Course Schedule & Calendar
ART 3030: Digital Communication for Art and Creative Entrepreneurship (Summer Week II 2025)
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 *Mon 6/23* *Last Day to Add 6/25*	**Introduction Module** **Module Design Thinking and Personal Branding**	**Course Introduction** Discussion Post and Course Forms **Design Thinking & Personal Branding for Creative Entrepreneurship** Creative Identity document, mind mapping, your creative practice, creative statement first draft and Personal Branding with Poster of creative self ID	Intro Discussion Post & Course Forms Module 1 discussion Creative ID Project Checkpoint	Due Thurs *(comments by Sun)* *Due Sun*
Week 2 *Mon 6/30* *Last Day to Drop without W 6/26*	**Module Business or Design Concept** **Module Audience Research and Professional Writing**	**Design Thinking & Personal Branding for Creative Entrepreneurship** Design/Business Concept Statement & Design/Business Concept Board **Design Thinking & Personal Branding for Creative Entrepreneurship** Audience and Site Research, Artist/Designer/Mission Statement, Bio, and Resume/CV ***Virtual Guest Lecture by Creative Michael Malowanczyk (SENSITIVE)*** ***No class friday July 4th***	Week 2 Discussion Guest Speaker Assignment opens Brand Concept and Audience research Project Checkpoint	Due Thurs *(comments by Sun)* Due Sun

Week 3 Mon 7/7	Module Branding and Brand Identity Module Print Marketing	**Design Thinking & Personal Branding for Creative Entrepreneurship** Branding & Brand Identity (Brand Book): Logos, Brandmarks, Tagline, Color Scheme, Typography, Photography/Imagery, Icons, Patterns, etc **Comm. Design and Design Marketing for Art & Creative Entrepreneurship** (print, still) Business Cards, Postcards, Poster, T-Shirts, Flyers, & beginDigital Platforms (Instagram, Behance, Adobe Portfolio, Website Design/Mock-Up, Art/Design Portfolio Images/Files)	Week 3 Discussion Brand Book, Logos, Business cards and merch design, Artist statement 2nd Draft Checkpoint	Due Thurs (comments by Sun) Due Sun
Week 4 Mon 7/14 *Last Day to Drop with a W 6/12	**Module Digital Marketing Materials**	**Comm. Design and Design Marketing for Art & Creative Entrepreneurship** (virtual, still) design marketing for Social Media & Digital Platforms (Instagram, Behance, Facebook, etc), Short Video for website portfolio, Creating imagery and icons for personal portfolio website, Bio or about me first Draft	Week 4 Discussion Digital marketing for social media and website research , bio rough draft, Checkpoint	Due Thurs (comments by Sun) Due Sun
Week 5 Mon 7/21 Last Day of Class 7/24	**Final Website Portfolio**	**Final Presentation & Portfolio Revisions and Submissions** Online Portfolio: website/online portfolio for your creative work & identity There is no final exam for this course beyond the submission of your final portfolio	Final Portfolio Website	**Final Portfolio Submissions are due Wednesday 7/24 by 11:59 pm** **Last day to turn late or missing work in 7/24**