

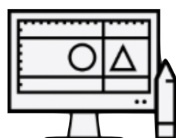


MAYBORN SCHOOL OF JOURNALISM
ADVG 1100 – APPLIED DESIGN FOR AD/PR – Fall 2025

MW – 3:30 PM to 6:20 PM | Terrill Hall 121

August 18, 2025 – December 12, 2025

Final Exams: December 8 - 13



Larry Powell (he, him, his)
Assistant Professor of Practice

Office #: SYMR 252 | **Office Hours:** WED - TH, 1:30 PM - 2:30 PM or by appointment

Email: larry.powell@unt.edu | **Mobile:** 214.405.1125

TA: Dilip Devanda | **Email:** dilipdevanda@my.unt.edu | **Cell:** (940) 843-8667

Connect with me through email and/or by attending office hours. During busy times, my inbox becomes rather full, so if you contact me and do not receive a response within one business day, please send a follow up email or text message. A gentle nudge is always appreciated. Ask questions about assignments, projects, and quizzes early. Try first by reaching out to my Graduate Teaching Assistant (GTA). No questions will be answered two days prior and up to the day assignments are due.

Course Syllabus and Class Schedule

(Subject to change due to schedule conflicts, guest speakers, weather & other contingencies)

Before each class, review the class readings/assignments outlined below for each week. Course delivery will be in traditional in-class format. Some course instruction may be delivered periodically via online/Zoom as needed or required.

Campus/COVID Information: <https://tinyurl.com/ytj8s7ue>

Course Description

Welcome to ADVG 1100: Applied Design for Advertising and Public Relations. In this course, you'll delve into the essential principles of strategic communication design. You'll learn how to generate creative ideas, conceptualize designs, and grasp the concepts of fairness and ethics in the creative process. We'll be honing these skills using a range of software tools, including both proprietary and open-source options, all while working together in teams.

Throughout the course, you'll acquire valuable knowledge that will empower you to create original content suitable for digital platforms such as social media, websites, and mobile applications.

1. **Introducing Design Tools:** You'll become familiar with the tools commonly used in design industries, with a focus on advertising and public relations. Through hands-on experience, you'll gain proficiency in using Adobe Creative Suite software, including InDesign, Photoshop, and Illustrator. Additionally, you'll explore open-source design tools, providing you with an entry point into their usage.

Computer Labs With Adobe Creative Suite: InDesign, Photoshop, and Illustrator:

College of Science / College of Liberal Arts & Social Sciences / Mayborn School of Journalism				
<u>GAB 330</u> ▼	Sunday	Monday - Thursday	Friday	Saturday
	Closed	8 am - 10 pm	8 am - 5 pm	Closed
<u>GAB 550</u> ▼	Sunday	Monday - Thursday	Friday	Saturday
	Closed	8 am - 10 pm	8 am - 5 pm	Closed
<u>Gateway 141</u> ▼	Sunday	Monday - Thursday	Friday	Saturday
	Closed	8am - 10pm	8am - 5pm	Closed
College of Visual Arts and Design				
<u>ART 375</u> ▼	Sunday	Monday - Thursday	Friday	Saturday
	Noon - 10 pm	7:30 am - 10 pm	7:30 am - 5 pm	Noon - 5 pm

2. **Cultivating Design-Related Soft Skills:** Beyond technical skills, you'll develop essential soft skills that are design-oriented. These include understanding how your creative work contributes to shaping culture and society, giving and receiving constructive feedback, self-assessment, overcoming creative obstacles, motivating yourself, seeking inspiration, embracing imperfections, collaborating effectively, working independently, and embracing uncertainty.

This course follows a flipped classroom approach, meaning that a significant portion of your learning will occur outside of our scheduled class time. You should allocate a minimum of three hours per class session to prepare for upcoming in-class activities. This approach ensures that you are well-prepared to engage deeply with the material during our interactive sessions.

By the end of this course, students will understand:

- **Design Principles:** You will learn the basic principles of design, such as balance, contrast, alignment, proximity, repetition, and hierarchy. These principles are essential for creating visually appealing and effective designs.

- **Typography:** An introduction to typography is crucial. You will learn about different typefaces, how to choose appropriate fonts, and how to use typography to enhance the readability and aesthetic of their designs.
- **Basic Color Theory:** Understanding color theory is important for creating designs that evoke the right emotions and effectively communicate messages. You will learn about color schemes, the color wheel, and how to use color harmoniously in their work.
- **Software Proficiency:** You will become familiar with industry-standard design software like Adobe Illustrator, Photoshop, and InDesign. Basic proficiency in these tools will allow them to start creating digital designs and manipulating images.
- **Composition and Layout:** Learning how to organize elements on a page or screen effectively is a critical skill. You will understand the importance of grids, margins, and how to create a cohesive layout.
- **Creative Thinking and Problem-Solving:** Graphic design is not just about making things look good; it's about solving visual communication problems. You should practice brainstorming, conceptualizing ideas, and thinking creatively to find design solutions.
- **Introduction to Visual Identity:** You will get an introduction to creating visual identities, including logos, branding, and how to maintain consistency across different design elements.
- **Critique and Feedback:** Learning how to give and receive constructive feedback is important in design education. Students should be encouraged to participate in critiques, where they can learn to analyze design work and improve based on input from peers and instructors.
- **Portfolio Development:** As you create projects, you should start thinking about how to present your work in a portfolio. This skill is essential for showcasing your abilities to potential employers or clients.

PRE-REQUISITES: None. This an ADVG foundational course.

Email communication

Communicating with students using the UNT student email account is part of the university's contract with students. Electronic communication with students in this class will be through the students' my.unt accounts rather than personal email accounts.

Class Communication

- Please communicate with me by Canvas email if you cannot see me during class or office hours.

Teaching Philosophy

Teaching, especially within the area of creativity, is a journey of exploration and discovery. My objective is to guide you in embracing the joy of original thinking, transcending the confines of textbooks and static information. While the prevailing notion suggests that creative individuals

are born that way, my teaching philosophy is rooted in the belief that innate creativity in many individuals often diminishes in early life due to rigid instruction.

Consider the example of young children being instructed to color the sky only in blue and the grass exclusively in green. Creativity cannot grow when it is confined to just one way of doing things. True creativity requires the freedom to generate novel concepts rather than replicating what already exists. Through a more flexible framework of principles, you will cultivate the skills to effectively stretch your creative talent.

Recognizing the diversity in student learning styles, I am dedicated to integrating different approaches into the learning process. I am impartial in my commitment to acknowledge and motivate all my students. I vary my teaching approach from one class session to the next, intertwining lectures with lively discussions, both individual and group activities, and constructive critiques. My style is to approach every class session with enthusiasm and thorough preparation, facilitating an engaging and interactive learning experience.

I wholeheartedly welcome and encourage your curiosity, contributions, and questions. Your engagement is not only embraced, but also vital to our ongoing learning journey.

Format:

The course's format is based predominantly on that of the "seminar." The success of a seminar depends on *participation of the students*—the presentation of your viewpoints and reactions. Students will get out of a seminar only what they put into it by way of preparing, attending, and participating in class presentations and discussions. The role of the instructor is primarily to lecture, guide discussions and debates, and evaluate student performance.

Not only does the material need to be read but it must be studied along with the visuals presented in the books. ONLY by absorbing this information will your projects – and your knowledge – be strong enough to produce valuable and effective work.

Course Technology & Skills

Minimum Technology Requirements

- Computer/Laptop with Video Camera
- Reliable internet access
- Speakers
- Microphone
- Plug-ins
- Adobe Creative Cloud (InDesign, Photoshop, Illustrator)
- Microsoft Office Suite
- Apple Keynote or Microsoft PowerPoint
- Canvas Technical Requirements
(<https://clear.unt.edu/supportedtechnologies/canvas/requirements>)
- Optional: Computer Ring Light for Video

Textbook Policy

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

REQUIRED TEXTBOOK: Hagen, R., & Golombisky, K. (2017). *White space is not your enemy: A Beginners Guide to Communicating Visually Through Graphic, Web & Multimedia Design*.

Boca Raton: CRC Press, Taylor & Francis Group.

See Textbook file to view and/or download a copy of the textbook.

REQUIRED MATERIALS: You will need:

- Reliable and consistent access to a computer
- Reliable internet access
- **Adobe Creative Cloud for UNT Students**
Discounted Student Membership to the Adobe Creative Cloud (\$50 for one year)
Click here for current information: <https://itservices.cvad.unt.edu/adobe/>
- Access to Canvas (UNT's online platform, where we upload grades, assignments, etc.)
- A paper notebook of your choosing (more on this below)

Computer Skills & Digital Literacy

List of course-specific technical skills learners must have to succeed in the course:

- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using spreadsheet programs
- Using presentation and graphics programs (PowerPoint, Keynote)
- **Computer Labs with Adobe Creative Suite:**
<https://academictechnologies.unt.edu/services/computer-labs/request/student-computer-lab>

Adobe Access Deal – Student Adobe Access

UNT has a new contract with Adobe. The following link contains all the information that students will need to purchase a subscription and opt-out of an existing agreement that is at a higher price: the Adobe general educational offer is \$19.99-\$29.99 per month, our offer is only \$53 (\$50 plus a one-time processing fee of \$3). <https://news.cvad.unt.edu/adobe-news>
The email address for students to ask questions or report problems is adobe@unt.edu.

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

In Person: Sage Hall, Room 130

Walk-In Availability: 8am-9pm

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

Laptop Checkout: 8am-7pm

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

Computers are required for each class meeting.

Software & Apps

LinkedIn Learning (formerly Lynda.com) – Accessible for FREE via your UNT EUID

Laptop Computers are required for each class meeting.

Software & Apps

LinkedIn Learning (formerly Lynda.com) – Accessible for FREE via your UNT EUID

Wordpress.com

COMPUTING: VALUABLE RESOURCES

Laptop Rental (UNT Libraries): <https://library.unt.edu/>

Computer Help: <https://tinyurl.com/373jzntw>

Software Downloads: <https://tinyurl.com/2p85jadp>

Student Computer Labs: <https://tinyurl.com/5w25fw3n>

Mayborn Journalism Mac Lab: <https://tinyurl.com/mvmdzud9>

MyLab Virtual Computer Connection: <https://tinyurl.com/3644npcf>

Schedule/Assignments/Due Dates

GRADES: You can earn up to 1,000 points in this course. For more information about how many points each assignment is worth, please see the next section, ASSIGNMENTS. Note that attendance grades are in addition to earned grades. You will earn one additional “EXTRA CREDIT” point for showing up and completing in-class lab assignments. Please note that I make the determination of your final grade. Please do not contact me asking to change your grade unless you believe there is an error to the posted grade. Final course grades will be awarded as follows:

Total Points	Letter Grade Received
900 – 1,000	A
800 – 899	B
700 – 799	C
600 – 699	D
500 – 599	F

ASSIGNMENTS: In this course you will demonstrate the growth of your hard and soft design skills. These include:

- **Team Agreement/Evaluation** (One @100 points max): It is important to build rapport with your team. This is a skill that will take you far in any career. At the beginning of the semester, your team will create a set of agreed-upon principles that you all will share to guide your work. We will revisit these agreements throughout the semester, and in cases where teammates are not adhering to the shared principles.
- **In-Class Lab Assignments/Adobe Creative Suite** (10 @ 10 points each. Max total 100)
In addition to lecture, you will learn to use Adobe Creative Suite, including InDesign, Photoshop, and Illustrator. You will be given instructions on how to use them, follow along with the instructor, and turn in your work at the end of class.
- **Collaborations Demonstrations** (5 @ 100 points each. Max total 500):
Collaboration work reflects your in-class development of design-related soft skills. Using your individual demonstration work as topic of discussion, you will work in your team to collaborate and improve each other's individual work. The soft skills you'll develop with your team in class are indicated through the use of *italics* in the course grid below. These assignments require you to "collaborate" with your design team.

During **Demonstration** weeks, you will watch and follow content online, outside of class, at your own pace to learn essential functions of design tools. You will complete a corresponding assignment and bring your work to the following class (you can upload these to our Canvas page, so you don't have to bring it to class). These assignments "demonstrate" your individual experience and development with aspects of each design tool.

- **Quizzes/Exams** (3 @ 100 points each. Max total 500): **Collaboration** work reflects your in-class development of design-related soft skills. Using your individual demonstration work as topic of discussion, you will work in your team to collaborate and improve each other's individual work. The soft skills you'll develop with your team in class are indicated through the use of *italics* in the

course grid below. These assignments require you to “collaborate” with your design team.

- **Attendance:** (16 @ 1 point each) Attendance points can only be earned by being in class and completing and submitting in-class lab assignments. Everyone in this class has an extremely important role. As a class we will rely on your insight to contribute to our group’s “bigger picture.” If you foresee any event compromising your ability to complete work for this class, please let me know right away. There is an in-class exercise at nearly every course meeting.
Important: You will be given 1 point of credit for class attendance each time you turn an in-class assignment. This is in addition to the grade for the In-Class assignment and can only be earned if you are present. You cannot earn this attendance grade if you are not in class.

Make sure you receive credit by using Canvas to submit your assignments. DO NOT SEND TO MY UNT EMAIL.

NOTE: For in-class Lab Assignments, I will not accept submissions after the end-of-the-class deadline for any reason each week.

Here are some tips to help you succeed:

1. Practice the previous week's Lab Assignment to prepare for upcoming tasks.
2. Ensure that you have your laptop with Adobe Creative Suite (InDesign, Photoshop, Illustrator) installed.
3. Keep your laptop fully charged.
4. Pay close attention to in-class instructions and follow along closely.
5. Save Lab Assignments as PDF, JPEG, or PNG files for submission to avoid last-minute issues.

Remember, submissions will not be accepted after the end-of-class deadline.

COURSE CALENDAR: Please note that this schedule is subject to change. You are responsible for all assignments and deadlines — even if they differ from this schedule. Please see the ASSIGNMENTS section for more details about each assignment.

Week	Topic(s)	In Class	After Class
1	Introduction/Getting Started; Overview of design principles; examples of design in the real world; how design contributes to an equitable society.	Introductions Lab Asst. 1: Complete and turn in	Read Chapter 1: What is Design?

2	The Basic Elements of Design; strengths of individual and team-based work; design-related ethics and decision making.	Lab Asst. 2: Complete and turn in group name and members	Read Chapter 2: Research & Brainstorming Read Chapter 3: Every Time Layout
3	Aesthetics, Design, Ethics: Design Tools – InDesign, Photoshop, Illustrator	Lab Asst. 3: Complete and turn in Team Agreement	Read Chapter 4: Layout Sins
4	Aesthetics, Design, Ethics: Design Tools – InDesign, Photoshop, Illustrator Introduction to design software and overview of layout and design principles;	Lab Asst. 4: Complete and turn in	Read Chapter 5: Elements and Principles of Design
5	Gestalt; entry into Photoshop Photoshop: Space, lines, shape, size, examples of present-day design work; <i>giving feedback</i> .	Lab Asst. 5: Complete and turn in	Read Chapter 6: Visuals and Type Layout
6	Photoshop: Focal points, balance, examples of present-day design work; <i>receiving feedback</i> . QUIZ 1: Chapter 1 – 5, Weeks 1 – 6	Lab Asst. 6: Complete and turn in	Read Chapter 7: All about typefaces, fonts, families, etc.
7	Photoshop: Color, contrast, examples of award-winning design and competitions; <i>talking through ideas</i> . QUIZ 1: Chapter 1 – 5, Weeks 1 – 6) & Lab 6 and 7	Lab Asst. 7: Complete and turn in	Read Chapter 8: Basics of choosing color
8	Photoshop: Typeface, choosing font, examples of award-winning design and competitions; <i>design blocks. Working with photos and illustrations</i>	Lab Asst. 8: Complete and turn in	Read Chapter 9: Photos and Illustrations
9	Introduction to InDesign; multi-page layout; integration of Photoshop with InDesign	Lab Asst. 9: Complete and turn in	Read Chapter 10: Infographics Read Chapter 11: Storyboarding Collab/Demo 1
10	InDesign: Creating stories through layout, how layout contributes to first impressions; <i>staying motivated</i> .		Collab/Demo 2
11	InDesign: Advancing visual appeal, iterating on layout to determine effectiveness; <i>imperfect work</i> .		Collab/Demo 3

12	Introduction to Illustrator; integration of the three programs; running wild with design. QUIZ 2: Chapter 6 – 11, Weeks 1 – 5)		Collab/Demo 4
13	Illustrator: real world illustrations; <i>finding inspiration</i>		Collab/Demo 5
14	Illustrator: imagination, fantasy; <i>keeping it fun</i>		
15	Review of design, answer questions and prepare for final website demonstrations (due during finals week), <i>final wrap up with team</i> .		
16	Final Week/Final Exams – May 4 - 8 All Chapters and Lectures covered during course		

Success Tips For This Course

Attendance is required, and students are expected to display the same personal and professional behaviors and attitudes toward this class and its participants that will be expected of them on the job in the real world. Students are (a) expected to arrive in class on time, (b) remain in class until it is dismissed, and (c) be courteously attentive during class (no talking, texting, checking email, working on assignments for other classes, etc.). Failure to adhere to these guidelines can result in a reduction of a student's final grade at the instructor's discretion.

- **Attend each class**
- **Take good notes**
- **Engage and ask questions and contribute in class and in team group meetings**
- **Participate fully in Collaborations/Demonstrations with your group inside and outside of class**
- **Read course textbook to prepare for class and reinforce in-class instruction**
- **Carefully follow in-class software training during class**
- **Watch video training for Adobe Creative Suite (InDesign, Photoshop, Illustrator) outside of class**

Attendance is mandatory for every class. No more than one missed class with an excused absences such as illness, personal business or other excusable reasons will be allowed. All excused absences require documentation an approval of the instructor in advance. Documentation becomes the property of the instructor, so make a copy for your own records.

Missed classes. Students who miss class are still required to turn in all due assignments and be prepared for the next class meeting. It is the responsibility of each student to contact someone from the class to secure lecture/announcements and to verify assignments. The instructor isn't responsible for updating students who miss class who do not provide an excused absence.

Tardiness (arriving late to class) or leaving early without the instructor's permission counts as an absence at the discretion of the instructor. Two tardies will count as an unexcused absence.

Excused Absences for University Extracurricular Activities. Students participating in an officially sanctioned, scheduled University extracurricular activity will be given the opportunity to make up class assignments or other graded assignments that they missed as a result of their participation. However, it is the responsibility of the student to plan in advance with the instructor prior to any scheduled examination or assignment to arrange for making up the work.

Religious Observance. Students wishing to observe religious occasions that require missing class should notify the instructor in writing at the beginning of the semester, and should discuss with the instructor in advance, acceptable ways of making up any work missed because of the absence.

Class Protocol

Once in the classroom, silence your cell phone and keep it packed inside your purse or backpack unless you are expecting a call from a client. If that is the case, put it in silent mode. When class instruction is occurring, you may not surf the web or check email; **if you do, you may be asked to leave that class and you'll be counted absent.**

Classroom Policies

Research has shown that students who attend class are more likely to be successful. You should attend every class unless you have a University excused absence such as active military service, a religious holy day, or an official University function as stated in the <https://policy.unt.edu/policy/06-039>. If you cannot attend a class due to an emergency, please let me know. Your safety and well-being are important to me.

In case of COVID

Students are expected to attend class meetings regularly and to abide by the attendance policy established for the course. It is important that you communicate with the professor and the instructional team prior to being absent, so you, the professor, and the instructional team can discuss and mitigate the impact of the absence on your attainment of course learning goals. Please inform the professor and instructional team if you are unable to attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community. If you are experiencing any [symptoms of COVID](https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html) (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Team at COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.

Academic dishonesty will not be tolerated. This includes cheating, plagiarism, fabrication, unauthorized possession of examinations, changing of grades, records, etc. or helping another student commit an act of academic dishonesty. For example, plagiarism is the paraphrasing or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the University. This is explained in the UNT Student Handbook. When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety. Plagiarism, fabrication, copyright infringement, and similar

uses of other people's work are unacceptable. Plagiarism, in a nutshell, is using other people's written words or published ideas as your own. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people's writing, because plagiarism is a serious offense in any discipline, especially in journalism. It is a firing offense in the professional world.

. The procedures for disciplinary action will be in accordance with the rules and regulations of the University governing disciplinary action. See details at <https://policy.unt.edu/policy/06-003>.

Students needing academic accommodations

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable 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 reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the Office of Disability Access website (<http://www.unt.edu/oda>). You may also contact ODA by phone at (940) 565-4323. Begin the registration process at: <https://studentaffairs.unt.edu/office-disability-access>.

Inclusion

Every student in this class should have the right to learn and engage within an environment of respect and courtesy from others. We will discuss our classroom's habits of engagement and I also 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://studentaffairs.unt.edu/dean-of-students/conduct>).

No late work will be accepted after **one week past the due date**. If any element of a project is omitted, the project will be considered as late until the missing element is submitted. This includes group grades. Every member of a group will be held accountable for a late element so double check that every element is in the packet submitted.

- All late work is to be submitted electronically through Canvas. if you encounter difficulties meeting a deadline on any project, you need to communicate with your instructor *before* the project is due.
- If you are an advertising major, I urge you to join the UNT AdClub. You will benefit from speakers.

Note that while a rubric is created for assignments and projects as a way to quantify grades, much of the evaluation is done subjectively, based on the instructor's years of experience

as marketing, advertising, and creative professional.

If you want to know your grade during the semester, you may refer to the grades you have been given up to that date. Calculate your grade using the grade weights on this syllabus. The grade you have earned at any time during the semester is your grade only up to that date and will not reflect your final grade.

If you wish to review your grade with me during the semester, you may visit me during office hours. It is a good idea to set an appointment in advance so I will have all materials needed. This may be done a maximum of two times during the session. **Grades are not negotiable.**

Extra Credit is not customary in this course but may be offered for special circumstances.

Accreditation

The Mayborn, which is one of only 117 journalism programs across the world that are accredited, is renewing its credentials this year. Accreditation is important to you because it means your degree is more valuable than one that comes from an unaccredited school.

As a Mayborn student, you are part of this important process. You might be asked to do a noncredit assignment in a class, you might be asked to participate in a survey or focus group, and you might be asked to visit with an outside team of professionals and educators who will be evaluating the school in the fall. Student participation in the process is essential.

Accreditation has profound benefits. Accredited programs may offer scholarships, internships, competitive prizes, and other activities unavailable in non-accredited programs. Accreditation also provides an assurance of quality and rigorous standards to students, parents, and the public. Students in an accredited program can expect to find a challenging curriculum, appropriate resources and facilities, and a competent faculty.

Accreditation is our promise to our students that you will receive the best education possible in journalism and mass communication. With today's technology, anyone can present information to a mass audience. But not all are trained in the creation of ethical messages that reach and serve diverse audiences that our standards uphold. What you learn in an accredited program makes you more marketable and your degree more valuable!

The Mayborn School's accreditation is determined by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) through an extensive evaluation process. Accreditation by the ACEJMC council means we embrace the value of a broad, multidisciplinary curriculum that nurtures critical thinking, analytic reasoning and problem-solving skills that are the essential foundation for all mass communication education.

Access to Information

Your access point for business and academic services at UNT occurs within the [My.UNT site \(www.my.unt.edu\)](http://www.my.unt.edu). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do. This is where you learn about job and internship opportunities, MSOJ

[HOME](#) / [EAGLECONNECT](#)

Quick Links
HelpDesk Home Page
Frequently Asked Questions
Services and Information ▶
EagleConnect Email
Software Downloads ▶
Qualtrics Surveys
LinkedIn Learning
Duo Multi-Factor Authentication (MFA)

EagleConnect Email

EagleConnect is the official UNT email for students.

Current student EagleConnect email features include the following:

- 1000 GB of storage shared with mailbox and [OneDrive](#)
- Free [Microsoft Office Web Apps](#) and [Office 365 Desktop Apps](#)
- Shared address book and calendar information
- [Microsoft Teams](#) - Meet, chat, call, and collaborate in just one place

[SIGN IN TO EAGLECONNECT >](#)

[Frequently Asked Questions](#)

Support Hours

Current Hours:

Monday–Thursday: 8 a.m.- 9 p.m.
Friday: 8 a.m.- 5 p.m.
Saturday-Sunday: 11 a.m.- 3 p.m.

Walk-in Hours:

Monday–Friday: 8 a.m.- 5 p.m.

Contact Information

Call: [940-565-2324](tel:940-565-2324)

Email: helpdesk@unt.edu

Walk-in: Sage Hall, Room 330

Download the Outlook Mobile App

[LIVE CHAT >](#)

events, scholarships, and other important information. Visit the [Eagle Connect website](http://eagleconnect.unt.edu/) for more information (<http://eagleconnect.unt.edu/>) including tips on how to forward your email.

Courses In a Box

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to ensure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

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

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

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone

940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

Student Perceptions of Teaching (SPOT)

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 short SPOT survey will be made available to provide you with an opportunity to evaluate how this course is taught. You will receive an email from "UNT SPOT Course Evaluations via *IASystem* Notification" (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the [SPOT website \(www.spot.unt.edu\)](http://www.spot.unt.edu) or email spot@unt.edu. Spots survey dates: <https://vpaa.unt.edu/spot/index.html>

Mayborn School of Journalism Academic Integrity Policy

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 06.003 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

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 on the Dean Of Students website (www.deanofstudents.unt.edu).

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 (http://deanofstudents.unt.edu/resources_0) offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs. Renee LeClaire McNamara is UNT's Student Advocate, and 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.**

Mental Health Services

UNT provides mental health services 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 issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

1. Student Health and Wellness center

1800 Chestnut St. (Chestnut Hall)

940-565-2333

M-Th, 8 a.m. to 5 p.m.

<https://studentaffairs.unt.edu/student-health-and-wellness-center#programs>

2. Counseling and Testing Services*

801 N. Texas Blvd., Suite 140 (Gateway Center)

940-565-2741

M-F, 8 a.m. to 5 p.m.

<https://studentaffairs.unt.edu/counseling-and-testing-services>

3. UNT CARE Team*

Dean of Students, University Union

940-565-2648

careteam@unt.edu

<https://studentaffairs.unt.edu/care>

4. Psychiatric Services

940-565-2333

<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>

5. Individual Counseling*

940-369-8773

<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>

*Services are free to UNT students

If at any time you are feeling alone or in jeopardy of self-harm, reach out to any of the following:

- National Suicide Hotline 800-273-8255
- Denton County MHMR Crisis Line 800-762-0157
- Denton County Friends of the Family Crisis Line (Family or partner violence) 940-382-7273
- UNT Mental Health Emergency Contacts
 - During office hours, M-F, 8 a.m. to 5 p.m. 940-565-2741
 - After hours 940-565-2741
 - Crisis Line Text CONNECT to 741741
 - Live chat <http://www.suicidepreventionlifeline.org>

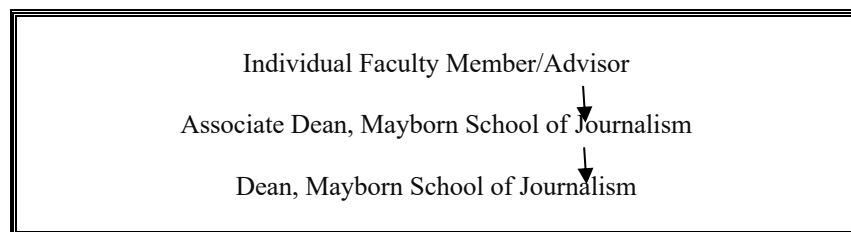
Course Safety Statements

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety

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 the University of North Texas 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 for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

Academic Organizational Structure

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow these steps:



Office of Disability Accommodations

The University of North Texas and the Mayborn School of Journalism make 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 you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You 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.

Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student.

For additional information see the website for the Office of Disability Accommodation (<http://www.unt.edu/oda>). You may also contact them by phone at 940.565.4323.

Enrollment Guidelines

For journalism majors, not minors: This is a pre-major class. Enrollment in this class means that you are in pre-major status, not major status. (ADVG2320 is considered a pre-major course for students under any catalog year prior to 2009.) When you have completed this course and others in your pre-major, then

you must apply to become a major and therefore have access to upper-level journalism courses. If you have questions about what counts in your pre-major, please see an advisor.

Journalism Course Registration

- Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test and all foundational courses. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

Re-taking Failed Journalism Classes

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director of graduate studies and graduate academic advisor ("the director" in the following) to be approved to enroll a third time. Students will not be allowed to re-take a

failed journalism course more than three times.

Financial Aid Satisfactory Academic Progress (SAP) Undergraduates

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.67 cumulative GPA first term of enrollment and a 3.0 for all subsequent semesters. SAP will be measured according to graduate student classification, whether or not a bachelor's degree has been earned. The maximum timeframe cannot exceed the published length of the program measured by the number of years at UNT. For more information, visit the [UNT Financial Aid web page](https://financialaid.unt.edu/sap). (<https://financialaid.unt.edu/sap>)

Satisfactory Academic Progress

It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

Academic Advising

Students must meet with the director at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount. Students have been unknowingly dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student's responsibility to ensure all payments have been made.

Academic Dishonesty

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety. Plagiarism, fabrication, copyright infringement, and similar uses of other people's work are unacceptable. Plagiarism, in a nutshell, is using other people's written words or published ideas as your own. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people's writing, because plagiarism is a serious offense in any discipline, especially in journalism. It is a firing offense in the professional world.

Students found to plagiarize work in this class will be subject to failure of the class and further discipline by the University of North Texas at the discretion of the instructor.

Penalties for academic dishonesty may range from failure of the individual project to failure of the class and possible expulsion from the university.

Artificial Intelligence (AI) Academic Integrity Policy

Academic Dishonesty Alert: Unauthorized use of AI programs beyond explicit assignments constitutes academic dishonesty and violates integrity. Violators will receive a grade of "0" and be subject to disciplinary action from UNT Integrity Council.

Original Thinking Emphasis: AI is not a replacement for original thinking. All work done in this class should begin with personal research followed by insights and strategic planning. AI usage, if applicable, should be an outgrowth of this process.

Guided AI Application: Generative AI tools may be occasionally used for assignments to teach effective technology utilization, especially for agency and client projects. Similar to using programs like GPS, AI serves as a tool to help users reach a destination, but the user must always determine and verify the final destination.

Seeking Guidance; Students uncertain about AI tool usage may directly consult the instructor or seek advice from the University Policy Office.

Maintaining Academic Integrity With AI:

- Prioritize personal research and strategic planning.
- Use AI tools under guided circumstances.
- Unauthorized AI usage will result in "0" grade and reporting to the UNT Integrity Council.

Journalism Equipment Check Out

Checkouts are for 24 hours from the time of checkout, unless specified differently from your assigned Professor.

If the student needs equipment for 48 hours or longer, please send an email with an Approval from your Professor to:

mayborn-equipment@unt.edu or ladaniel.maxwell@unt.edu.

For your convenience, the Fall hours for the equipment room are as follows:

9:00 a.m.–9:00 p.m. - Monday through Thursday

9:00 a.m.–6:00 p.m. - Friday

12:00 p.m. to 6:00 p.m. - Saturday and Sunday.

The violations listed below will occur if due equipment is not returned on the agreed time.

1st late infraction – 1 week ban from checking out equipment.

2nd late infraction – 3 weeks ban from checking out equipment.

3rd infraction – Semester long ban from any and all equipment checkout.

If you are going to be late or unable to return equipment that you checked out on time, please email **mayborn-equipment@unt.edu or ladaniel.maxwell@unt.edu**. Active communication brings leniency in many cases.

Equipment room phone number is 940-565-3580.

Equipment room is located in CHIL 155.

Statement of Student Learning Outcomes, UNT Journalism

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council.

Each graduate must:

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance of images in mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity.
- Think critically, creatively, and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style, and grammatical correctness.
- Apply tools and technologies appropriate for the communications professions in which they work.

Fall 2025

2025 Academic Calendar:

<https://registrar.unt.edu/sites/default/files/fall-2025-academic-calendar.pdf>

UNT FALL 2025 Semester Calendar

Academic Calendar is subject to change

<u>KEY SEMESTER DATES</u>	Full Semester AUG. 18-DEC. 12	8 week I Session AUG. 18-OCT. 10	8 week II Session OCT. 13-DEC. 12
Schedule of Classes Available on myUNT	Mar. 3	Mar. 3	Mar. 3
Registration Opens for specifics by student group/class: https://registrar.unt.edu/when-can-i-register	Mar. 17	Mar. 17	Mar. 17
Regular Registration Ends	Aug. 14	Aug. 14	Oct. 9
Late Registration—For Students not Registered for the Term Students registering late will incur a late registration fee of \$75.	Aug. 15-Aug. 22	Aug. 15-Aug. 22	Oct. 10-Oct. 17
Last Day to Withdrawal from Entire Term on myUNT Courses do not appear on the transcript. After this date see Dean of Students to withdrawal from the entire term.	Aug. 17	Aug. 17	Oct. 12 If only 8 week II
Classes Begin	Aug. 18	Aug. 18	Oct. 13
Last Day to Add a Class or Swap Sections A swap is switching sections of the same course in the same session.	Aug. 22	Aug. 22	Oct. 17
Last Day to Drop a Class Section Without a W Courses dropped before this date will not appear on official transcript. (Dropping courses may impact financial aid and degree completion. See advisors.)	Aug. 29	Aug. 23	Oct. 18
Drop with a Grade of W Begins Course appears on the transcript with a grade of W and tuition and fees remain. (Dropping courses may impact financial aid and degree completion. See advisors.)	Aug. 30	Aug. 24	Oct. 19
Last day to change to pass/no pass grade option (undergrads)	Sept. 26	Sept. 5	Oct. 31
Midpoint of the Semester	Oct. 10	Sept. 12	Nov. 7
Last day for a student to drop a course or all courses with a grade of W.	Nov. 7	Sept. 26	Nov. 21
First day to request a grade of Incomplete	Nov. 8	Sept. 27	Nov. 22
Pre-Finals Days	Dec. 3-4	N/A	N/A
Last Regular Class Meeting	Dec. 4	Oct. 9	Dec. 11
Reading Day—No Classes	Dec. 5	N/A	N/A
Final Exams	Dec. 6-12	Oct. 10	Dec. 12
Last Day of Session	Dec. 12	Oct. 10	Dec. 12
University Grade Submission Deadline 4 pm	Dec. 15	Oct. 13	Dec. 15
Grades/Academic Standing posted on the Official Transcript	Dec. 17	Dec. 17	Dec. 17
Labor Day - No Classes - University Closed	September 1, 2025		
Thanksgiving Break - No classes	November 24-November 30, 2025		
University Commencement			

Last Modified: December 20, 2024