

ART 4662.420 Design Management Integrative Capstone – Su26

Instructor Information

Name: Dr. Letícia Ferreira (pronunciation: Lecheesia Feheda)

Office Hours: by appointment via Calendly: <https://calendly.com/leticia-ferreiradesouza-unt/30min>

Email: leticia.ferreiradesouza@unt.edu or message me via Canvas (preferred!)

Communication Expectations: If you have a question, please contact me via Canvas Inbox Messages and I will respond within 24 hours on weekdays (usually sooner). Please do not expect a response over the weekend.

Course Description, Structure, and Objectives

Welcome to ART 4662 Design Management Integrative Capstone! This is a 3-hour required capstone course for the Design Management degree path and the prerequisite for this course is ART (previously ADES) 4660 Intro to Design Management. This capstone course is designed to be an exploration of the overlap between business and design integrating content from previous courses to prepare prototypical briefs outlining appropriate applications for innovative solutions for selected companies.

Course Prerequisites

ART 4660 with a C or better or consent of instructor or department.

Course Objectives

Students who complete this course successfully will be able to:

1. Examine niches within the design industry that best utilize your individual design skills.
2. Justify human-centered design and its role in design management by choosing a wicked problem upon which to base their semester-long project.
3. Write a problem statement that supports your chosen wicked problem.
4. Collect and assemble evidence-based programming research that supports your problem statement.
5. Define a project abstract that describes the who, what, where, when, and why behind your chosen project.
6. Construct a unique design concept that supports your project abstract.
7. Execute creative solutions to your chosen wicked problem by utilizing the design process.
8. Formulate effective marketing and brand management in order to successfully sell your project idea.

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.

Course Structure

This course takes place in a fully online 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**, and you will be **working with a team** to create a single project throughout the semester.

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. Instructor will respond to emails and/or Canvas messages within 24 hours on weekdays. There will be no response 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. 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>).

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 at <https://hr.untsystem.edu/office-of-eo/notice-of-non-discrimination.php>

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 participation grades.** 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.
- This class will involve interacting with clients who are personally known by the professor. All clients shall be treated with respect and professionalism.

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)) (<https://policy.unt.edu/policy/07-012>).

Required/Recommended Materials

Course Materials

- Computer:
 - personal computer capable of running the required software
 - use of a student lab computer
 - UNT Libraries provides laptop checkouts (as well as other equipment) to currently enrolled UNT students. Laptops are available on a first-come, first-served basis. Students should visit the library in person with their UNT ID card to checkout a laptop. Laptops must be returned to the service desk from where they were originally checked out.
<https://library.unt.edu/policies/borrowing-laptops-equipment/>
- Software: Adobe Creative Cloud applications including Photoshop, Illustrator, Portfolio, Express* or equivalent, and Microsoft Office Suite
- Internet connection and web browser that meets the requirements for UNT Canvas application access
- Digital articles/videos provided in Canvas course and through UNT Library
- Any additional fabrication materials as decided by your team. Expect to spend no more than \$20 per team member.

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 and number 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. You will ALWAYS be notified via Announcements if anything changes)

Weekly due dates are as follows:

- Journal discussion posts are due by Wednesdays before 11:59pm
- Journal discussion replies are due by Thursdays before 11:59pm
- Module checkpoints are due by Sundays before 11:59 pm
- ***Please note that this will be slightly different on Week 3 due to the July 4th holiday.**

Course Schedule – 4662 Su 26			
Module	Activity	Points Possible	Due Dates
Introduction	Syllabus Acknowledgment	10 points	June 23
Module 1: Forming Groups and Previous Work	Module 1 Discussion *obs: you should find a group in the discussion by June 25	10 points	June 23 (original) June 24 (response)
Module 2: Researching Wicked Problems	Team Assignment 1: Team Building	10 points	June 25
	Module 2 Journal Entry	10 points	June 26
	Module 2 Project Checkpoint	10 points	June 28
Module 3: Identifying the Users	Module 3 Journal Entry	10 points	July 1st (original) July 2nd (comment)
	Module 3 Project Checkpoint	10 points	July 6
Module 4: Site Analysis	Module 3 Journal Entry	10 points	July 1st (original) July 2nd (comment)
	Module 3 Project Checkpoint	10 points	July 6
	Team Assignment 2: Team Evidence	10 points	July 6

Module 5: Precedent Studies and Developing a Project Concept	Module 5 Journal Entry 1 – Precedent Studies	10 points	July 8 (original) July 9 (comment)
	Module 5 Journal Entry 2 – Project Ideas	10 points	July 8 (original) July 9 (comment)
	Module 5 Project Checkpoint	10 points	July 12
	Team Assignment 3: Team Evidence	10 points	July 12
Module 6: Branding	Module 6 Journal Entry	10 points	July 15 (original) July 16 (comment)
	Module 6 Project Checkpoint	10 points	July 19
Module 7: Marketing	Module 7 Journal Entry	10 points	July 15 (original) July 16 (comment)
	Module 7 Project Checkpoint	10 points	July 19
Module 8: Prototyping	Module 8 Journal Entry	10 points	July 15 (original) July 16 (comment)
	Module 8 Project Checkpoint	10 points	July 19
	Team Assignment 4: Team Evidence	10 points	
Module 9: Final Project	Final Project Journal Draft	10 points	July 22 nd
	Final Project Book Draft	10 points	July 22 nd
	Final Project Book	120 points	July 25
	Final Project Journal	40 points	July 25
	Team Assignment 5: Teamwork Reflection	10 points	July 25
Total Points		400 points	

Summary:

Week 1: Forming Groups & Wicked Problems

Week 2: User Research & Site Analysis

Week 3: Precedent Studies & Project Concept

Week 4: Project Design and Development

Week 5: Final Project

No makeups or early exams.

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
Journals/ Introductions	10	10	100
Project Checkpoints	7	10	70
Team Participation Evidence	5	10	50
Project Book Draft/Project Journal Draft	2	10	20
Final Project Journal	1	40	40
Final Project Book	1	120	120

Points Total	Letter Grade
360-400	A
320-359	B
280-319	C
236-279	D
0-236	F

Assignments

- **Journals/Introductions** will reinforce student understanding of the lectures and readings. This can include discussions, work-in-progress grades, weekly journals, and/or fully participating in the team's work. These are worth 10 points each.
- **Project Checkpoints** will help the student to work through ideas with other students and the professor and will help move the work through the semester to a strong finished project. They are worth 10 points each.

- **Team Participation Evidence** will ensure that each student is contributing to the overall project. This will include zoom recordings and/or meetings with the professor at various times throughout the process. These are worth 10 points each
- **Project Book Draft/ Project Journal Draft** are designed to create opportunities for students as individuals and as team members to receive feedback before the final delivery.
- **Final Project Journal** is part of the final project in this course and consists of individual work from the whole term put together carefully in one file. No late work is accepted. This assignment is worth 40 points.
- **Final Project Book** is part of the final project in this course and will be a group project. No late work is accepted. This assignment is worth 120 points.

Extra Credit

There will not be extra credit opportunities in this class.

AI Policy

You are allowed to use GenAI in this class to brainstorm, search for references, and come up with ideas. In other words, the authorized use of GenAI is as a tool, not as an author. Please indicate when you used GenAI in an assignment, and please explain which one you used, and how (eg.: which prompts you used and what were the results). **You are NOT allowed to submit work created by GenAI** (including sketches, text, images, designs, and other materials) as if it was your work. If there are indications that your work was created using GenAI (as an author, or in the case of the authorized use described above and you did not disclose it) or if your work is flagged as created by GenAI, you will need to schedule a call (if you fail to do so, you will be immediately reported), in which you will be asked to talk about your process, and potentially to provide drafts, design work files, and other materials that show you are the author of the work. Depending on the situation, you may need to re-submit your work for partial credit. If this happens a second time, you will be reported to the Academic Integrity Office for further review. Always reach out if you have any questions about an assignment.

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>

Late Work + Resubmissions

- **All course work must be submitted no later than the due date.**
- Late work will receive a penalty of 5%, (based on an assignment percentage of 100%), for each day that the assignment is late.
- Students with documented evidence of an emergency which prevented them from doing work may present documentation to the professor for consideration for a no-penalty grade.
- Course work will not be accepted after the last day of the term unless arranged as part of a pre-approved course extension. The final deadline is **FINAL**.

Please note: Active-duty military students in receipt of Temporary Additional Duty orders (TDY) may be exempted from point deductions if their orders prescribe a return-to-class date that allows for sufficient time to complete the remaining course requirements, which is generally defined as allowing the student to miss no more than 1/3 of the total semester. Military students with TDY orders shall follow the procedures, found on the UNT Student Veteran Services to establish new due dates without penalty for projects, assignments, and discussion boards.

Late Work Pass

- Each student in this class receives 3 (THREE) 24h Late Work Passes. This means you can deliver work 24h late three times during the semester with no grade penalty, and no questions asked. You can combine them, and deliver one assignment 48h late, and one 24h late, for example.
- You **MUST** email me and inform me you are using your Late Work Pass, BEFORE the deadline, otherwise your work will be considered late.
- After you use your three Late Work Passes, I will only accept late work without grade penalties if you have a documented emergency. Therefore, **use your Passes wisely**.
- You cannot use Late Work Passes for the Final Project.

Resubmission Pass

- There are no extra credit opportunities in this class. Instead, each student receives 2 (TWO) Resubmission Passes.
- You may resubmit two assignments for an updated grade throughout the semester.
- If you decide to resubmit work, you must do so seven days within the date you received your grade.
- You cannot resubmit the Final Project.

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

This is an online, largely asynchronous course.

Each student is expected to actively contribute to class discussions as this directly relates to real life project management situations. A component of your grade will be based on your discussion involvement. We can all learn from each other's responses and questions so please be respectful both in class and online.

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 holyday 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.