy** (<https://studentaffairs.unt.edu/counseling-and-testing-services/student-counseling/services/individual-counseling.html>)

Other student support services offered by UNT include

- **Financial Aid** (<https://financialaid.unt.edu/>)
- **Student Legal Services** (<https://studentaffairs.unt.edu/student-legal-services>)
- **Career Center** (<https://careercenter.unt.edu/>)
- **UNT Food Pantry** (<https://studentaffairs.unt.edu/food-pantry>)

Academic Support Services

- **Registrar** (<https://registrar.unt.edu/registration>)
- **Online Student Resources** (<https://clear.unt.edu/canvas/student-resources>)
- **Academic Success Center** (<https://success.unt.edu/asc>)
- **UNT Libraries** (<https://library.unt.edu/>)
- **UNT Writing Center** (<http://writingcenter.unt.edu/>)
- **MathLab** (<https://math.unt.edu/mathlab>)

Technical Assistance

Working in a digital environment involves dealing with technological inconveniences and frustrations. UNT provides a Help Desk that you can contact for help with Canvas or other technical issues.

UNT Help Desk: [UNT Helpdesk site](https://aits.unt.edu/support) (<https://aits.unt.edu/support>)

Email: helpdesk@unt.edu

Phone: 940-565-324

Standard Hours:

Monday–Thursday: 8 am–9 pm

Friday: 8 am–5 pm

Saturday–Sunday: 11 am–3 pm

Current Walk-In Hours: 8 am–5 pm

Walk-In Location: Sage Hall, Room 330