Students develop a suite of professional collateral and portfolio materials spanning both print and digital media. Basic job research, project management, and professional writing are also primary components of this course.

**LEARNING OBJECTIVES**

- Develop a cohesive visual and structural identity system that includes portfolio, résumé, application materials, and web portfolio.
- Consider how creativity, contrast, and coherence are important factors in self-promotion/job seeking/project documentation.
- Explore and develop greater clarity of career objectives/directions.
- Deepen understanding of business practices as applied in a variety of design settings.
- Build on presentation skills and professionalism developed in other courses, internships, etc.
- Increase awareness of how networking, online presence, and contributions to and with design can impede or reinforce career objectives.

**COURSE PREREQUISITE**

Students must be concurrently enrolled in ADES 4525.
COURSE OVERVIEW

STRUCTURE  This class meets on Microsoft Teams video and discussion channels. Please test your technical setup before class. Official course documents and project requirements post to Canvas. Final projects are also due through Canvas. Announcements will be sent via Canvas and/or email. It is not possible for faculty to communicate to students via personal email accounts, so you must regularly monitor UNT email, or forward it to an alternative account. This semester students will work on three design projects, all of which relate to the students’ professional image/outreach. All projects have multiple deliverables and assigned readings. A tentative schedule overview is provided at the end of this document. Detailed deadlines post to Canvas. Please note your instructor reserves the right to make adjustments to the course schedule as needed.

Classes consist of lectures, critiques, workshops, demonstrations, and discussions. The course will demand substantial work outside of class to progress and effectively use class time. Come prepared each class with work complete and ready for feedback.

ATTENDANCE  Responsibility for class attendance rests with the student. In paying for this course (in time and money/scholarship) it is your decision what to do with that investment. Roll is taken at the beginning of every class for our official records. However, this semester there is no grade penalty for tardiness or absences. Full attendance when possible is always the best way to perfect your craft and retain information.

Five absences without any contact to the instructor will result in a failing grade. Students are required to communicate with the instructor via email after any missed class. A simple message such as “I was unable to attend yesterday but have checked the homework and will be back next class” is fine.

If absent, you are responsible for contacting a class member, checking Canvas, or contacting the instructor to get any information or assignments given in class. Do your best to prepare for the next class. The instructor will not use 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. Communication through email is preferred.

REQUIRED MATERIALS

MacBook Pro or similar PC (with web browser & a functional microphone)
Reliable Internet Access
UNT Email & Canvas
Adobe Creative Cloud Subscription
One Drive or other cloud storage account
Paper & pencils for sketching
Camera/scanner for sharing process sketches
Funds for print production and/or website development resources (optional)
SOFTWARE  Adobe Creative Cloud is the industry standard software. Discounted student subscriptions are available through UNT’s on The Hub website. There are many software packages available, including Microsoft Office and Adobe CC. This course focuses on concept, craft, and critical thinking—not software or computer repair. I will run occasional demos, and students are encouraged to explore free tutorials on LinkedIn Learning.

CONNECTIVITY  Ethernet (also called hard-wired) connectivity is preferred for a more stable connection than Wi-Fi. Canvas (UNT) and Microsoft Teams navigation will be required. Phones and tablets may be used as supplementary devices, but not for primary video conferences or screen-sharing.

In the event of a course-wide connectivity issue during synchronous calls, students will be emailed further instruction as soon as possible. This may include a pivot to Zoom.

DIGITAL SUBMISSIONS  All deliverables will be submitted online. Final projects for grading should be submitted to Canvas, while process will be shared via Microsoft Teams. The cutoff for final project submissions is by the start of class exactly.

No late projects will be accepted for grading without a written agreement from the instructor. Agreements will be made only in extraordinary circumstances. Strive for reaching deadlines rather than reaching perfection. All students are responsible for turning in work on time regardless of attendance.

DIGITAL HYGIENE  Computers crash, drives become corrupt—more than once you may lose your work. Unfortunately this can occur more often as computers age and overload with work. You do not want to lose everything at this point in your academic careers!

Furthermore, crashes, loss of data, theft of machine, etc. are not acceptable reasons for missed deadlines. So develop good backup habits!

• Save often. Train your hand to rest on Command+S!
• Save incrementally (aka versioning). For instance, save your files as: myProject_V01, myProject_V02, etc. If a file corrupts or vanishes, the previously saved file minimizes your loss. This is vital for documenting process as well.
• Back up files in multiple places. Besides your hard drive, also save onto a cloud-based service. This includes raw data, research, images, text, etc. I also highly recommend investing in a solid-state backup drive if you can afford one.

NETIQUETTE  Online communication is a key component of any workplace. College is the perfect time to practice proper online etiquette.

• Arrive early. Do your own tech support beforehand.
• Dress appropriately for class.
• Turn your video on. Be engaged in the conversation.
• Stage your video area. Get off the sofa.
• More light is better.
• Try to adjust the camera to eye level and look into the camera.
• Find a quiet space, but also one where you can also speak up when called upon.
• Stay muted if you’re not talking.
• The chat feature on our video meetings is not private. Don’t type things you don’t want others to see.
• Don’t partake in any private activities during online class that you wouldn’t feel comfortable doing in face-to-face class.
• Stay focused and participate.
• Do not share our class links or otherwise invite people who don’t need to be here.
• Use professional language in emails to your professors and other UNT staff. This includes brief but informative subject lines.
ASSESSMENT Your final grade is based on the average of scores accumulated throughout the semester. Final grades are rounded to the nearest 10th of a point. Rubrics and specifications are provided for each assignment, but assessment is primarily based on four categories:

Participation Respect classmates by listening and participating, especially in critiques. Your opinion is valuable! Points are docked for sleeping, disrespectful comments, or other disruptive behavior in class. Inappropriate behavior in the classroom shall result in, minimally, a request to leave class.

Professionalism Meet all specifications, including size, format, etc. as outlined for each assignment. Closely follow instructions! Keep files organized, and clearly label uploads. Avoid typos at all costs!

Process Apply research and push yourself to a unique, concept-driven approach. Refine work throughout the project. Use demos/feedback to revise as needed. Include thorough process documentation as requested. Work iteratively and keep everything!

Design Balance concept with equally compelling, highly polished visuals. Visual decisions should all address the problem posed in the assignment prompt. Strong designs are original, avoiding tropes or cliché. For full marks, designs need to push boundaries of modern design and make even your professor jealous.

COURSE SPECIFIC GUIDELINES Your perspective, voice and opinion are important and valued. Respect one another, and be prepared to help your classmates regularly. We can all learn from each other, so listen well and speak up often! It will help us all if you resist the urge to text, check social media, or work on outside course work during class. With an online course it is easier than ever to become distracted and miss vital lessons. It is ultimately your decision to be diligent or not—so use technology wisely.

Get on good terms with each program’s spell-check feature. Misspelled words in final projects drop your score half a letter grade!

STUDENT RIGHTS & RESPONSIBILITIES Each University of North Texas student is entitled to certain rights associated with higher education institutions. For further information about your rights, visit: www.unt.edu/csrr

ASSESSMENT SCALE

A 90%+ Excellent work! Surpasses goals of the assignment/course.
B 80%–89.9% Great work. Few opportunities for improvement.
C 70%–79% Good work. Clear effort, achieved all outlined goals.
D 60%–69% Below average work. Undeveloped ideas and/or execution.
F 0%–59.9% Unacceptable work. I know you can do better!

SEXUAL HARASSMENT
UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. Violence and harassment based on sex and gender are Civil Rights offenses.
UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, & more.
UNT’s Dean of Students’ website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: http://deanofstudents.unt.edu/resources_o. UNT’s Student Advocate can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students’ office at 940-565-2648.
You are not alone.
We are here to help.

ACCESS & ACCOMMODATIONS
The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable 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 a reasonable accommodation letter to be delivered to 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 prior to 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 see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them at 940-565-4323.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS
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: 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 before doing so.
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.

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, res, 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 http://www.my.unt.edu.

Some helpful emergency preparedness actions include: 1) know 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 Canvas for contingency plans for covering course materials.

RETENTION/REPRODUCTION OF STUDENT WORK AND PUBLICITY The Design Department has the right to retain any and all student work for NASAD (National Association of Schools and Design) and CIDA (Council for Interior Design Accreditation) accreditation reviews for a period of up to 2 years. It is the student’s responsibility to document their work for personal purposes. Students will be allowed to photograph their work prior to retention. When accreditation reviews are completed, students may retrieve their original work. It is the student’s responsibility to retrieve their work in a timely manner. Two months after the completion of the accreditation review(s) any remaining work will be destroyed.
TENTATIVE SCHEDULE
AT-A-GLANCE

This course consists of 3 design projects, accompanied by assigned readings and videos for discussion.

This schedule is subject to change. Check Canvas for updates.

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Additional topics:
- P1: tracking time, pricing work, website platforms
- P2: designing for web, writing, photography & editing
- P3: writing, interviews, creative briefs, project management

30% 35% 35%

This schedule is subject to change. Check Canvas for updates.

No class Monday 9/07
Early voting begins Tuesday 10/13
Last Day Monday 12/07