

Course description Final graphic design portfolio presentation and retrospective evaluation. Passing senior portfolio review required.

Prerequisites Prerequisite(s): ART 4091, 4082, 3170, 3082, AND 3080. Graduating senior status suggested.

Course objectives

1. Preparation for a career in graphic design
2. Portfolio preparation
3. Exploration of branding and brand development
4. Resume and marketing materials
5. Review of problem solving methodologies: Each of you will be expected to use all of the creative methodologies for innovative problem solving that you have learned in ART 1080 Introduction to Communication Design, ART 2084 Graphic Design and ART 3080 Advertising. You will be expected to work at an advanced and independent level of conceptual thinking, creative management and production. The professor's role will be that of a guide and observer. Throughout this semester each of you will be working in teams. The class will be responsible for the majority of creative feedback and time management structure.

Course structure This class will be extremely demanding in mental focus and commitment involving many hours of out-of-class work. 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. Student *must* participate in the Mid-Point Review in order to pass this course unless written notification of student's intention to change major is presented.

Grading & evaluation *Students' final grades will be a strict average of the exercises, reviews and assignments in the given percentage:*

Classroom engagement and professional comportment	20%
Assignment 1: Major campaign	40%
Revision of the balance of work in your portfolio	30%
Resume, portfolio and marketing materials	10%

Student evaluation and assessment Your final grade will be based on an average of all assignments in the given percentages, and affected by attendance (as described in the attendance policy – attached), daily deadline performance and participation.

Mid point portfolio review Participation in Midterm Senior Portfolio Review on Saturday, March 13st, and participation and passing of Final Senior Portfolio Review on Wednesday, May 5 required to pass this class.

Required text DESIGNING BRAND IDENTITY by Alina Wheeler

Risk factor Risk factor: 2. In level 2 courses, student 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.

Disabilities accommodation Please notify the instructor if you have a disability that requires accommodation. It is also recommended that you register with the UNT Office of Disability Accommodation, University Union, Room 322. The College of Visual Arts and Design Policy on Accommodation is available upon request in the main office (Room 107) of the Art Building. Further questions and problems regarding accommodation may be addressed to the Associate Dean for Academic and Student Affairs, Marian O'Rourke Kaplan, the School Accommodation Liaison Officer, Art Building, Room 111.

Rights & responsibilities As a student, you have rights and responsibilities within the academic community. See www.unt.edu/esrr for more information.

Emergencies

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 all an all clear signal is sounded. Follow your teacher's instructions and act accordingly.

Student evaluation of faculty

The *Student Evaluation of Teaching Effectiveness* (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class. The spring administration of the SETE will remain open through the week of finals.

Attendance policy

AGREEMENT OF TERMS AND CONDITIONS

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 four (4) tardies will equal one (1) unexcused absence.

Only three (3) unexcused absences will be accepted. The fourth unexcused absence will lower your final semester grade by one letter grade. The fifth unexcused absence will lower your grade by two letter grades. The sixth unexcused absence will lower your grade by three letter grades and so on. A total of seven absences, excused or unexcused, will result in you receiving a failing grade (F) for the class.

There are no excused absences for anything but a verifiable death in the immediate family or with a doctor's note on his/her stationary with a telephone number. The doctor's note must be presented at the next class.

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 or the design 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 or design office. The office will not accept any projects.

Electronic devices

Cellular telephones should be turned off the minute you step into the classroom. Lap tops will only be used during work-in-class days. Facebooking, twittering, text messaging etc. will not be allowed during class.

Grading policy

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

Plagiarism

Plagiarism is 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. Plagiarism will result in the immediate failure of the class and may result in expulsion from the university.

Disciplinary procedures

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

Changes

Instructor reserves the right to make adjustments/changes to the course syllabus with or without notice.

Signature

AGREEMENT TERMS AND CONDITIONS

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

CONTACT INFORMATION:

YOUR UNT 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 circle: Yes No