ART 4899.003 Topics in Interdisciplinary Arts and Design Studies
Brand Awareness and Self Development

Instructor Information

Instructor: Hudson Ingram (he/him)
Email: Please contact via Canvas Inbox
Messages
       Office hours in-person:
       Tuesdays: 5:00 – 6:00 pm
       Typically in ART 326

*Additional virtual appointments via Zoom available. Please email/message me to schedule an appointment.

Communication expectations: I will do my best to respond within 24 hours Monday - Friday between the hours of 8amand 5pm. Please do not expect to receive a response on Weekends.

Course Description

ART 4899. *Special topics course for interdisciplinary art design studies majors. Advanced interdisciplinary study of art and design.*

This class meets in-person weekly in ART 219: Tuesday/Thursday, 3:30 – 5:50 pm

Course Prerequisites

ART 1600, ART 1700, ART 1800, ART 1900, ART 2350, ART 2360, ART 2370 all with a C or better; IADS major,
junior standing.

Course Structure and Content

How do we account for the contemporary landscape in developing ourselves as designers/artists/worker/etc.? How can we plan to evolve when things change?

For this course I invite students to use the skills that you have gained over the course of your time at the university. Going through the process of developing an object/product, engage with those who have created similar pieces, consider how to market it, create a brand around it, and promote themselves through various means. Focusing on traditional and contemporary means of advertising and developing a brand for yourselves. Organizing these materials to develop yourself and different strategies for pushing yourself forward. By the end of the class students should have fully developed a brand, object/piece, and advertising campaign for their portfolio.

In the spirit of collectivity, creativity, curiosity, and experimentation, we aim to explore the following:

    - How might we utilize what we already admire to push our goals further*? Can we take what is irrelevant or relevant to some and develop it into something else?*

- What can we do to both differentiate ourselves and work within what we know?
- What examples have already been set forth that haven't been explored?

- What do we dream of making and what is actually standing in the way?
- Who do we aim to become? What steps can we take to actually connect with them or others within the same community?

This course embraces active, reflective, and collaborative learning, and includes a combination of student-driven andfaculty-mentored formats and activities, including group discussions, readings, small group work, and individual exercises. Outside-class sessions may include readings, writings, film viewings, studio observations, and hands-on work. Keep in mind there is an experimental aspect to this course, and we may change course along the way.

Students will be evaluated on:
- Attendance and active participation in discussions, lectures, exercises, and presentations
- Engagement with non-traditional topics, discussions, and research
- Quality of projects in terms of research, production, and presentation

Course Goals

- Recognize alternative viewpoints to build understanding of a variety of frameworks
- Utilize the skills you have developed for critical evaluation of project delivery
- Articulate what aspects of viewpoints can play a role in all aspects of design & development
- Employ provocative, playful, and sensory strategies to challenge traditional frameworks in art and design.
- Curate your personality to build identity to artwork and design
- Communicate critically and imaginatively through interdisciplinary creative practice.
- Collaboratively develop materials and propose alternative infrastructures.
- Explore informative, comedic, sincere, and other alternatives as creative methodologies

How to Succeed in this Course

Office hours offer you an opportunity to ask for clarification or find support with understanding class material. Come visit me! I encourage you to connect with me for support.

ADA Accommodation Statement

The University of North Texas makes reasonable accommodations for students with disabilities. To request accommodations, you must first register with the Office of Disability Access (ODA) by completing an application for services and providing documentation to verify your eligibility each semester. Once your eligibility is confirmed, you may request your letter ofaccommodation. ODA will then email your faculty a letter of reasonable accommodation, initiating a private discussion aboutyour specific needs in the course.

You can request accommodations at any time, but it's important to provide ODA notice to your faculty as early as possible in the semester to avoid delays in implementation. Keep in mind that you must obtain a new letter of accommodation for each semesterand meet with each faculty member before accommodations can be implemented in each class. You are strongly encouraged tomeet with faculty

regarding your accommodations during office hours or by appointment. Faculty have the authority to ask you todiscuss your letter during their designated office hours to protect your privacy. For more information and to access resources thatcan support your needs, refer to the [Office of Disability Access](https://studentaffairs.unt.edu/office-disability-access) website (https://studentaffairs.unt.edu/office-disability-access).

Academic Resources

UNT strives to offer a high-quality education in a supportive environment where you can learn, grow, and thrive. As a facultymember, I am committed to supporting you, and I want to remind you that UNT offers a range of

mental health and wellness services to help maintain balance and well-being. Utilizing these resources is a proactive way to support your academic and personal success. To explore campus resources designed to support you, check out [mentalhealth services](https://clear.unt.edu/student-support-services-policies) ([https://clear.unt.edu/student-support-services-policies),](https://clear.unt.edu/student-support-services-policies) visit unt.edu/success, and explore unt.edu/wellness. To get all your enrollment and student financial-related questions answered, go to scrappysays.unt.edu.

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 belonging. All discussions should be respectful and civil. Although disagreements and debates are encouraged, personal attacks are unacceptable. Together, we can ensure a safe andwelcoming classroom for all. If you ever feel like this is not the case, please stop by my office and let me know.

Required Texts and Resources

There are no required texts to purchase for this course. Links to assigned films, digital content, and articles/chapters/essays will be posted on Canvas. Students are also encouraged to bring additional materials that align with their interests andcontribute to the course discussions.

Minimum Technology Requirements

To fully participate in this class, students will need internet access to reference content on the Canvas Learning Management System as well as the items listed below. If circumstances change, you will be informed of other technical needs to access course content. Information on how to be successful in a digital learning environment can be found at [LearnAnywhere](https://online.unt.edu/learn) ([https://online.unt.edu/learn).](https://online.unt.edu/learn)
- Computer, laptop, or tablet
- Camera, speakers, and microphone
- Microsoft Office Suite
- Adobe Creative Suite (or similar)

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.
For support hours, contact information and service alert notices, visit: <u>DSI Support Hub for Students</u>

Assignments and Course Requirements

Minor Assignments: Participation/Engagement Exercises

Throughout the semester, you'll take part in short in-class activities that spark imagination, collaboration, and experimentation with speculative fiction and worldbuilding. These are low-stakes exercises, and credit is based on participation andengagement rather than polished results.

Major Assignments

While you will receive parameters for each of your major assignments, you will have significant leeway in how you choose to respond to them. As such, a portion of your grade for each of these assignments will depend on your choice ofappropriately challenging subject matter. The remainder of your grade will depend on how well you meet the conceptualchallenges you have set for yourselves.

Reflection Journals (10 Total)

You are asked to write a (appx. 350 words) journal entry reflecting on the readings/lectures/discussions for each week.Consider this a forum for you to write down your thoughts as they occur to you in dialogue with the readings, and to begin to achieve a personal synthesis of ideas springing from multiple sources – readings, lectures, class discussions, projects, and/or your creative practice and experiences.

First Project: (Group) Brand Understanding

Engaging with the presentations of brand identity, you and your assigned team will design and create a brand with marketing and a product to sell us. Additional assignment details will be posted on Canvas.

Second Project: (Individual) Engaging Your Own Brand

You will evaluate your own goals and skills to develop a brand to engage with a problem. This will include different variations of products and solutions. Additional assignment details will be posted on Canvas.

Final Project: (Individual) Creating a Product and Marketing it

You and your assigned team will create a project that addresses the problems that you sought to solve within your previous project. Additional assignment details will be posted on Canvas.

These projects are deliberately left open, the output is up to you and your team and what you collectively feel best expresses your intent and highlights your collective abilities.

Assessing Your Work

A: 90% course average or above. Excellent work produced throughout the semester B: 80% course average or above. Good work produced throughout the semester
C: 70% course average or above. Fair work produced throughout the semester
D: 60% course average or above. Passing work produced throughout the semester

Assignments and Projects

Students must submit all assignments by 11:59 pm on the due date, unless otherwise noted. Instructions for all assignments can be found on Canvas under each specific module. All assignments must be submitted online via Canvas in the assignment drop box.

- Attendance, participation, and engagement exercises (20%)
- Reflection Journals (20%)
- Projects (60%)

Course Policies

Late Policy

All work should be turned in on time according to the due date specified on the syllabus. For **each day** late, the grade will drop by 10%. Thus, a 100% assignment will be dropped to a 90%, a 90% will drop to an 81% - and so on and so forth **unless prior arrangements with the instructor are made**.

Grading Policy

Every student in my class can improve by doing their own work and trying their hardest with access to appropriate resources. Students who use other people's work without citations will be violating UNT's Academic Integrity Policy. Please read andfollow this important set of guidelines for your academic success

(https://policy.unt.edu/policy/06-003). If you have questions about this, or any UNT policy, please email me or come discuss thiswith me during my office hours.

Attendance and Participation

Students should be prepared to engage in class discussion by viewing and reading all assigned course presentations and readings, and engaging with respect and insight in lectures, class discussions, presentations, and all courseactivities. It is important that you communicate with your professor prior to being absent, so you can discuss and mitigate the impact of the absence on your attainment of course learning goals. Please inform your professor if you are unable to attend classmeetings because you are ill, in mindfulness of the health and safety of everyone in our community. IMPORTANT: **Do this in advance, meaning more than one hour prior to the start of class.** Additionally, this course heavily depends on your attendance and participation. Most of your work will be done in groups, so your group will also be depending on you and yourengagement.

Attendance

Class attendance is a **requirement** and use of the full class period is expected. You will be allowed **(2)** sick, personal, physical, or mental health days without grading consequences. Use these wisely. **A 3rd absence will result in thelowering of your overall final grade by (1) letter grade.** Arriving to class more than 30 minutes late or leaving class more than 30 minutes early **will constitute an absence**. Additionally, arriving 15 minutes late to the start of class will constitute a tardy. Leaving class before being dismissed by your professor will constitute an early departure. (3) occurrences of late arrivals/early departures = (1) absence. Absences, tardiness and/or early departures beyond this couldresult in course failure. If a serious medical or personal situation occurs affecting attendance, please discuss it with your professorASAP.

Participation

Your participation is an extremely important component of the class and a significant part of your overall grade. Your awardedpoints are based the following expectations: Coming to class meetings on time and with your supplies, being prepared to discussmaterials from your coursework, completing other occasional homework, and <u>actively participating</u> in class discussions, group activities, exercises, and critiques.

Course Policies

Academic Integrity: Plagiarism and Self-Plagiarism

Plagiarism is the act of using someone else's words, ideas, images, designs, and/or creative output without properattribution and/or presenting them as your own. This includes copying from books, websites, other students, or AI-generatedcontent without clear acknowledgment and transformation through your own creative process.

Self-plagiarism occurs when a student reuses their own previously submitted work (from this or another course) and/or submits the same work for multiple assignments (either within this course or across different courses) without the instructor's permission.

In this course, any confirmed case of academic dishonesty (including but not limited to plagiarism, self-plagiarism, or unauthorized use of AI-generated content) will result in an automatic failing grade (F) for the course. Additionally, the incident will be formally reported to the Office of Academic Integrity for further review and potential disciplinary action.

Generative AI

Please refer to [UNT's full AI policy.](#)
I recommend you check out the [AI Resources Hub at UNT.](#)
In this course, I want you to engage deeply with the materials and develop your own critical thinking and writing skills. For this reason, the use of Generative AI (GenAI) tools like Claude, ChatGPT, and Gemini is not permitted. While these tools can be helpful in some contexts, they do not align with our goal of fostering the development of your independent thinking. Using GenAI to complete any part of an assignment, exam, or coursework will be considered a violation of academic integrity, as it prevents the development of your own skills, and will be addressed according to the Student Academic Integrity policy.

Additionally, tools like Grammarly, spellcheck, predictive text, speech-to-text, and translation tools are not allowed as they blur authorship and misrepresent your independent work. All work must be your own.
IMPORTANT: Any assignments that utilize Generative AI **without permission or attribution** can be seen as potential academic dishonesty and will be treated as such.

Campus Closures

Students will be notified by Eagle Alert if there is a campus closing that will impact a class and describe that the calendaris subject to change, citing the Campus Closures Policy (https://policy.unt.edu/policy/15-006).

Syllabus Change Policy

The instructor reserves the right to make modifications to the course schedule, assignments, and information throughout the semester.

UNT Policies

Academic Integrity Standards

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 a range ofacademic penalties or sanctions ranging from admonition to expulsion from the University.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such asexams, 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 Canvas online system, including grading information andcomments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record;however, information about student's records will not be divulged to other individuals without proper written consent. Students areencouraged 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.

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 unacceptablebehavior 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 classroom, labs, discussion groups, field trips, etc. Visit UNT's Code of Student Conduct to learn more.

Use of Student Work

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

1. The work is used only once.
2. The work is not used in its entirety.
3. Use of the work does not affect any potential profits from the work.
4. The student is not identified.
5. The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission by using the UNT System Permission, Waiver and Release Form.

Survivor Advocacy

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at 940-565 2759.

Mental Health

UNT provides mental health resources to ensure there are numerous outlets available to you when seeking care, regardless of the nature of the issue or its severity. Listed below are Denton campus in-person and online student resources that can support your academic success and mental wellbeing, whether enrolled in Denton, Frisco Landing, Discovery Park, or online-only courses.

• The **Counseling and Testing Center (CTS)** is located on the 3rd floor of Chestnut Hall, where students have free access to individual counseling/therapy, group counseling, workshops, and crisis counseling, with both in-person and virtual appointment options available.
• **Psychiatric Services** are available at the **Student Health and Wellness Center (SHWC)** on the 2nd floor of Chestnut Hall, where staff can see students for psychiatric evaluations, prescribe medications, and

develop comprehensive treatment plans, with both in-person and telemedicine (online) options available.
- **Togetherall** is a fantastic online peer support platform for UNT students. It's a safe community that is available 24/7, where you can connect with students from across the world who are going through the same struggles that you mightbe facing.

Student Evaluation Administration Dates

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. The survey will be made available during weeks 13, 14 and 15 the long semesters to provide students with an opportunity to evaluate how this course is taught.

Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org)with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additionalinformation, please visit the SPOT website or
email spot@unt.edu.