

GRAPHIC DESIGN ADVANCED CAMPAIGNS

COURSE SYLLABUS

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CLASSROOM
Art 367

OFFICE HOURS
T/TH 10:00 – 11:00 a.m.
Room 345J

SECTION 1 Course Information

COURSE DESCRIPTION

In this course, you will practice developing brand identity and promotional campaigns aimed at helping organizations reach specific business and communication goals. This work will be among the most important in your portfolio. You will develop campaign strategies and creative solutions targeting clearly defined customer groups. You will apply and improve upon the design skills you have learned in previous courses to produce mature, sophisticated, original work.

COURSE OBJECTIVES

1. Learn the fundamentals of brand identity and promotional campaigns.
2. Manage the process of developing brand identity and promotional campaigns.
3. Create campaigns that showcase your best capabilities in concept, strategy, and design.
4. Create competition-worthy work that helps differentiate you in the job market.
5. Continue developing professionalism in project management, presentation, and execution.

COURSE STRUCTURE

This class is structured as a studio course and focused on assigned projects. Class time will be dedicated to discussions, brainstorming, and critiques—both individual and group. Students are expected to spend substantial time outside of class to complete their homework.

- Students are expected to apply the knowledge, skills, tools, and methodologies they have learned in the Communication Design program for creative problem-solving.
- Students are expected to work at an advanced level of strategic thinking, creative problem-solving, and production.
- The student assumes the role of initiator, account executive, creative director, and designer at various stages of the process. The instructor acts as a guide, creative director, or client when appropriate.
- Your peers will provide the substantial amount of feedback on your work. Conversely, they will rely on your input during critiques.
- To succeed in this course, each student must manage multiple projects and tasks at the same time.

COURSE CONTENT AND GRADING WEIGHTS

There are three projects, each a campaign with a different emphasis. Students together with and instructor will identify the subjects of the campaigns. Students will go through a comprehensive design process that includes discovery, concept development, strategy, and design.

- | | | |
|---|---------|------------------------|
| • Assignment 1: Brand Identity Campaign. | 4 weeks | 25% of the total grade |
| • Assignment 2: Promotional Campaign. | 8 weeks | 40% of the total grade |
| • Assignment 3: Entrepreneurial Campaign. | 6 weeks | 35% of the total grade |

SUGGESTED READING

- **Branding: In Five and a Half Steps**
by Michael Johnson. Thames & Hudson
- **Designing Brand Identity: An Essential Guide for the Whole Branding Team**
by Alina Wheeler. Later editions. Wiley
- **ZAG**
by Marty Neumeier. New Riders

PROJECT AND TIME MANAGEMENT

Students will work on multiple projects or tasks simultaneously throughout the semester. They are responsible for independently managing their time and projects. Students are expected to bring homework to each class in an organized and professional manner, prepared for critique.

WORK SUBMISSION

All deliverables will be submitted on printout and on Canvas by the time specified on the assignments. No late projects will be accepted for grading. All students are responsible for turning in work on time regardless of attendance.

FILE NAMING

All final files must be clearly labeled when uploaded on the date they are due. Any modification to files after the due date should be labeled as a REVISION.

Lastname_Firstname_ADES_0000_000_ASGMT_1.pdf

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 to be provided for each assignment, but assessment is primarily based on four categories:

1. **Successful, timely completion of assigned work**
2. **Strategic Thinking & Creative Problem-Solving:**
Thoroughness of brief // Concepts // Appropriateness of solution // Relevance to audience
3. **Graphic Design Principles & Execution:**
Visual inspiration // Type & color exploration // Preliminary roughs // Super comps // Visual presentation // Design fundamentals // Craftsmanship // Technical proficiency
4. **Professionalism:**
Time management // Participation // Engagement // Initiative & curiosity // Verbal presentation // Giving and receiving feedback // Following creative direction // Preparedness // Daily/weekly progress
5. **Attendance:**
Points will be deducted for absence and tardiness. See details on P4.

A	90 %+	Exceed the expectations. Surpasses goals of assignment/course.
B	80 – 89 %	Meet the expectations. Great effort.
C	70 – 79 %	Improvements needed.
D	60 – 69 %	Significant improvements needed.
F	0 – 59 %	Fail.

MINIMUM TECHNOLOGY REQUIREMENTS

The minimum technology requirements for students to work in this course.

- Computer
- Reliable Internet access
- Adobe Creative Cloud
- Microsoft Office Suite

COMPUTER SKILLS & DIGITAL LITERACY

Technical skills students must have to succeed in this course:

- Using Canvas
- Using Microsoft Office
- Set meetings in Outlook Calendar
- Using Adobe Creative Cloud—Illustrator, Photoshop, InDesign, Animate, Acrobat
- Using presentation and graphics programs
- Set up and join Zoom meetings for class and group work

UNT IT Help Desk

Email: helpdesk@unt.edu

Live Chat: <https://it.unt.edu/helpdesk/chatsupport>

Phone: 940-565-2324

In Person: Sage Hall, Room 330

Hours and Availability: Visit <https://it.unt.edu/helpdesk> for up-to-date hours and availability

For additional support, visit Canvas Technical Help (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

SECTION 2

Course Policies

AN INCLUSIVE CLASSROOM

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

COMMUNICATION WITH ME

- All course documents and project requirements will be available on Canvas
- Class-wide instructions will be posted on Canvas Announcements
- Students are responsible to regularly monitor their UNT emails and check Canvas notifications
- Student should email me for any question. If you contact me and do not receive a response within two business days, please send a follow up email.

OFFICE HOURS

Mon and Wed. 9:30am-10:30 am. Room 345J.

PARTICIPATION 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!

ATTENDANCE POLICY

Attendance is critical to the success of your study and the class. A good attendance is part of the professionalism required for your future career.

4 tardies = 1 unexcused absence

3 unexcused absences are allowed

4 unexcused absences = **1** letter grade reduction in final grade

5 unexcused absences = **2** letter grades reduction in final grade

6 unexcused absences = **F** for final grade

- Every four (4) tardies equals one (1) unexcused absence
- Three (3) unexcused absences in the semester are allowed
- A total of four (4) unexcused absences will result in one (1) final grade lower
- A total of five (5) unexcused absences will result in two (2) final grade lower
- The instructor has the right to record a grade of F for a student who has accumulated a total of six (6) absences, excused or unexcused
- A tardy is defined as entering the classroom five (5) minutes after the class starts
- If you are late, it is your responsibility during that class period to ask to be added to the roll
- If you enter the classroom twenty (20) minutes after the class starts you'll be marked absent and any work due that day will be considered late.
- There are no excused absences for anything but a verifiable death in the immediate family or with a doctor's note on their stationery with a telephone number. The doctor's note must be presented at the next class.

AI POLICY

Certain assignments in this course may allow or even encourage the use of generative artificial intelligence (GAI) tools. Discuss with the professor beforehand if you intend to use AI. When permitted, any use of GAI tools must be appropriately acknowledged and cited. You are obligated to evaluate the legitimacy and applicability of any GAI output that you use in your work. Violations of this policy will be considered plagiarism. Different classes at CVAD and UNT may implement different AI policies. It's your responsibility to understand and conform to expectations for each course.

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.

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, fumes and repetitive stress injuries related to extended computer use. Students will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others."

ELECTRONIC DEVICES AND SOCIAL NETWORK

Cell-phones or other devices unrelated to the class may not be turned on or used in class at any time. Browsing social network unrelated to class is not allowed.

RIGHT INSTRUCTOR TO CHANGE SYLLABUS

The right to change this syllabus with or without notice remains at the discretion of the professor. Moreover, based on the fluid nature of the course, its ongoing classroom experiences and developing research activities, the professor may and will likely elect to change projects, learning experiences, outcomes, scheduling, assessment and in- and outside classroom activities during the semester. At his discretion, the professor will alert students to any changes if and when they are to occur and provide them with sufficient time to adjust their respective class and research activities. Students should check Canvas regularly to make sure they get the up-to-date information.

SECTION 3

UNT Policies

ACADEMIC INTEGRITY POLICY

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 of academic penalties or sanctions ranging from admonition to expulsion from the University. [Insert specific sanction or academic penalty for specific academic integrity violation.]

ADA POLICY

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of 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 accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website (<https://disability.unt.edu/>).

PROHIBITION OF DISCRIMINATION, HARASSMENT, AND RETALIATION (POLICY 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

RETENTION OF STUDENT RECORDS

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, 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 and comments, 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 are encouraged 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 unacceptable behavior 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 (<https://deanofstudents.unt.edu/conduct>) to learn more.

ACCESS TO INFORMATION - EAGLE CONNECT

Students' access point for business and academic services at UNT is located at: my.unt.edu. All offi-

cial communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail Eagle Connect (<https://it.unt.edu/eagleconnect>).

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 [insert administration dates] of 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 additional information, please visit the SPOT website (<http://spot.unt.edu/>) or email spot@unt.edu.

SEXUAL VIOLENCE AND SURVIVOR ADVOCACY

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct. Federal laws and UNT policies prohibit discrimination on the basis of sex as well as 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. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648.

If you are a survivor of relational or sexual violence, there is support for you. There are on- and off-campus resources available to survivors at no cost. Counseling and Testing Services can provide confidential mental health counseling. They are in Chestnut Hall 311. You may also call (940) 565-2741 to schedule an appointment. Denton County Friends of the Family is a community agency that offers free counseling and 24/7 crisis hotline services to survivors. Contact them at (940) 387-5131. The UNT Survivor advocate can assist in reporting options, arrange for academic and housing accommodations, schedule appointments and help connect students to UNT and other community resources. They are in Union 409 and can be contacted at (940) 565-2648. To report sexual misconduct to Equal Opportunity & Title IX, visit report.unt.edu. The UNT Police Department can be contacted at (940) 565-3000.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the Electronic Code of Federal Regulations website (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f) (6) (i) (G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

UNIVERSITY OF NORTH TEXAS COMPLIANCE

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the

completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

STUDENT VERIFICATION

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses.

See UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses (<https://policy.unt.edu/policy/07-002>).

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:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- 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. Download the UNT System Permission, Waiver and Release Form

TRANSMISSION AND RECORDING OF STUDENT IMAGES IN ELECTRONICALLY-DELIVERED COURSES

1. No permission is needed from a student for his or her image or voice to be transmitted live via video conference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.
2. In the event an instructor records student presentations, he or she must obtain permission from the student using a signed release in order to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.
3. Instructors who video-record their class lectures with the intention of re-using some or all of recordings for future class offerings must notify students on the course syllabus if students' images may appear on video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.

Example: This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.

No notification is needed if only audio and slide capture is used or if the video only records the instructor's image. However, the instructor is encouraged to let students know the recordings will be

available to them for study purposes.

CLASS RECORDINGS & STUDENT LIKENESSES

Synchronous (live) sessions in this course will be recorded for students enrolled in this class section to refer to throughout the semester. Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

ACADEMIC SUPPORT & STUDENT SERVICES

Student Support Services

MENTAL HEALTH

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

- Student Health and Wellness Center (<https://studentaffairs.unt.edu/student-health-and-wellness-center>)
- Counseling and Testing Services (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- UNT Care Team (<https://studentaffairs.unt.edu/care>)
- UNT Psychiatric Services (<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)
- Individual Counseling (<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)

CHOSEN NAMES

A chosen name is a name that a person goes by that may or may not match their legal name. If you have a chosen name that is different from your legal name and would like that to be used in class, please let the instructor know. Below is a list of resources for updating your chosen name at UNT.

- UNT Records (<https://registrar.unt.edu/transcripts-and-records/update-your-personal-information>)
- UNT ID Card (<https://sfs.unt.edu/idcards>)
- UNT Email Address (<https://sso.unt.edu/idp/profile/SAML2/Redirect/SSO;jsessionid=E4D-CA43DF85E3B74B3E496CAB99D8FC6?execution=e1s1>)
- Legal Name (<https://studentaffairs.unt.edu/student-legal-services>)

**UNT eUIDs cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.*

PRONOUNS

Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you, much like your name, and can be shared with a name when making an introduction, both virtually and in-person. Just as we ask and don't assume someone's name, we should also ask and not assume someone's pronouns.

You can [add your pronouns to your Canvas account so that they follow your name when posting to discussion boards, submitting assignments, etc...](https://community.canvaslms.com/t5/Student-Guide/How-do-I-select-personal-pronouns-in-my-user-account-as-a/ta-p/456) (<https://community.canvaslms.com/t5/Student-Guide/How-do-I-select-personal-pronouns-in-my-user-account-as-a/ta-p/456>)

[Below is a list of additional resources regarding pronouns and their usage:](#)

- What are pronouns and why are they important? (<https://www.mypronouns.org/what-and-why>)
- How do I use pronouns? (<https://www.mypronouns.org/how>)
- How do I share my pronouns? (<https://www.mypronouns.org/sharing>)
- How do I ask for another person's pronouns? (<https://www.mypronouns.org/asking>)
- How do I correct myself or others when the wrong pronoun is used? (<https://www.mypronouns.org/mistakes>)

ADDITIONAL STUDENT SUPPORT SERVICES

- Registrar (<https://registrar.unt.edu/registration>)
- Financial Aid (<https://financialaid.unt.edu/>)
- Student Legal Services (<https://studentaffairs.unt.edu/student-legal-services>)
- Career Center (<https://studentaffairs.unt.edu/career-center>)
- Multicultural Center (<https://edo.unt.edu/multicultural-center>)
- Counseling and Testing Services (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- Pride Alliance (<https://edo.unt.edu/pridealliance>)
- UNT Food Pantry (<https://deanofstudents.unt.edu/resources/food-pantry>)

Academic Support Services

- Academic Resource Center (<https://clear.unt.edu/canvas/student-resources>)
- Academic Success Center (<https://success.unt.edu/asc>)
- UNT Libraries (<https://library.unt.edu/>)
- Writing Lab (<http://writingcenter.unt.edu/>)