Students in this course will explore career directions, learn standard business practices, and develop a plan for presenting and promoting their work and experience to potential employers or clients. Each student will be required to develop a comprehensive online and print portfolio with resume and promotional materials.

ADES 4540 is a 3 credit course, and requires advanced standing and consent of instructor; specific studio courses may require additional prerequisites.

1. Develop a cohesive visual and structural promotion system that includes portfolio, resume, self promotion materials and web portfolio.
2. Consider how creativity, contrast and clarity are important factors in self promotion/job seeking.
3. Explore and develop greater clarity of career objectives/directions.
4. Gain a greater understanding of business practices that pertain to practicing design in a variety of settings.
5. Build on presentation skills and professionalism developed in other courses, internships, etc.
6. Increase awareness of how networking, online profiles/activity and contributions toward design can be a benefit or detriment to career objectives.

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.

For a week-by-week schedule of course structure, please see the course schedule included at the end of the syllabus.

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

1. Personal Identity System (10%)
2. Resume & Cover letter (10%)
3. Self Promotion Materials (10%)
4. Portfolio—physical, electronic (30%)
5. Locating Your Dream Job (10%)
6. Mock Interviews (10%)
7. Membership in a professional organization (2.5%)
8. Design Hero email contact (2.5%)
9. Class participation and engagement (15%)

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.

There will be no examinations in this course.

Your final grade will be based on a strict compilation of all of the required coursework based on the given percentages for each assignment.
grade distribution
A=100–90, B=89.9–80, C=79.9–70, D=69.9–65, F=64.9–0

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)

required reading
Flaunt — ByronyGomez-Palacio & Armin Vit

additional resources
How to Be a Designer Without Losing Your Soul — Adrian Shaughnessy
Becoming a Graphic Designer — Steven Heller & Teresa Fernandes
The Education of a Graphic Designer — Steven Heller, ed.
Rules of the Red Rubber Ball — Kevin Carroll
Orbiting the Giant Hairball — Gordon MacKenzie
Talent is Not Enough: Business Secrets for Designers — Shel Perkins
underconsideration.com/brandnew/ — Brand Identity website with brand-specific job listings
www.thedieline.com — Package design blog that will publish student work
thedenveregotist.com — Network of local advertising/design blogs with local job listings
dfw.aiga.org — Career advice and job listings
dsvc.com — Career advice and job listings
Print Magazine
Communication Arts
HOW Magazine
CMYK Magazine

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 facebooking, twittering, text messaging etc. Cellphones will only be allowed in case of emergencies—let your instructor know in advance.

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 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 professor.

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. The doctor’s note must be presented at the next class. 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.

continued
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.

disabilities 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 as of 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 also may call the ODA at 940.565.4323.

student success

Show up. Come to class every day. The attendance policy is pretty brutal, even more so in this class than in the other Communication Design courses. And besides, you can’t learn what you need to learn if you aren’t in class. Participate in discussions and in critiques.

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 where, 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. This class provides some opportunities but you have to do the leg work.

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. Part of this class will require to embrace the design community and get involved. Networking and connections are almost as important as your portfolio. (Almost, because nothing 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, but also very hard. You have to love it enough, 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 greatness for you. Work with me.
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| W 8.28 | **Introduce:** Course syllabus, policies, schedule, assignments.  
**Lecture:** Personal vision inventory. | — | Personal vision inventory sheet. |
| F 8.3 | **No class.** | — | — |
| M 9.2 | **No class:** Labor Day | — | — |
| W 9.4 | Class begins at 4:30.  
**Discuss:** Personal vision inventory sheet personal vision.  
**Assign/Introduce:** Locating Your Dream Job.  
**Assign:** Developing Your Personal Identity  
**Assign:** Membership in Professional Organization  
**Assign:** Design Hero Contact | — | Assign I: Dream Job research  
Assign II: 75 thumbnails  
Additionally: If you have not already, join linked in and send me a request to connect. By end of day on Sunday, Sept. 8. It is required. |
| F 9.6 | **No class.** Studio work day. | — | — |
| M 9.9 | **Graphic Designers only.** Critique thumbnails. | Assign II: 75 thumbnails | Assign II: 75 thumbnail revisions |
| W 9.11 | **DSVC September Meeting—Jeff Rogers**  
**No class.** Studio work day. | — | — |
| F 9.13 | **Art Directors only.** Critique thumbnails. | Assign II: 75 thumbnails | Assign II: 75 thumbnail revisions |
| M 9.16 | **Lecture/Introduce:** Résumé content | — | — |
| W 9.18 | **Guest Lecturer:** Brandon Murphy  
Turn in résumé content, typed. | Assign I: Dream Job research | Assign II: 15 revisions of top three concepts/solutions; 25 variations of stationery/résumé design. |
| F 9.20 | **No class.** Studio work day. | — | — |
| S 9.21–27 | **AIGA Dallas/Fort Worth Design Week**  
[www.dallasftworth.aiga.org/event/aiga-dfw-designbig-week](http://www.dallasftworth.aiga.org/event/aiga-dfw-designbig-week) | — | — |
| M 9.23 | **Graphic Designers only.** Critique revisions. Résumé content returned. | Assign II: 75 revisions | Assign II: 15 revisions of top three concepts/solutions; 25 variations of stationery/résumé design. |
| W 9.25 | **Art Directors only.** Critique revisions. Résumé content returned. | Assign II: 75 revisions | Assign II: 15 revisions of top three concepts/solutions; 25 variations of stationery/résumé design. |
| F 9.27 | **No class.** Studio work day. | Dream Job research due via e-mail to Ligon no later than 5:00 p.m. | — |
| M 9.30 | **Art Directors only.** Critique revisions.  
Return résumé content for revision. | Assign II: 15 revisions of top three concepts/solutions; 25 variations of stationery/résumé design. | Assign II: Final revision of selected Personal Identity; 3 revisions of stationery/résumé design.  
Revision of résumé text. |
<p>| W 10.2 | <strong>DSVC October Meeting</strong> | — | — |</p>
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| F 10.4 | **Graphic Designers only.**
No class. Studio work day. |
| S 10.5 | AIGA Dallas/Fort Worth Design Week  [www.dallasftworth.aiga.org/event/aiga-dfw-designbig-week](http://www.dallasftworth.aiga.org/event/aiga-dfw-designbig-week) |
| M 10.7 | **Lecture/Introduce:** Portfolio design and concept |
| W 10.9 | **No class.** Ligon at NASAD conference. |
| F 10.11 | **No class.** Ligon at NASAD conference. |
| M 10.14 | **Graphic Designers only.**
Critique revisions. For revision. |
| W 10.16 | **Art Directors only.**
Critique. |
| F 10.18 | **No class.** Studio work day. |
| M 10.21 | **Graphic Designers only.**
Critique. Discuss: Portfolio Design |
| W 10.23 | **Art Directors only.**
Discuss: Portfolio Design |
| F 10.25 | **No class.** Studio work day. |
| M 10.28 | **Guest Lecturer:** Presentation Skills |
| W 10.30 | |
| F 11.1 | |
| M 11.4 | **Graphic Designers only.** |
| W 11.6 | **DSVC November Meeting** |
| F 11.8 | **Art Directors only.** |
| M 11.11 | **Guest Lecturer:** Business Practices |
| W 11.13 | |
| F 11.15 | |
| M 11.18 | |
| W 11.20 | |
| F 11.22 | |
| M 11.24 | |
| W 11.27 | |
| F 11.29 | |
| M 12.2 | |