

Fall 2015, Tuesday/Thursday, 8:00–10:50 a.m., Room 234, Art Building

# Graphic Design Advanced Campaigns

*course syllabus\**: ADES 4520.501

Professor Eric Ligon, [ligon@unt.edu](mailto:ligon@unt.edu)

Office hours are by appointment only. Please contact me or Elyce Franks at [elyce.franks@unt.edu](mailto:elyce.franks@unt.edu) to schedule time.

## *course description*

Students spend the semester conceiving, developing and producing a capstone project in graphic design. Students leverage all appropriate and available media to solve the communication challenges posed by their unique clients. This course must be taken concurrently with ADES 4540.

## *credits & prerequisites*

ADES 4520 is a 3 credit course, and requires advanced standing and/or consent of instructor.

Prerequisites: ADES 3520

## *text books*

None required

## *course objectives*

- A. Each student will be expected to use all of the creative methodologies for innovative problem solving that he or she has learned in the Communication Design courses.
- B. The student is expected to work at an advanced level of conceptual thinking, creative management and production.
- C. The student assumes the role of initiator and creative director. The professor's role in the creative and design processes is that of a guide and observer.
- D. Students will be working in creative and support teams. You and your peers will be responsible for the majority of creative feedback and time management structure.
- E. Each student will conceive, design and produce a comprehensive at graphic design campaign that will serve as a major campaign project for his or her portfolio. It is expected that the student will stretch the boundaries of the campaign. This campaign must include final design projects including print and media, as well as a designed process book showing the entire creative process from inception to deliverables.

## *course structure*

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.

## *course schedule*

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

## *examinations*

There will be no examinations in this course.

## *grading structure*

Your final grade will be based on a strict compilation of all of the required coursework based on the given percentages for each assignment.

## *grading & evaluation*

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

1. Summer Design Project (5%)  
Due Sept. 1
2. 'zine Group Project (10%)  
Assign. Aug. 27  
Due: October 6/8
3. Major Campaign (40%)  
Assign. Sept. 15/17  
Due: Nov. 17/19
4. Entrepreneurial Design Project (15%)  
Assign. Sept. 15/17  
Due: Oct. 20/22
5. Minor Campaign (15%)  
Assign. Oct. 6/8  
Due: Nov. 24
6. Identity #1 and Stationery (10%)  
Assign. Nov. 10/12  
Due: Dec 1/3
7. Identity #2 (5%)  
Assign. Nov. 10/12  
Due: Dec 1/3

Final revisions due for all projects: Dec 10

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.

You will be required to participate in the Senior Mid-Point Portfolio Review at the end of this semester as scheduled in order to pass this class. Failure to present your work for this review will result in a failing grade for the class. This review is otherwise non-binding, in that it will not determine whether you continue in the program. This review is an overall assessment for all skills learned so far in the program. The faculty will evaluate all of your work to date to determine areas of strength and areas of weakness that will need to be addressed in the final semester of the senior year as you prepare and hone your final portfolio.

## *grade distribution*

- A = 100.0 – 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 issues*

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

## *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*

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 three (3) 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.

## *course 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. 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.

## *disability 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 at 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](http://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.

## *emergency procedures*

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 an all clear signal is sounded. Follow the instructions of your teachers and act accordingly.

## *student rights and responsibilities*

As a student you have rights and responsibilities within the academic community. See: [www.unt.edu/csrr](http://www.unt.edu/csrr) for more information.

*\*The right to change this syllabus with or without notice remains at the discretion of the professor.*

## *student success*

*Show up.* Come to class every day. The attendance policy is pretty brutal, even more so in this class than in other Communication Design courses since it meets only one night a week. And besides, you can't learn what you need to learn if you aren't in class.

*Participate:* in discussions and in critiques. Learning to hone your voice will make a difference professionally.

*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.* You are a senior now, just 9 short months away from joining the professional design community. Get involved in the professional organizations: DSVC and AIGA Dallas. Networking and connections are almost as important as your portfolio. (Nothing, ultimately, 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 work, but also very hard. You have to love it enough and 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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## *course risk factor: level 2*

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.

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name (print)

signature

date

## *contact information*

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your e-mail address

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your permanent address

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your phone number

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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 check: \_\_\_ Yes \_\_\_ No