

MAYBORN SCHOOL OF JOURNALISM

ADVG 3110 – Representation Through Visual Advertising – Spring 2026

TTH – 11:00 AM to 12:20 PM | FRLD 410 *FRISCO CAMPUS*

Professor Megan DeSoto (She, Her, Hers)

| Office Hours: Tuesdays, 12:30 PM - 1:30 PM by appointment

Email: megan.desoto@unt.edu

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. A gentle nudge is always appreciated. Ask questions about assignments, projects, and quizzes early. No questions will be answered two days prior and up to the day these are due.

Course Syllabus

(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/krruywvy>

Course Description

This hands-on course examines advertising and visual communication through the lens of ethics, representation, and contemporary industry practice. Students will explore how visual choices—such as talent selection, imagery, language, and design—shape meaning, reinforce or challenge stereotypes, and influence how audiences see themselves and others.

Throughout the course, students will develop concept-driven advertising campaigns that emphasize strategic thinking, cultural awareness, and visual clarity. The curriculum focuses on creating thoughtful, equitable campaigns that reflect the diversity of real audiences while remaining grounded in strong advertising strategy and creative execution.

Students will also build foundational skills in art direction, including developing ideas, pitching concepts, and participating in constructive critique. Coursework includes practical application across print, digital, and integrated media, using industry-standard tools such as Adobe InDesign, Photoshop, and Illustrator. Emphasis is placed on layout, typography, and image-making as tools for persuasion and storytelling.

By the end of the course, students will have developed a flexible creative process that balances concept, strategy, and execution—preparing them to approach visual communication projects with intention, responsibility, and professional confidence.

Learning Objectives and Outcomes

To successfully complete this course, students must be able to:

- Develop an understanding of Representative Visualization, Early Communication, the History, and Aesthetics of type, including knowledge of kerning, leading, type structure, and typographic terminology.
- Gain comprehension of Advertising Terminology and its relevance to creative development.
- Interpret creative strategy, develop concepts, and translate them into visual executions using creative processes such as research, brainstorming, mindmapping, thumbnails, roughs, and comprehensive layouts.

- Apply the Elements of Design, incorporating balance, emphasis, rhythm, unity, and contrast, etc.
- Critique advertising based on Strategy, Concept, Design, and Execution, demonstrating the ability to evaluate and analyze creative work.
- Attain proficiency in using Adobe InDesign and Adobe Photoshop, including photo manipulation and the development of finished computer comprehensive layouts.
- Recognize visuals, type, and space as the fundamental building blocks of composition for branded visual communications.
- Approach functional design by capturing attention, controlling eye flow, conveying information, and evoking emotion.
- Practice the research, strategy, insights, brainstorming, mindmapping, concepting, and thumbnails, and rough layouts involved in effective advertising design.
- Effectively present work in a persuasive manner with confidence.

Lectures will focus on Strategy, Concept development and page Design. These are the most critical principles you are expected to learn in this course. Entering your thoughts and ideas into your journal/ledger daily is a must for you to grow creatively.

Fundamentals of execution utilizing Adobe Suite or alternative editing programs will be touched upon periodically in lectures, however, the proficiency needed execute your ideas should be practiced independently. Computers and software are tools. They do not think or create. They merely assist in the production of your ideas. It is strongly recommended that you dedicate at

least 4 hours per week outside scheduled lectures and labs exercising the creative process and mastering the software programs required for this course.

Format

As befitting an upper-level student, the course's format is based predominantly on that of the "seminar." The success of a seminar is dependent upon the *participation of the students*—the presentation of their points of view and reactions and challenges to them. 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.

Reading – In addition to visualizing work for this class, there will be a significant amount of reading required. It is imperative that you keep up with reading assignments to be successful in this course. You will be required to take good notes and write reaction papers and/or participate during the semester. The readings have extremely valuable information about visual strategy and art direction techniques.

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.

Teaching Philosophy

Teaching—especially within creative disciplines—is a shared journey of exploration, curiosity, and discovery. While I am responsible for guiding the course, I believe deeply that meaningful learning happens through conversation, collaboration, and the collective exchange of ideas. Each student brings unique perspectives, experiences, and ways of seeing the world, and those contributions enrich the learning environment well beyond the confines of the classroom or a single semester.

My goal as an instructor is to foster a learning space where students feel encouraged to think originally, engage thoughtfully with one another, and build connections that support both their creative growth and the overall class dynamic. Creativity

does not thrive in isolation, nor does it grow when confined to rigid rules or singular “right” answers. While creativity is often viewed as an innate talent, I believe it is a skill that can be nurtured—and one that is frequently diminished early in life by overly prescriptive instruction.

Consider the familiar example of being told to color the sky only blue and the grass only green. When we limit possibility to one acceptable outcome, creativity begins to shrink. True creative thinking requires flexibility, experimentation, and the freedom to imagine alternatives. Through a structured yet open framework of principles, this course is designed to help students stretch their creative capacity, generate new ideas, and move beyond simply replicating what already exists.

I am committed to recognizing and supporting diverse learning styles and voices. My teaching approach varies from class to class, blending lecture, discussion, individual and group work, and constructive critique. I view critique not as judgment, but as a collaborative tool for growth—one that encourages listening, reflection, and mutual respect. Just as students learn from instruction, I remain open to learning from them, adapting the course when appropriate, and allowing dialogue to shape our shared experience.

Curiosity, questions, and contributions are not only welcome in this course—they are essential. I encourage you to engage openly with the material, with each other, and with me, knowing that teaching and learning are reciprocal processes. Together, we create a classroom environment grounded in trust, creativity, and meaningful connection—one that extends beyond this course and into your future creative and professional endeavors.

Required Textbooks:

The Advertising Concept Book 3rd edition

Think Now, Design Later

ISBN: ISBN-13: Authors:

0500292671 9780500292679 Pete Barry

Creative Advertising, New Edition

ISBN 10: 0500287333

ISBN 13:

9780500287330

Authors: Mario Pricken

Publisher: Thames & Hudson, 2008

Optional Reading:

The Black Experience in Design: Identity, Expression & Reflection

ISBN: 9781621537854 Authors: Berry, A.H

Extra Bold: A Feminist, Inclusive, Anti-Racist, Nonbinary Field Guide for Graphic Designers

ISBN: 9781616899189

Required Supplies

- #2 Pencils with erasers or Mechanical Pencils with erasers • Six (6) 10" x 13" clasp envelopes
- Clear Sheet Protectors for 3 Ring Binder, 8.5 x 11 Inch
- Six (6) 10" x 13" clasp envelopes
- Hard Cover Sketchbook/Journal/Ledger
- Adhesive Labels (Approximately 1" X 3") Recommended/Not Required: Removable Jump Drive

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>)

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 Adobe Access Deal – Student Adobe Access 4

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 generalRepresentation Through Visual Advertising

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 Wordpress.com

This course mirrors professional creative and media environments, and students are expected to approach it with the same level of responsibility, preparation, and respect they would bring to a real-world advertising or communications role.

Professional Presence & Engagement

Attendance is expected, and students should arrive on time, remain for the full class period, and be attentive during class activities, presentations, and critiques. Being present—mentally and physically—matters in a course built around creative process and collaboration. Disruptive behaviors or disengagement may impact participation and professionalism assessments.

This course values mutual respect. Listening thoughtfully during peer presentations and critiques is as important as presenting your own work. The learning experience depends on a supportive and engaged classroom environment.

Reading & Preparation

Students are expected to complete assigned readings during the week they are listed in the course schedule. Readings are essential for understanding the concepts that inform weekly lectures, assignments, and campaign development.

Rather than in-class discussions, reading accountability is assessed through Weekly Reading Insights, which should reflect thoughtful engagement with the material and its application to advertising practice. Staying current with readings will directly support your success in assignments, campaigns, and presentations.

Notes, Process & Class Content

Not all material covered in class appears in the textbooks. Lectures, demonstrations, critiques, and examples shared during class are an important part of the learning experience. Students are encouraged to take thorough notes and document ideas, feedback, and process developments that will inform their campaign work.

Assignments & Deadlines

Meeting deadlines is a critical professional skill in advertising, journalism, and related creative fields. All assignments must be submitted through Canvas by the posted deadline and formatted according to the assignment requirements.

- Late submissions may receive reduced credit unless prior approval has been granted.
 - Technical issues are not an acceptable excuse for late work—plan ahead and submit early.
 - Assignments submitted by email after the deadline will not be accepted without prior instructor approval.
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Use of Technology in Class

Laptops, tablets, and phones should be used only when they directly support in-class work, note-taking, or course-related activities. Non-course-related use of personal electronics during class is discouraged, as it disrupts focus and the shared learning environment.

Writing & Presentation Standards

The Associated Press (AP) Stylebook serves as the primary style guide for written work in this course. All submitted work should be clear, polished, and ready for professional use.

While this is not a writing-only course, students are expected to demonstrate care in grammar, spelling, formatting, and clarity. Work that appears rushed, incomplete, or careless may be marked down. Strong ideas deserve strong presentation.

A Final Note

Success in this course comes from consistent effort, preparation, curiosity, and engagement with both the material and your peers. Treat this class as a professional creative space—one where experimentation is encouraged, accountability matters, and the work you produce reflects both your ideas and your standards.

Grading

Numerical grades are quantifiable and will be given on all Assignments.

A final class grade will be determined by your cumulative efforts and class participation. Demonstration of effort will come by showing that you are incorporating the methods, tactics, tools, and processes that you learn in this class. The goal is for you to learn trusted business standards, embrace group and independent discovery, take a critical look at innovative ideas, and use your creativity to incorporate all of what you learn into your own entrepreneurial idea/brand.

*Grades WILL NOT be rounded up.

Letter to numerical grading standards are as follows:

A = 94-100 A- = 90-93 B = 87-89 B = 84-86 B- = 80-83 C = 74-76 C- = 70-73 D+ = 67-69 D = 64-66 D- = 60-63

Late Assignments

C+ = 77-79

F = 59 or lower

All late assignments will receive a 10% reduction in the grade for each day it is late.

Extra Credit

There will be specific assignments where you will be informed of “extra credit” assignments. You cannot make up points for assignments you did not submit.

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.

Attendance is mandatory for every class. No more than three missed classes with an excused absence such as illness, personal business or other excusable reasons will be allowed. All absences require documentation and 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.

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>) 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 handed in. 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 handed in.

- All late work is to be handed in as a hard copy. 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.

Grading of assignments and projects will be given on a rubric that will show strengths and weaknesses in project categories. Careful consideration is given to each element of the evaluation. Feedback and grades are provided to accurately communicate your progress to you and help your professional growth. You are free to discuss evaluations with me during office hours.

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, 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). 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 events, scholarships, and other important information. Visit the Eagle Connect website 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:

- Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- 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 an important and valued part of the learning process. At UNT, the Student Perceptions of Teaching (SPOT) evaluation is required for all organized classes and provides students with an opportunity to reflect on their learning experience and the effectiveness of the course.

I view SPOT as a meaningful space to share what was successful in the course—what supported your learning, growth, and creative development—and to acknowledge the effort and care that goes into course design and instruction. Thoughtful feedback helps the university understand what is working well and contributes to ongoing improvement across programs.

If concerns or challenges arise during the semester, I strongly encourage students to communicate those directly with me through email or one-on-one conversations while the course is in progress. Open dialogue allows for clarification, adjustment, and support in real time, which is always more productive than waiting until the end of the term.

You will receive an email from “**UNT SPOT Course Evaluations via IASystem Notification**” (no-reply@iasystem.org) containing a link to the survey. Please be sure to check your UNT email inbox. After completing the survey, you will receive a confirmation email indicating that your response has been submitted. For additional information, visit www.spot.unt.edu or email spot@unt.edu.

Your feedback—shared thoughtfully and respectfully—is appreciated and plays an important role in shaping both this course and the broader learning community at UNT.

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:

- 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>

- 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>

- UNT CARE Team*

Dean of Students, University Union 940-565-2648 careteam@unt.edu <https://studentaffairs.unt.edu/care>

- Psychiatric Services

940-565-2333

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

- 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 the Individual Faculty Member/Advisor Associate Dean, Mayborn School of Journalism Dean, Mayborn School of Journalism

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. (JOUR 2320 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

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.

Please visit <https://financialaid.unt.edu/sap> for more information about financial aid.

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 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. Federal and state regulations governing student financial assistance require that an institution develop standards to measure academic progress toward a degree. Students applying for financial aid will be monitored for Satisfactory Academic Progress (SAP) whether or not financial aid was applied for or received during any

academic period in which the student was previously enrolled. You will not be eligible for financial assistance if you do not meet the academic progress requirements. Financial Aid and Scholarships monitors SAP at the end of each term. You must be meeting the minimum standards for SAP by the end of any given enrollment period at

UNT to maintain financial aid eligibility.

Journalism Equipment Check Out

Checkouts are for 24 hours from the time of checkout, unless specified differently from your assigned Professor. Students are authorized to keep checked out equipment for up to 72 hours, depending on the class and the Professor's approval.

If the student needs equipment for longer than 72 hours, please send an email with an Approval from your Professor to: mayborn-equipment@unt.edu or ladaniel.maxwell@unt.edu.

All equipment must be picked up and returned at a scheduled time within these hours. Monday/Wednesday: 8:30a.m – 10:00p.m.

Tuesday/Thursday: 9 a.m. - 10 p.m.

Friday: 9 a.m. - 6 p.m.

Sat-Sun: 12 p.m. - 6 p.m.

Anyone who plans to check out equipment during the semester must complete the checkout agreement form found below:

<https://forms.office.com/r/bTSQZuq1Dr?origin=lprLink>

This form should be completed prior to checking out equipment and only needs to be done once per semester.

The violations listed below will occur if due equipment is not return 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

Equipment room phone number is 940-565-3580.

Equipment room is located at Chilton Hall 410 S. Ave. C, Room 155.

If you are going to be late returning equipment please email mayborn-equipment@unt.edu . Active communication brings leniency in many cases.

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. As a further learning outcome, you may, at any time in the Spring 2022 Semester up to the final exam day, come by my office and say, "I

have read Alan Watts' The Book" and I will award you with what is in my desk drawer. Once the award is claimed, no other student may claim this. This is a test to see who has read the syllabus thoroughly.

Among these standards are student learning outcomes, covered by journalism courses in all sequences. established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences. This course, JOUR 3055 in Spring 2022 will help to meet the student learning outcomes that have been checked by your instructor.

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 and 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.

Group Assignment Method

To accommodate two presentation days per campaign, students will be assigned to **Group A or Group B** based on the **first letter of their last name**.

Group Assignments

- **Group A (Day 1 Presenters):** Last names **A–L**
- **Group B (Day 2 Presenters):** Last names **M–Z**

Your assigned group applies to **all three campaigns** for the semester. Presentation groups (Group A / Group B) are assigned alphabetically by last name and remain consistent throughout the semester. Students are responsible for knowing their assigned presentation day.

FULL COURSE SCHEDULE

WEEK 1 — Course Introduction & Advertising as Culture

Day 1

- Course overview & expectations
- Advertising as a cultural force
- Identity, representation, and ethics in advertising

Day 2

- Strategy vs. execution
- Introduction to symbolic language in advertising

 Reading: *The Advertising Concept Book*, Ch. 1
 **Weekly Reading Insight Due (Sun.)**



WEEK 2 — Strategy, Design & Visual Language

Day 1

- Advertising strategy & single-minded propositions
- Design fundamentals in advertising

Day 2

- From brief to idea
- Brainstorming & mind-mapping workshop

 Reading: *Creative Advertising*, Part 1
 **Weekly Reading Insight Due**

WEEK 3 — Symbolism & Persuasion

Day 1

- Symbolic communication & semiotics
- Campaign 1 brief introduced

Day 2

- Emotional vs. rational appeals
- Typography as persuasion

 Reading: Symbolic communication selections
 **Weekly Reading Insight Due**
 **Assignment A-1 Due**



WEEK 4 — Gender, Bias & Representation

Day 1

- Gender norms, stereotypes, and visual bias
- Case studies & analysis

Day 2

- Campaign 1 work session
- Strategy refinement & critique

 Reading: Representation & bias
 **Weekly Reading Insight Due**




WEEK 5 — Campaign Thinking & Messaging

Day 1

- Campaign structure: insight → concept → execution

Day 2

- Taglines & message consistency

 Reading: Campaigns & taglines
 **Weekly Reading Insight Due**
 **Assignment A-2 Due**




WEEK 6 — Ideation & Storytelling

Day 1

- Creative ideation techniques
- Reflection workshop

Day 2

- Visual storytelling & concept development

 Reading: Creative ideation methods
 **Weekly Reading Insight Due**
 **Reflection Paper 1 Due**

WEEK 7 — CAMPAIGN 1 PRESENTATIONS (Gender & Sexuality)

Day 1 — Campaign 1 Presentations (Group A)

- Student presentations
- Peer critique & instructor feedback

 Campaign 1 + Pitch 1 Due (Group A)

Day 2 — Campaign 1 Presentations (Group B)

- Student presentations
- Peer critique & synthesis

 Campaign 1 + Pitch 1 Due (Group B)
 Weekly Reading Insight Due




WEEK 8 — Race, Ethnicity & Culture

Day 1

- Intersectionality in advertising
- Campaign 2 brief introduced

Day 2

- Cultural imagery & representation

 Reading: Culture & intersectionality
 Weekly Reading Insight Due
 Assignment A-3 Due

WEEK 9 — SPRING BREAK

No class. No assignments.



WEEK 10 — Ethics & Cultural Context

Day 1

- Cultural appropriation vs. appreciation
- Ethics in brand storytelling

Day 2

- Critique workshop & concept refinement

 Reading: Ethics & representation
 Weekly Reading Insight Due

WEEK 11 — CAMPAIGN 2 PRESENTATIONS (Race, Ethnicity & Culture)

Day 1 — Campaign 2 Presentations (Group A)

- Student presentations
- Cultural critique & discussion

 Campaign 2 + Pitch 2 Due (Group A)

Day 2 — Campaign 2 Presentations (Group B)

- Student presentations
- Peer critique & synthesis

 Campaign 2 + Pitch 2 Due (Group B)
 Weekly Reading Insight Due




WEEK 12 — Copywriting & Reflection

Day 1

- Campaign analysis & reflection workshop

Day 2

- Copywriting: clarity, tone, and persuasion

 Reading: Copywriting & messaging
 Weekly Reading Insight Due
 Reflection Paper 2 Due

WEEK 13 — Age, Ability & Socioeconomic Status

Day 1

- Age representation & generational imagery
- Campaign 3 brief introduced

Day 2

- SES, aspiration, and advertising narratives

(No Weekly Reading Insight this week)



WEEK 14 — Accessibility & Inclusive Design

Day 1

- Accessibility, captioning, tagging, inclusive visuals

Day 2

- Campaign 3 work session & critique

 Reading: Accessibility & inclusive design
 **Weekly Reading Insight Due**

WEEK 15 — Campaign Refinement & Reflection

Day 1

- Socioeconomic representation
- Final campaign refinement

 **Reflection Paper 3 Due**


Day 2

- Final campaign rehearsal & critique
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WEEK 16 — FINAL CAMPAIGN PRESENTATIONS (Age, Ableism & SES)


Day 1 — Final Presentations (Group A)

- Final campaign presentations
- Professional standards & critique

 **Campaign 3 (Final) + Pitch 3 Due (Group A)**

Day 2 — Final Presentations (Group B)

- Final campaign presentations
- Course wrap-up

 **Campaign 3 (Final) + Pitch 3 Due (Group B)**