

ART 3030

Digital Communication for Art and Creative Entrepreneurship

Instructor Information

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Office Hours: MW 1-2pm (or by appointment) through Zoom

Email: DM through Canvas or email kyla.crawford@unt.edu

Optional Zoom Class Meetings: MW 4-5pm (will be recorded and posted to canvas)

Course Description, Structure, and Objectives

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.

Lab Courses

While working in laboratory sessions, students enrolled in ART 3030 are required to follow proper safety procedures and guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that UNT is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance. Brochures for student insurance are available in the UNT Student Health and Wellness Center. Students who are injured during class activities may seek medical attention at the Student Health and Wellness Center at rates that are reduced compared to other medical facilities. If students have an insurance plan other than Student Health Insurance at UNT, they should be sure that the plan covers treatment at this facility. If students choose not to go to the UNT Student Health and Wellness Center, they may be

transported to an emergency room at a local hospital. Students are responsible for expenses incurred there.

Course Prerequisites

ART 1600, ART 1700, ART 1800, ART 1900 and ART 2020 with a grade of C or better, or consent of instructor.

Course Structure + Content

This course takes place in a fully format via Canvas and can be completed entirely online. There are 5 weeks of content to move through, with deadlines occurring each week. This is a project-based course, with smaller exercises and quizzes sprinkled in. The course material will include learning modules, discussions, technical exercises, and creative assignments. Students are expected to review content (including readings, instructions, videos, etc.) and prepare independently for assignments while reaching out to each other and the professor for questions and feedback.

Because our course has students with a diverse body of knowledge and skill-level in the arts, design, and media, students should expect to spend time viewing video tutorials, reading information posted on Canvas and to engage in independent online research and studio time to complete assignments. If a student feels more advanced, they can pursue a project that is more ambitious while also considering the time commitment that will be required to complete the project.

Course Objectives

Students who complete this course successfully will be able to:

1. **Demonstrate** basic knowledge of 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
2. **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
3. **Develop** a wider understanding of how artists, designers, creatives, arts organizations, and creative communities incorporate digital fabrication for a range of interdisciplinary projects
4. **Understand** the conceptual, technical, and practical uses of digital tools for designing digital communication and promotion in the art and design fields
5. **Identify** design approaches and strategies for creating digital communication for art promotion and creative entrepreneurship
6. **Choose** suitable digital tools and technologies to create digital media, materials and products
7. **Produce** digital images, media and objects for artmaking, art entrepreneurship and the creative economy

8. **Analyze** the role of technology within the creative economy and students' individual fields
9. **Apply** understanding of digital media and communication in the arts, design and creative fields to the analysis of own work and work of others
10. **Create** effective digital products and communication for art promotion and creative entrepreneurship
11. **Present** digital communication, digital works, portfolios and products professionally on social media, existing web-based platforms, including virtual and in-print formats
12. **Evaluate** the effectiveness of digital communication and digital products for supporting creative entrepreneurship and a creative economy

How to Succeed in this Course

Instructor Contact & Responsibilities

Students are encouraged to ask questions about the course and to reach out when needed. Please email or message through Canvas as soon as possible if you need assistance, additional support or resources during the semester. Your instructor will respond to emails and/or Canvas messages within 24 hours on weekdays. Response is limited on weekends.

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.

Disability Accommodations

The University of North Texas makes reasonable accommodations for students with disabilities. To request accommodations, you must first register with the Office of Disability Access (ODA) by completing an application for services and providing documentation to verify your eligibility each semester. Once your eligibility is confirmed, you may request your letter of accommodation. ODA will then email your faculty a letter of reasonable accommodation, initiating a private discussion about your specific needs in the course.

You can request accommodations at any time, but it's important to provide ODA notice to your faculty as early as possible in the semester to avoid delays in implementation. Keep in mind that you must obtain a new letter of accommodation for each semester and meet with each faculty member before accommodations can be implemented in each class. You are strongly encouraged to meet with faculty regarding your accommodations during office hours or by appointment. Faculty have the authority to ask you to discuss your letter during their designated office hours to protect your privacy. For more information and to access resources that can support your needs, refer to the [Office of Disability Access](https://studentaffairs.unt.edu/office-disability-access) website (<https://studentaffairs.unt.edu/office-disability-access>).

IMPORTANT: Occasionally, the artwork or other materials you view in class may contain nudity or violence. These are included for educational purposes and are an important part of the larger concepts communicated in this course. 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.

UNT Resources

UNT strives to offer a high-quality education in a supportive environment where you can learn, grow, and thrive. As a faculty member, I am committed to supporting you, and I want to remind you that UNT offers a range of mental health and wellness services to help maintain balance and well-being. Utilizing these resources is a proactive way to support your academic and personal success. To explore campus resources designed to support you, check out [mental health services](https://clear.unt.edu/student-support-services-policies) (<https://clear.unt.edu/student-support-services-policies>), visit unt.edu/success, and explore unt.edu/wellness. To get all your enrollment and student financial-related questions answered, go to scrappysays.unt.edu.

Supporting Your Success and Creating an Inclusive Learning Environment

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT's full Non-Discrimination Policy can be found in the **UNT Policies** section of the syllabus.

Rules of Engagement + Course Policies

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. **These rules will be factored into your final participation grade.** Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis 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 will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Speak from personal experiences. Use "I" statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual's experiences.
- Use your critical thinking skills to challenge other people's ideas, instead of attacking individuals.

- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think first before you type.

I encourage you to review UNT’s student code of conduct so that we can all start with the same baseline civility understanding ([Code of Student Conduct](#)) (<https://policy.unt.edu/policy/07-012>).

Required/Recommended Materials

This course has digital components. To fully participate in this class, students will need internet access to reference content on the Canvas Learning Management System and the following.

Course Materials

- Computer: personal computer capable of running the required software -or- one found in a student lab
- Camera for still and moving images: can be a phone or other digital camera
- Software: Adobe Creative Cloud applications including Photoshop, Illustrator, Portfolio, Express* or equivalent, and Microsoft Office Suite
- Mouse or Wacom tablet: can be checked out from CVAD IT
- Internet connection: This course is hybrid online and uses digital components. 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 browser that meets the requirements for UNT Canvas application access and full functionality
- Digital articles/videos provided in Canvas course

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:
 - Embedding images in discussion posts
 - Attaching files to discussion posts or assignment uploads
 - 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 (ExFAT)
- Safe computing practices, including use of Antivirus software
- 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 computer microphone and speakers
- Using any computer peripherals you have for your computer

If circumstances change, you will be informed of other technical needs to access course content. Information on how to be successful in a digital learning environment can be found at [Learn Anywhere](https://online.unt.edu/learn) (<https://online.unt.edu/learn>).

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.

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](#)

CVAD IT Help Desk

This is where students can check out equipment, such as Wacom tablets, cameras, etc.

Located in Room 371

Visit <https://cvad.unt.edu/cvad-it-services/index.html>

*Note: Adobe CC Student Subscriptions become available September 1. Information about these subscriptions can be found on the [CVAD IT Adobe Cloud Access site](#). Discount subscriptions are good for 1 year from September 1, 2025 – August 31, 2026. 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.

Course Requirements/Schedule

Course Schedule (subject to change at professor's discretion) – **Bold words** indicate graded assignments.

Start Date	Week	Items
18 May	1	<p>Introduction to ART 3030 Module</p> <p>Syllabus Quiz</p> <p>Introductions</p> <p>Portfolio Setup</p> <p>Adopting a Local Musician/Band</p> <p>Logo + Color Module</p> <p>Adobe Illustrator</p> <p>Learning: Logo design, Adobe Color, create outlines review</p> <p>Reading: Raster v. Vector</p> <p>Logo (COs 1, 3, 4, 5, 7, 10)</p> <p>Color Palettes & Type (COs 1, 3, 4, 5, 7, 10)</p> <p>R+D (COs 1, 3, 5, 9, 10, 12)</p>
21 May		Census Date
25 May	2	<p>Logo Project due (COs 1, 2, 4, 5, 6, 7, 9, 10)</p> <p>Critique (COs 3, 11, 12)</p> <p>Poster + Rebranding Module</p> <p>Learning: Image trace review, recoloring artwork, advanced gradients</p>

		<p>Found Poster (COs 5,9)</p> <p>Image Trace (CO 4)</p> <p>Gradients (CO 3, 4, 7)</p> <p>R+D (COs 1, 3, 5, 9, 10, 12)</p>
1 June	3	<p>Poster Project due (COs 1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12)</p> <p>Critique (COs 3, 11, 12)</p> <p>Adobe Photoshop</p> <p>Learning: Resolution review, combining raster & vector, image repair, selections, layer styles</p> <p>Combining Images Assignment (COs 4, 6, 7, 10)</p> <p>Learning: Using AI responsibly and altering the image to fit the color palette, layers in Ps</p> <p>UNT AI Microcredentials (COs 2, 4, 6, 8)</p> <p>New Album Cover (COs 1, 4, 5, 6, 7, 10) Using Templates for Printing Module</p> <p>Learning: How to use templates at print shops, CMYK v. RGB</p> <p>Templates (COs 1, 2, 3, 5, 6, 7, 10)</p> <p>Color Questions (COs 3, 4, 6, 8)</p> <p>R+D (COs 1, 3, 5, 9, 10, 12)</p> <p>Mid-Semester Check In</p>

8 June	4	<p>Album Layout Project due (CO 1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12)</p> <p>Critique (COs 3, 11, 12)</p> <p>Moving Images Module</p> <p>Video</p> <p>Learning: Stop motion video creation, animated GIF in Ps</p> <p>Intro to Stop Motion (COs 1, 3, 4, 6, 7, 10)</p> <p>R+D (COs 1, 3, 5, 9, 10, 12)</p> <p>Learning: Sound ethical issues and uses in video</p> <p>Videos for Social Media (COs 1, 2, 3, 4, 6, 7, 9, 10)</p>
11 June		Last Day to Drop with a W
15 June	5	<p>Video Creative Project Due (CO 1, 2, 4, 5, 6, 7, 9, 10, 11, 12)</p> <p>Critique (COs 3, 11, 12)</p> <p>Final Website (COs 10, 11) due June 18th</p>

No makeups or early critiques.

Exceptions will be made for campus closings. Be sure you're signed up for Eagle Alert and see the [Campus Closures Policy](https://policy.unt.edu/policy/15-006) (<https://policy.unt.edu/policy/15-006>).

Assessing Your Work

Grading

The course grade is determined by points, not averages. Please refer to this grading scale to determine the final course letter grade:

Category	Amount	Points Each	Total
Technical Assignments	20	10	200
Research + Development	4	25	100
Major Assignments	4	100	400
Final Website	1	50	50
Points Total	Letter Grade		
665-750	A		
580-664	B		
495-579	C		
310-494	D		
0-309	F		

Assignments

Technical Exercises will reinforce student understanding of the lectures. This can include digital exercises, readings, discussions, work-in-progress grades, and/or fully participating in the online class by actively doing the course work.

Research + Development will help the student to work through ideas with other students and the professor. Work is expected to be experimental and plentiful, with research and inspiration noted. Think of this like a digital sketchbook that you will share with others.

Major Assignments consist of the following and will include specific grading rubrics in Canvas. Major assignments also include a critique component. This semester's theme is Adopting a Local Band, so all projects will revolve around this theme:

1. New Logo, which will challenge students to design a new logo that embodies the band and their sound with vector graphics.
2. Improve a Found Poster, which will involve using their digital and vector design skills to make a better poster than one found around town.
3. Album Layout, which will use an existing template to create a physical sleeve for a record or CD, suitable for printing in raster graphics.

4. Video Creative Project, which will use video editing to create a promotional video using stop motion or moving images and sound.
5. Final Website, finish updating your website with this class's work.

Extra Credit

There will be a few opportunities for a small amount of extra credit up to 20 points. This is to help cover times when life happens and work is submitted late. See the Canvas course for more information.

AI Policy

The use of AI is **only allowed in specific situations that will be designated by the professor and must be credited**. Throughout the semester, you will or may use specific Generative AI (GenAI) tools for certain assignments, with guidance on responsible use. These assignments help build ethical resilience and GenAI literacy, preparing you for careers in a GenAI-oriented workforce.

I use GenAI to repair images and expand visual ideas. I will always disclose how I use GenAI, and I expect the same from you. In accordance with the UNT Honor Code, unauthorized use of GenAI tools is prohibited. Using GenAI content without proper credit or substituting your own work with GenAI undermines the learning process and violates academic integrity. If you're unsure whether something is allowed, please seek clarification.

Each assignment using Generative AI must be submitted within these parameters:

1. **You are responsible for the integrity of the content** (e.g., written, and digital/interactive media assignments, and projects). AI can produce content that contains inaccurate information, offensive language/images, and biased or unethical representations. What you submit is fully your responsibility across these dimensions.
2. **You must provide clear attribution of your sources AND:** (1) explanation of **how you used Generative AI** and (2) clear citations using a format such as this example:
[Chat-GPT-3. (YYYY, Month DD of query). Text of your query. Generated using OpenAI. <https://chat.openai.com/>].

*You may be asked to provide your original text/output and accompanied prompt at any time.

If there are indications that your work was created using GenAI or your work is flagged as created by GenAI, we will discuss 1. Your process, and to potentially provide drafts, 2. Design work files, and 3. Any other materials that prove you are the author and creator of the work. Depending on the situation, you may need to resubmit your work for partial credit. A second violation will be reported to the Academic Integrity Office for further review.

Plagiarism

Plagiarism is the unauthorized use or close imitation of someone else's original work or ideas and it will not be tolerated. Effort should be made to change images made by others so that they will not be construed as "borrowed" or "stolen." Work that is plagiarized will not be accepted and will result in a failing course grade and/or expulsion from the University. Additionally, if you submit work in this class that was completing in or for another class, this will be considered plagiarism. No double dipping! The issue of plagiarism becomes murky regarding digital media. There may be instances where we will be sampling and/or mining content from the web. You will know when this is acceptable, and if you have a question or are unsure -- just ask for feedback from your professor! UNT's policy can be found here: <https://policy.unt.edu/policy/06-003>

Collaboration

This course encourages collaboration in the form of feedback and idea exchanges with fellow classmates, but it is not built on group work. All projects must be the sole products of each individual and cannot be submitted as team efforts.

Late Work + Resubmissions

Late work will be marked down 10% each calendar day that it is late. Late work is accepted until the Late Work Deadline (see Canvas) and no late work is accepted after that date. This is a hybrid course, so greater flexibility means deadlines are fixed. **When in doubt, submit your work early.** You may ask to resubmit an assignment for a better grade if it was originally submitted on time. Resubmissions are not eligible for full credit and must be submitted within one week of grading.

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 mostly online course and 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. Back up 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.

Attendance and Participation

Participation

To have good discussions of course material, it is required for each student participate in the online class having completed the required learning as assigned in Canvas, interacting with the professor and fellow students, and submitting work on time.

Attendance

Your on-time submission of your quizzes, discussions, and assignments is evidence of your attendance and participation in this course, and your measured involvement is visible on the Canvas course. Any exceptions will be determined by the professor only in a case of a university-excused absence within 48 hours (about 2 days) of the missed deadline. More information can be found in the [Student Attendance and Authorized Absences Policy \(PDF\)](https://policy.unt.edu/policy/06-039) (<https://policy.unt.edu/policy/06-039>). Excessive absenteeism due to a catastrophic illness or other long-term issue must be cleared through the Dean of Students Office. If you cannot participate in this class due to an emergency, please let me know. Your safety and well-being are important to me.

A student who misses assignments or other required activities 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.