ART 3030.022: Digital Communication For Art And Creative Entrepreneurship Fall 2025

Instructor Kyla Crawford
Pronouns: she/her
Office Hours: by appointment
Email: kyla.crawford@unt.edu
Course Format: in-person
Location: CVAD room 233
Time: TR 3:00pm - 5:50pm

COURSE DESCRIPTION

Digital Communication for Art and Creative Entrepreneurship is a 3 credit hour course. It is an intensive investigation in the conceptual, technical and practical uses of digital tools for communication and promotion in the art and design fields. Students learn a diversity of techniques applied in art studio practice, social media practice, arts administration, design management, museology, and the creative economy at large using digital applications, computer programs and technology. Focuses on the creation of various digital products for arts promotion and entrepreneurship using applications in Adobe Creative Cloud, social media, and existing web-based platforms.

Prerequisite(s): ART 1600, ART 1700, ART 1800, ART 1900 and ART 2020 with a grade of C or better, or consent of instructor.

COURSE STRUCTURE

This course is taught in-person or a face-to-face learning method. ART 3030 Digital Communication for Art and Creative Entrepreneurship is 3 (0,6) studio class. Therefore, there is no lecture. This course emphasizes hands-on learning activities and demonstrations. Teaching and learning activities and assignments are designed to help students gain a deeper understanding of digital tools and technologies to create communication about their personal art and design practice as well as branding for a personal idea based on their field of interest. Full attendance and participation in class activities are vital. Students are expected to attend and participate in course activities at least 80%. Students are also required to spend 1-2 hours preparing for class activities and complete assignments.

COURSE CANVAS & ANNOUNCEMENTS

Please make sure to regularly check and turn-on notifications for the course Canvas, especially the announcements as that is how updates and new information is shared. It is the students responsibility to review and stay up to date with the course. Make sure you check assignment comments on a computer with a canvas supported browser, because the phone app does not show in document notations and comments.

I also recommend you share contact information with at least 3 classmates, so that you may reach out to them with questions and/or to share feedback and resources.

INSTRUCTOR CONTACT AND RESPONSIBILITIES

Please contact me via Canvas or email. I respond to messages and emails usually within 24 hours Monday through Friday. All grades will be fully updated and shared for Midterms and Finals.

Office Hours are by appointment only and can be via zoom or in person before or after class.

TIME EXPECTATION & CREDIT HOURS
This is a 3 credit hour art course at CVAD, please expect to spend 6-12 hours/week on this class *(in-person sections meet for ≈6 hours/week, with 3-6+ hours/wk for outside of class work).* Please note that the time requirement varies across the semester, but an average of 6 hours a week is the minimum expected to receive credit for the course.

AI & ORIGINALITY
Generative AI (GenAI) is a program where people give the program props, the program then generates written, visual, and/or auto responses to that prompt. I.E. Chat GPT or Midjounery. In this course, the use of **GenAI tools is limited as directed by the instructor**. Any additional use requires explicit permission, proper citation, and authentic student work. Students can use AI for ideation, and limited creation. **All AI usage must be cited and work shown by providing prompts that were given to get their outcome.** Non generative AI, I.E. Smart Select or Grammarly usage with-in Abode and other products is permitted.

COURSE OBJECTIVES
Students who complete this course successfully will be able to:

• **Demonstrate** knowledge of the visual arts, design and creative communities in the digital world and the creation of digital media, works, marketing and promotion using applications in Adobe Creative Cloud.
• **Apply** understanding of trends within studio practice, diverse media promotion (i.e., print, interactive, social media), arts administration, and entrepreneurship in the digital world and using digital technology.
• **Develop** a wider understanding of how artists, designers, creatives, arts organizations, and creative communities incorporate digital fabrication for a range of interdisciplinary projects.
• **Understand** the conceptual, technical, and practical uses of digital tools for designing digital communication and promotion in the art and design fields.
• **Identify** design approaches and strategies for creating digital communication for art promotion and creative entrepreneurship.
• **Choose** suitable digital tools and technologies to create digital media, materials and products.
• **Produce** digital images, media and objects for artmaking, art entrepreneurship and the creative economy.
• **Analyze** the role of technology within the creative economy and students' individual fields.
• **Apply** understanding of digital media and communication in the arts, design and creative fields to the analysis of own work and work of others.
• **Create** effective digital products and communication for art promotion and creative entrepreneurship.
• **Present** digital communication, digital works, portfolios and products professionally on social media, existing web-based platforms, including virtual and in-print formats.
• **Evaluate** the effectiveness of digital communication and digital products for supporting

creative entrepreneurship and a creative economy.

REQUIRED MATERIALS

Students in this course are required to have digital tools and technologies as follows:

- ☐ **Computer Access**Mac or Windows operating system computer capable of efficiently and effectively running the Adobe Creative Suite and Adobe Premiere Pro (16+ Gb RAM)
    - ☐ **a**. at minimum meet the requirements for running the full Adobe Creative Suite: https://helpx.adobe.com/premiere-pro/system-requirements.html
- ☐ **Microsoft Office Suite**
- ☐ **Design Software** such as Adobe Creative Cloud: Illustrator, Photoshop, InDesign, After Effects, and Premier Pro or alternative applications
- ☐ **Camera, Camcorder, and Microphone**(this can be a mobile phone camera or rented from CVAD)
- ☐ **External Hard drive**, flash drive or virtual storage 64GB+ in storage size
- ☐ **Mouse or Wacom tablet** for digital drawing (can be rented from CVAD)
- ☐ **Internet connection**: To fully participate in this class, students will need internet access to reference content on the Canvas Learning Management System, Linkedin Learning tutorials, Adobe Creative Cloud, and other content and software as needed.
- ☐ **Web browse**r that meets the requirements for UNT Canvas application access and full functionality, like Chrome (Google), Safari (Mac), Edge (Microsoft)
- ☐ **Mobile Canvas** app access on their phone
- ☐ **Materials needed to complete individual projects**
    Rizo materials i.e. papers like drawing or sketch
- ☐ **Sketchbook/ notebook/ digital equivalent**
- ☐ **Selected UNT Online Library Texts**
- ☐ **$70 toward fabrication costs and printing costs**

Computer skills and digital literacy:
Students are expected to be proficient in basic technical skills to succeed in the course, including but not limited to:
- • Using CANVAS and the CANVAS mobile application including, but not limited to functions such as:
    - o Embedding images in discussion posts
    - o Attaching files to discussion posts or assignment uploads
    - o Accessing, navigating and viewing course content, assignments, calendar •
        Using email with attachments
- • Downloading and installing software
- • Utilizing an external hard drive with your computer
- • Format the drive for use with CVAD computers and your personal
Computer
- • Safe computing practices, including use of Antivirus software
- • Using Zoom, including settings for video and audio
- • Configuring and maintaining your personal computer
- • Using presentation programs (e.g. Powerpoint or Keynote)
- • Using word processing programs (e.g. Microsoft office suite)

- Utilizing a web browser
- Utilizing a web cam
- Utilizing a computer microphone and speakers
- Using any computer peripherals you have for your computer
- Using presentation and graphics programs

Recommended Design Software: Adobe Creative Cloud Access

Adobe Creative Cloud is available to students to purchase at a heavily discounted price. The price of a student subscription through our program is $50(+$5.55 processing fee). The subscriptions will be valid for the full 2025-2026 Academic Year, through August 31st. On or before August 1st, they will have the option to renew their subscription for the same price for the 2025-2026 Academic year. Further details and the option to purchase a subscription is available here: [Adobe Suite](). This offer is only available to students. A subscription to Adobe Creative Cloud allows for on and off-campus use of all the applications: on UNT or personally owned laptops, as well as on the remote lab computers.

 If a student is currently paying for a subscription through Adobe ($239-$359 per year) but would like to take advantage of the lower cost of a subscription through this program: they are eligible to cancel an existing subscription without an early termination fee or further obligation once they have purchased a subscription through our program. They must contact Adobe Customer Care within fourteen days of purchasing this subscription to inform Adobe of their wish to opt-out of an existing subscription in order to have the early termination fees waived. Adobe will not provide a refund, however – only the months left on the current subscription will be cancelled. We are not able to process the opt-outs on their behalf. The subscription they would be opting out of is an agreement between the student and Adobe. The subscription through our program would be a new subscription, not an extension of the current subscription.

Adobe Customer Care can be reached by phone at 1-800-833-6687, you may also visit their support [website]() and talk to someone via chat. Please contact the representatives at [untadobe@unt.edu]() if you have any further questions.

RECOMMENDED MATERIALS

Recommended Texts:

Ishizaki, S. (2003). Chapter 1 Introduction, _Improvisational design: Continuous, responsive digital communication_. MIT Press.

Pietroni, E. (2019). Experience design, virtual reality, and media hybridization for digital communication inside museums. _Applied System Innovation_, _2_(4), 35.

Guan, X., & Wang, K. (2022). Visual communication design using machine vision and digital media communication technology. _Wireless Communications and Mobile Computing_, _2022_.

Oropallo, G. (2012). Design As A Language Without Words: A G Fronzoni. In G. Lees-Maffei (Ed.). Writing Design: Words and Objects (pp. 205–218). London: Bloomsbury Academic. Retrieved July 13, 2023, from http://dx.doi.org/10.5040/9781474294089.ch-014

Teilmann-Lock, S. (2012). On The Legal Protection Of Design: Things And Words About Them. In G. Lees-Maffei (Ed.). Writing Design: Words and Objects (pp. 219–230). London: Bloomsbury Academic. Retrieved July 13, 2023, from http://dx.doi.org/10.5040/9781474294089.ch-015

Biggs, M. , & BüChler, D. (2012). Text-Led And Object-Led Research Paradigms: Doing Without Words. In G. Lees-Maffei (Ed.). Writing Design: Words and Objects (pp. 231–242). London: Bloomsbury Academic. Retrieved July 13, 2023, from http://dx.doi.org/10.5040/9781474294089.ch-016

Puhalla, D. (2014). *Color language hierarchy in Visual communication.* Machin, D. (Ed.). De Gruyter, Inc.

Supplementary materials and/or readings:
Adobe Creative Cloud Tutorials
https://www.adobe.com/learn?locale=en&learnIn=1

Optional Videos
Get to know Adobe Photoshop
https://youtu.be/80434t3GTgA?si=AIBqjURyablLhbAT
Get to know Adobe Illustrator
https://youtu.be/3NBKRywEbNs?si=QnNGgSY0uNFCAiHs
Get to know Adobe InDesign
https://www.youtube.com/live/qtDCvbp0_k8?si=X8K_5K4AFmpfbX2E
Get to know Adobe After Effects
https://www.youtube.com/watch?v=hb2bbfiNBXA
Get to know Adobe Premiere Pro
https://youtu.be/ihHwLflg_Dk?si=RZLW1KNYEgOGgYat

GETTING HELP
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.

UIT Help Desk: UIT Student Help Desk site
(http://www.unt.edu/helpdesk/index.htm) **Email**: helpdesk@unt.edu
Phone: 940-565-2324
Visit the UIT Help Desk site for their current schedule and location information.

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

COMPUTER ISSUES DO NOT QUALIFY AS AN EXCUSE FOR LATE OR MISSED WORK IN THIS COURSE: Occasionally problems arise – files can be accidentally erased, disks can get corrupted,

networks crash and printers or other digital devices break down. Since this is a course about professional digital production practices, computer issues do not qualify as an excuse for late or missed work as this is not an acceptable real-world professional practice.

Students are therefore advised to:

BACK UP YOUR WORK: Be prepared. Backup all your files on an external drive or other storage devices/online storage (ie Google Drive). Do not save work on CVAD classroom or lab computers that you use locally or remotely as files are erased regularly.

SAVE WORK INCREMENTALLY by VERSIONING: Save your work often and save it incrementally, creating multiple versions as you progress work on your projects. **Do not rely upon "undo" functionality in the software to revert to prior versions**. Indicate the version number in the file name. For example: myProject v1, myProject v2 etc. Or include the date and time in the project file name. For example: myProject 10-02-20 8PM, myProject 10-02-20 10PM etc.

FILE NAMING: Include **your name and the project name in your file name when you submit them for grading**. For example: "jane smith project 1". **Do not use slashes, periods or other punctuation or special symbols in file names as these symbols can cause problems with files not being readable or being corrupted by the operating system**. There should only be one period (.) in the file name to separate the file name from the file extension. The file extension indicates which program can read the file. For example: "Your Name Essay.doc" where the .doc is the file extension indicating this file can be opened/read/edited by MS Word. Another example: "Your Name Image.psd", where the .psd file extension indicates the file can be opened and edited by Photoshop. **Make sure to check each assignment for file naming guidelines, you will be marked down for not following these guidelines or not having your name on your file.**

STUDENT ACCESS TO DESIGN FRAMEWORKS USING UNIVERSAL DESIGN
In addition to alternatives to Adobe Creative Cloud platforms, we recognize all student needs in a learning environment. We must consider different design thinking and communication methods that expand learning beyond those that are primarily visual-based. Additionally, we believe it is important to expose students to digital multiplicity of accessibility needs in mind. While visual forms of communication are certainly important, students are also encouraged to consider other strategies that might be sound-based and textual as well.

For inspiration into sonic design, textual design, universal design, as well as accessible and inclusive design read James Cartwright's "Can Designers Create Work Without Any Visuals?" and Design Indaba's article on the work of designer Simon Dogger. Additionally, students should read more about the distinctions between accessible design and inclusive design by reading UX Collective's article "Understanding the key differences between Accessible Design and Inclusive Design." URLs linked in above paragraph:

Accessible Alternatives to Assignments
While using Adobe Creative Cloud platforms are highly preferred in the course due to the marketable skills they provide within the field of art and design, other tools and approaches are acceptable in order to

support students in need of accommodations. Additionally, students interested in pursuing universal design, accessibility, and inclusive design strategies for digital communication are encouraged to consider how tools and ideas pursued in Adobe platforms may be translated into projects that engage different accessibility needs and inclusion concerns.

Here is a list of alternatives that students might pursue for projects:
   • Students can pursue the same or similar project result using a different software (e.g., PowerPoint or other software listed on the [Student Remote Access to] [CVAD Computer] [Resources] page.)
   • Students can pursue a project that achieves an equivalent effect through the lens of sonic design or textual design using a different sense (e.g., layer audio tracks rather than layer images, using captions rather than voice recording).
   • Students can create a narrative that describes an imagined image and how it reflects their understanding of design thinking or a concept. Textual design created using the alternative text of images.

Supporting Your Success As your instructor, "I am committed to creating an inclusive and accessible classroom environment for students of all abilities. Students who may need academic accommodations are advised to reach out to the Office of Disability Access (ODA) as early as possible in the semester for assistance. Knowing that your ability status may shift during our time together, please let me know how I can best support your learning needs. If you need any support in connecting with the ODA or other resources, please also let me know." I encourage the students who need accommodation to register with the Office of Disabilities Access to receive reasonable accommodations as soon as possible. Apply for services. [Office of Disabilities Access (ODA)]

SYLLABUS CHANGE POLICY
The course syllabus and schedule are subject to change with notice in content and scope, at the Course Instructor's discretion. Any changes will be shared on Canvas via the Announcements page.

CLASS PARTICIPATION
As a studio-based course, students will be expected to prepare for assignments and work during class time. Class time will be split between lectures, workshops, and independent studio time. **The class will include critiques, technical demonstrations, and class discussions in preparation and at the completion of course projects.** This course will use readings and video tutorials to introduce technical concepts in digital imaging processes and may feature out-of-class trips or guest lecturers by visiting artists where students can witness the impact of computer-generated images and objects within creative communities. **Because our course has students with a diverse body of knowledge and skill-level in the art, design, and media, students should expect to revisit course readings and video tutorials both during in-class studio time as well as outside of our class time.** All projects are designed to be implemented in diverse ways so if a student feels more advanced the student can pursue a project that is a little more ambitious while also considering the time-commitment that will be required to complete the project. Some class sessions will be dedicated to independent studio time for completing class projects and/or critique as directed by the instructor. Students should use the Student Computer Lab in ART 375 (3rd floor-North Pavilion) to complete projects outside independent studio time in class.

Studio Participation- 10 points a day
Your studio participation is an extremely important component of the class and a significant part of your overall grade. You will earn participation grades based on your completion of the following expectations:

Coming to class meetings on time and with your supplies, being prepared to discuss materials from your online coursework, completing other occasional homework, and actively participating in class discussions, group activities and critique.

Participation Disclaimer
As a student in this course, you agree to participate actively as a civil, respectful, and supportive member of an inclusive learning environment for all. Students are encouraged to take risks. Risks such as emailing an image of a cat to your instructor in an email labeled "Cat time" and not disclosing this to others. We encourage students to speak to faculty or to an advisor about any concerns they may have about classroom participation and classroom dynamics. As an active member of this classroom, you will be evaluated based on your attendance, participation in workshops and discussions, and feedback during critiques.

Class Attendance
Class attendance is a requirement and use of the full class period is expected. You will be allowed **three** sick, personal, physical, or mental health days without grading consequences. It is up to your discretion how you use these three days. Being late to class three times or leaving class early three times will count as an absence. **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.** A 4th absence will result in the lowering of your final grade by one letter grade. Absences, tardiness and/or early departures beyond this could result in course failure. If a serious medical or personal situation occurs affecting attendance, please discuss it with your professor. A student who misses classes or other required activities, including examinations, for the observance of a religious holy day should inform the instructor as far in advance of the absence as possible, so that arrangements can be made to complete an assignment within a reasonable time after the absence. If you are feeling ill and concerned about your health and others please seek medical attention from the Student Health and Wellness Center. Link Here
Students who miss 5 consecutive classes with university-excused absence need a note from the Dean of Students.

COURSE CONTENT
Check Point Course Assignments (order of Assignments susceptible to change-s.
- **Creative Identity Exploration-50pts**
- **Artist/ Designer Statement- 100pts**
- **Bio/ CV/ Professional Documents-100pts**
- **Design/ Business/ or Exhibition Proposal and Mood Board-50pts**
- **Audience and Site Research- 100pts**
- **Brandbooks, and Brand Identity- 100pts**
- **Print Marketing and Merchandise Design- 100pts**
- **Digital Marketing- 50pts**
- **Advocacy Ad-100pts**
- **Motion Graphics promotional short- 50pts**
- **Personal Digital Portfolio website and slide show- 150pts**

COURSE GRADING
Student's performance is evaluated based on their visual, written and oral demonstration of the practices and

concepts acquired during this course. Your participation in the class critique will also affect your project grade.

ASSIGNMENTS & ASSESSMENTS

Assignments	Points
Introduction, Small Group Feedback, Reflections, Research and Participation (28)	10
Small projects, planning (5)	50
Project Submissions & Checkpoints (5)	100
Final Portfolios: Digital Portfolios & Digital Presentation	150
Total	1180

GRADING

A: 90-100% (Outstanding, excellent work. The student performs well above the minimum criteria.)
B: 80-89% (Very Good, impressive work. The student performs above the minimum criteria.)
C: 70-79% (Good, college-level work. The student meets the criteria of the assignment.)
D: 60-69% (Below average work. The student fails to meet the minimum criteria.)
F: 59 and below (Sub-par work. The student fails to complete the assignment.)

Please note that grades are NOT rounded up. The corresponding letter grade applies as per UNT designated percentages as in the above set of letter grades and percentages.

LATE WORK

Late work in this course. Assignment due dates/deadlines are posted in Canvas. All work turned in after the deadline will receive a grade of zero unless the student has a university-excused absence https://policy.unt.edu/policy/06-039 and provides documentation within 48 hours of the missed deadline. It is the student's responsibility to communicate with the instructor in a timely manner within this timeframe. Discussion posts, peer feedback and other non-major assignments may not be submitted after the assignment is closed.

Late work for Major Assignments/Assessments: Eligible major assignments/projects may be submitted for a late grade after the due date, with 10 percent deducted for each day, or part thereof, from the project due date. Course work will not be accepted after the last day of the term unless arranged as part of a pre-approved course extension. Assignments between weeks 1-7 will not be taken after midterms(Monday 3/8 by 11:59pm)for late grading. Assignments between weeks 9-14 will not be taken for grading after Tuesday 5/5 by 11:59 pm.

EXTRA CREDIT

During the semester, assignments and opportunities for extra credit will be shared with everyone in the class

via canvas. These are not required and will not affect a student's grade if they choose not to complete them or participate. The instructor will provide all students with the same variety of opportunities. Extra credit is not available to students that have engaged in academic dishonesty. Extra credit is provided at the discretion of the instructor and is not eligible to be applied toward specific assignments or offered to students individually.

GRADE QUESTIONS

If you have a question about a grade in the class, please email your instructor to set up an individual meeting, as grades cannot be discussed by email. Please wait 24 hours before contacting the instructor to dispute a grade. Within that time, you are expected to review the assignment details and reflect on the quality of the work you turned in. If you would still like to meet, please email your instructor to set up a meeting. You should come to the scheduled meeting with specific examples that demonstrate that you earned a higher grade than you received. If you miss your scheduled meeting, you forfeit your right to a grade dispute. If you do not contact your instructor to schedule a meeting within seven days of receiving your grade, you also forfeit your right to a grade dispute.

ODA ACCOMMODATION STATEMENT

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/).

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. The Code of Student Conduct can be found at deanofstudents.unt.edu/conduct.

COURSE CONTENT

Content in the arts can sometimes include works, situations, actions, and language that can be personally challenging or offensive to some students on the grounds, for example, of sexual explicitness, violence, or blasphemy. As the College of Visual Arts and Design is devoted to the principle of freedom of expression, artistic and otherwise, and it is not the college's practice to censor these works or ideas on any of these grounds. Students who might feel unduly distressed or made uncomfortable by such expressions should withdraw at the start of the term and seek another course.

ACADEMIC INTEGRITY POLICY

According to UNT Policy 18.1.16, 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. *If you are found to have engaged in academic dishonesty, you will receive (at minimum) an automatic letter grade deduction and a 0 for the assignment, in addition to the above. This includes the UNT Policy 18.1.16, which includes submitting work from others/other courses or before the course, submitting false documentation, research, copying/plagiarism, using AI and work of others without acknowledgement/citations, etc.*

INCOMPLETE GRADES
An Incomplete Grade ("I") is a non-punitive grade given only during the last one-fourth of a term/semester and only if a student (1) is passing the course and (2) has a justifiable and documented reason, beyond the control of the student (such as serious illness or military service), for not completing the work on schedule. In consultation with the instructor, complete a request for an Incomplete Grade. This form can be found on the department website and must be turned into the department chair prior to the last day of classes (not the exam date). Note: A grade of Incomplete is not automatically assigned to students.

SEXUAL DISCRIMINATION, HARASSMENT & ASSAULT
UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more. UNT's
Dean of Students' website offers a range of on-campus and off campus resources to help support survivors, depending on their unique
needs: http://deanofstudents.unt.edu/resources_0. UNT's Student Advocate she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students' office at 940-565- 2648. You are not alone. We are here to help.

EMERGENCY NOTIFICATION & PROCEDURES
UNT Emergency Guide: https://emergency.unt.edu/about-us
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 the course management system for contingency plans for covering course materials.

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 and 14 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 at www.spot.unt.edu or email spot@unt.edu.

STUDENT SUPPORT SERVICES

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)

Other student support services offered by UNT include:

- 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)
- Counseling and Testing Services (https://studentaffairs.unt.edu/counseling-and-testing services)
- 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 (link here)
- MathLab (link here)

Course Schedule & Calendar
ART 3030: Digital Communication for Art and Creative Entrepreneurship (Spring 2026)
University of North Texas, College of Visual Arts & Design
Online Course, UNT Canvas
Instructor: Kyla Crawford

COURSE CONTENT & SCHEDULE
The course schedule reflects expected class progress in course subject matter and is considered tentative. The course schedule is subject to change in content and scope at the Course Instructor's discretion. Any changes will be announced in class and via canvas.

WEEK	MODULE	CONTENT	ASSIGNMENTS	DUE DATES /NOTES
Week 1 *Tuesday 1/13* *Last Day to Add 1/16*	**Introduction**	**Course Introduction** Syllabus, Getting to know each Other, Discussion Post and Course Forms Digital Basics, Presentation Basics, and Self Discovery (Creative ID document)	Intro Discussion Post & Course Forms	Due Sun
Week 2 *Tues 1/20* *Last Day to Drop without W 1/24*	**Module Design Thinking and Personal Branding**	**Design Thinking & Personal Branding for Creative Entrepreneurship** Creative Identity document, mind mapping and your creative practice, Entrepreneurial/ Exhibit Concept Board **Small Group Feedback on Creative ID Thursday 1/22** *Mon no classes MLK Day 1/19*	Weekly Reflection Creative ID Documents	**Small Group Feedback Creative ID Thurs 1/22** Due Sun
Week 3 *Tues 1/27*	**Module Design Thinking and Personal Branding** **& Virtual Guest Lecture**	**Design Thinking & Personal Branding for Creative Entrepreneurship** *Virtual Guest Lecture by Creative Michael Malowanczyk (SENSITIVE)* Artist Professional Documents **Small Group Feedback on Concept Board Thursday 1/29**	Weekly Reflection Concept Board	**Small Group Feedback Concept Board Thurs 1/26** Due Sun

Week 4 Tues 2/3	**Module Business or Design Concept**	**Design Thinking & Personal Branding for Creative Entrepreneurship** Audience and Site Research, **Small group Feedback on Ist Draft of Artist Professional Documents**	Weekly Reflection 1st Draft with feedback notes of Artist Professional Doucements	**Small Group Feedback 1st Draft artist docs Thurs 2/5** Due Sun
Week 5 Tues 2/10	**Module Audience Research and Professional Writing**	**Design Thinking & Personal Branding for Creative Entrepreneurship** Audience and Site Research Presentation **Audience and Site Research Critique Thursday 2/12**	Weekly Reflection Audience and Site Research Presention	**2/12 Critique** Final Presentation and Reflections Due Sun
Week 6 Tues *2/17*	**Module Branding and Brand Identity**	**Design Thinking & Personal Branding for Creative Entrepreneurship** Branding & Brand Identity (Brand Book): Logos, Brandmarks, Tagline, Color Scheme, Typography, Photography/Imagery, Icons, Patterns, etc. 30 Logo thumbnails	Weekly Reflection 30 logo thumbnails Brand Book	Due Sun
Week 7 Tues *2/24*	**Module Print Marketing and Business Cards**	**Design Thinking & Personal Branding for Creative Entrepreneurship** Branding & Brand Identity (Brand Book): Logos, Brandmarks, Tagline, Color Scheme, Typography, Photography/Imagery, Icons, Patterns, etc **Brand Book with test printed pages Thursday Critique 2/26**	Weekly Reflection Brand Book	**2/26 Critique** Final Brandbook Due Sun
Week 8 Tues *3/3*	**Module: Still Marketing Materials**	**Comm. Design and Design Marketing for Art & Creative Entrepreneurship** (print, still) Business Cards, Postcards, Poster, T-Shirts, Flyers, & begin Digital Platforms (Instagram, Behance, Adobe Portfolio, Website Design/Mock-Up, Art/Design Portfolio Images/Files) **Small Group Feedback 2nd Draft Artist Documents Thursday 3/5** *MidPoint Last day to turn in late work from Weeks 1-7 Due Sun 3-8 by 11:59pm*	Weekly Reflection Riso Poster Planning Print Branding 2nd Draft Artist Professional Documents with feedback notes	**Small Group Feedback 2nd Draft artist docs Thurs 3/5** Due Sun

SPRING BREAK	NO CLASS	SPRING BREAK 3/9-3/15	N/A	N/A
Week 9 Tues 3/17	**Module Still Marketing Materials**	**Comm. Design and Design Marketing for Art & Creative Entrepreneurship** (print, still) Business Cards, Postcards, Poster, T-Shirts, Flyers, & begin Digital Platforms (Instagram, Behance, Adobe Portfolio, Website Design/Mock-Up, Art/Design Portfolio Images/Files) Riso Poster	Weekly Reflection Print Branding	Due Sun
Week 10 Tues 3/24	**Module Still Marketing Materials**	**Comm. Design and Design Marketing for Art & Creative Entrepreneurship** (virtual, still) design marketing for Social Media & Digital Platforms (Instagram, Behance, Facebook, etc) **Still Branding Critique, Riso Poster Print, Test prints of Business cards, merchandise design and Digital Branding Thursday 2/26**	Weekly Reflection Print and Digital Branding with copy	**Still Branding Critique 3/26** Final Still Branding Presentation format Due Sun
Week 11 Tues 3/31	**Module Video/ Moving Image Marketing & Virtual Guest Lecture**	**Digital Communication for Art Promotion & Moving Image**(moving image, video) Create the content and footage for a 1-2 minute Advocacy Ad or Art Promotional Marketing Video based on your storyboard and script and for 1-2 short from moving image works for reels/shorts, live-action or animation. After Effects, Premiere Pro, Rush, Spark, Express, Video Editing Software	Weekly Reflection After Effects Practice Video Editing Practice Advocacy Ad Planning Advocacy Ad	Due Sun
Week 12 Tues 4/7 *Last Day to Drop with a W 4/10	**Module Video/ Moving Image Marketing**	**Digital Communication Design:Art Promotion & Social Media** (moving image, video) Edit, create and add audio and transitions, finalize and format your final 1-2 minute promotional marketing video to upload to video web platform of choice (long= youtube, vimeo,) *After Effects, Animmate or Blender* Create 1 short moving image works/videos/reels/shorts for video-based social and web platforms **Small Group Feedback Artist Professional Docs Thursday 4/9**	Weekly Reflection Motion Graphic Branding Advocacy Ad 3rd Draft of Artist Professional Docs with feedback notes	**Small Group Feedback 3rd Draft artist docs Thurs 4/9** Due Sun
Week 13	**Module Video/**	**Digital Communication Design:Art Promotion & Social Media** (moving	Weekly Reflection	

Tues 4/14	**Moving Image Marketing**	image, video) Edit, create and add audio and transitions, finalize and format your final 1-2 minute promotional marketing video to upload to video web platform of choice (long= youtube, vimeo,) *After Effects, Animmate or Blender* Create 1 short moving image works/videos/reels/shorts for video-based social and web platforms ***Advocacy Ad Critique Thursday 4/16***	Motion Graphic Branding Advocacy Ad	**Advocacy Ad Critique 4/16** Final Advocacy Ad and Motion Graphic Branding Due Sun
Week 14 Tues 4/21	**Module Final Portfolio website and slideshow**	**Final Portfolio Revisions and Submissions** (Peer Review feedback) Online Portfolio: website/online portfolio for your creative work & identity Portfolio Slideshow Presentation: PDF presentation of your creative work (ppt) Include your Creative Statement	Weekly Reflection Final Digital Portfolio Website and slideshow Final Drafts Artist Professional Documents	Due Sun
Week 15 Tues 4/28 *Reading day = 5/1 (no new material 5/1 and after)	**Module Final Portfolio website and slideshow**	**Final Portfolio Revisions and Submissions** (Peer Review feedback) Online Portfolio: website/online portfolio for your creative work & identity Portfolio Slideshow Presentation: PDF presentation of your creative work (ppt) Include your Creative Statement	Final Digital Portfolio Website and slideshow	**Final Critique is due Tuesday and Thursday 4/28-4/30** **Final Portfolio Submissions are due Monday 5/4** **Extra Credit Due 5/4**
Week 16 Mon 5/4 FINALS	**FINALS WEEK**	There is no final exam for this course beyond the submission of your final portfolio. **Last Day to turn late or missing work is 5/5 by 11:59pm**		**Last Day to turn late or missing work is 5/5 by 11:59pm**