

MAYBORN SCHOOL OF JOURNALISM

ADVG 3100–001 Art Direction Fall 2025

T/TH – 11:00 AM to 12:20 PM | Frisco Campus FRLD 456

August 19, 2025 – December 13, 2025

Final Week/Final Exams – December 6 - 12

Professor: Megan DeSoto (She, Her, Hers)

Office Hours: T/TH 10-11am or 12:20-1:20pm BY APPOINTMENT

Email: Megan.desoto@unt.edu

Connect with me through email and/or by scheduling 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 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/krruywvy>

[Links to an external site.](#)

Course Description

The primary goal of this Art Direction course is to help you learn how to develop strategically sound visual solutions (ideas) for advertising campaigns. During lecture, the professor will focus on teaching you to communicate using visuals. You will learn how to create powerful ideas that grab attention and persuade. Emphasis will be placed on strategy, concept development (ideas) and design. Even though the emphasis is on advertising design, the methods taught in this class are useful in the concept and creative development of a wide variety of communication media including magazine, broadcast, print and newspaper design. The secondary course goal is to help you develop your page layout and photo manipulation skills. You will develop your ideas in written format before utilizing the computer to execute your ideas. In this course, students will learn the creative process; translate creative strategies into sound advertising concepts; and to turn advertising concepts into well-designed rough layouts; and utilize the software programs InDesign and Photoshop and other sources to execute comprehensive/finished layouts. Although the methods you will learn in this course will be applied to advertising executions, they all can be used for any future endeavors that require the creation of original ideas.

COURSE CONTENT STATEMENT

Content in the arts can sometimes include works, situations, actions, and language that can be personally challenging or offensive to some students on the grounds, for example, of sexual explicitness, violence, or blasphemy. As the Mayborn School of Journalism is devoted to the principle of freedom of expression, artistic and otherwise, and it is not the college's practice to censor these works or ideas on any of these grounds. Students who might feel unduly distressed or made uncomfortable by such expressions should withdraw at the start of the term and seek another course.

Learning Objectives and Outcomes

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

- Understanding of early communication, the history and aesthetics of type, which include the knowledge of kerning, leading, and the structure of type, as well as a comprehension of typographic terminology
- Comprehension of advertising terminology and its relevance to creative development
- Ability to interpret creative strategy, develop concepts and translate them into visual executions by utilizing creative processes including research, brainstorming, mindmapping, thumbnails, roughs, and comprehensive layouts
- Understanding of the elements of design, which include the use of balance, emphasis, rhythm, unity, and contrast
- Understanding of and the ability to critique advertising based on strategy, concept, design, and execution
- Proficiency in the use of Adobe InDesign and Adobe Photoshop, including the ability to manipulate photos and develop finished computer comprehensive layouts

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 InDesign, Adobe Photoshop and Adobe Illustrator will be touched upon periodically in lectures. However, the proficiency needed to execute your ideas should be practiced independently. Computers and software are tools. They do not think or create for you. 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 to exercising the creative process and practicing the software programs required for this course.

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:

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.

Required Textbooks:

The Advertising Concept Book 3rd edition

Think Now, Design Later

ISBN: 0500292671

ISBN-13: 9780500292679

Authors: Pete Barry

Creative Advertising, New Edition

ISBN 10: 0500287333

[Links to an external site.](#)

ISBN 13: 9780500287330

[Links to an external site.](#)

Authors: **Mario Pricken**

[Links to an external site.](#)

Publisher: Thames & Hudson, 2008

Required Supplies

- #2 Pencils with erasers or Mechanical Pencils with erasers

- Hard Cover Sketchbook/Journal/Ledger

Highly Recommended: Removable Jump Drive or alternative cloud based storage

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 – Spread the word! Discounts on Adobe Software for Students. The site is now live and ready for students to use.

Web store: <http://www.unt.edu/adobe>. (only students will see the special offer), UNT now has a new contract with Adobe that will substantially benefit our students. This is the announcement on the CVAD website: <https://news.cvad.unt.edu/adobe>

[Links to an external site.](#)

. It contains all of the information that a student would 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 \$55.55 total). Areas that would like to customize an announcement for their own use should find all of the information they need on this announcement. The email address for students to ask questions or report problems is unatadobe@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-](https://community.canvaslms.com/docs/DOC-10554-4212710328)

10554-4212710328)

Computers are required for each class meeting.

Software & Apps

[LinkedIn Learning](#)

[Links to an external site.](#)

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

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, reading of media, 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.

1. **Read the assigned material prior to class meetings. (See “What to Read” Each week in Course Schedule).** The best way to earn a good grade in this course is by reading the material in advance to be prepared during class. Students should consult the readings/assignments schedule in this syllabus and be able to discuss the topics in detail in class. Quizzes will be given periodically during the semester to assess whether students are keeping up with the readings.
2. **Pay attention in class and take good, thorough notes.** Not everything that is discussed during lecture appears in the textbooks and reading. So accurate class notes are critical.

3. **Turn in all assignments on time.** Late assignments will be penalized.
4. **No personal electronics may be used during class** unless expressly stated by the instructor. This includes laptops, phones, and iPads.
5. **Participation in class discussions is a graded** component of this course (see Grading section below). The instructor will record the names of discussion participants during class. Students who do not participate in class discussions will receive no participation points.

Deadlines

Deadlines is a key component of advertising, journalism and public relations. Assignments must be readable and formatted as required for the specified medium. All assignments must be uploaded to Canvas. Give yourself plenty of time to submit the assignment. Do not wait until the last five minutes to submit so you can avoid any technical problems. The assignment submission portal will close after the deadline. Ten (10) points will be deducted from your grade for any assignments received by email after the deadline – unless you have contacted me in approval in advance.

Writing Requirements

The Associated Press Stylebook is the grammar, punctuation, spelling and usage guide for this class. Work products must “look” finished, be ready for actual use (without mistakes or errors) and demonstrate critical thinking and knowledge of best practices. While this is not a writing course, I will deduct points if I find glaring errors.

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+ = 77-79

C = 74-76 C- = 70-73 D+ = 67-69 D = 64-66 D- = 60-63 F = 59 or lower

Late Assignments

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>

[Links to an external site.](#)

. 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 one missed class with an excused absence such as illness, personal business or other excusable reasons will be allowed. All absences require documentation and 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

Links to an external site.

(<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>

[Links to an external site.](#)

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Artificial Intelligence (AI) Academic Integrity Policy

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](#)

[Links to an external site.](#)

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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](#).

[Links to an external site.](#)

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.

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](#)

[Links to an external site.](#)

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>

[Links to an external site.](#)

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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](#)

[Links to an external site.](#)

) (<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.

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

As you know, your access point for business and academic services at UNT occurs within the My.UNT site

Links to an external site.

(www.my.unt.edu

Links to an external site.

). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. Visit the Eagle Connect website

Links to an external site.

for more information (<http://eagleconnect.unt.edu/>

Links to an external site.

) 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 [MyUNT.edu](https://myunt.edu)

[Links to an external site.](#)

(www.my.unt.edu)

[Links to an external site.](#)

). 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](#)

[Links to an external site.](#)

www.spot.unt.edu

[Links to an external site.](#)

) or email spot@unt.edu. Spots survey dates:

Term	Survey Administration Dates
<u>8W1</u>	8/18/2025 – 10/12/2025
<u>8W2</u>	10/13/2025 – 12/12/2025

Reg Fall Term 8/18/2025 – 12/12/2025

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](#)

[Links to an external site.](#)

(www.deanofstudents.unt.edu

[Links to an external site.](#)

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Final Exam Policy

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

There is not a final exam for SWOOP. Student will present a final client presentation instead. Check the course schedule in Canvas for presentation times.

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

Links to an external site.

(http://deanofstudents.unt.edu/resources_0

Links to an external site.

) 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>

[Links to an external site.](#)

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>

[Links to an external site.](#)

3. UNT CARE Team*

Dean of Students, University Union

940-565-2648

careteam@unt.edu

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

Links to an external site.

4. Psychiatric Services

940-565-2333

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

Links to an external site.

5. Individual Counseling*

940-369-8773

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

Links to an external site.

*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>

[Links to an external site.](#)

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 steps outlined below:



Office of Disability Accommodations

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodations 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](#)

[Links to an external site.](#)

(<http://www.unt.edu/oda>

[Links to an external site.](#)

). 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. (ADV G

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

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](#)

[Links to an external site.](#)

. (<https://financialaid.unt.edu/sap>

[Links to an external site.](#)

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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.

Powell's Rule: In this course, keeping things honest is key. If you're caught cheating—whether it's on an exam, copying someone else's work, or turning in the same assignment for different classes without permission—there will be consequences. These could range from getting a zero on the assignment to failing the course, and in some cases, it could even lead to more serious actions as per the UNT guidelines, like suspension or expulsion.

I want you to succeed, so make sure the work you submit is genuinely yours and that you give credit where it's due. We're all here to learn and grow, and maintaining academic integrity is a big part of that. Let's keep things fair and respectful for everyone.

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Article 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

[Links to an external site.](#)

Original Thinking Emphasis: AI is not a substitute for original thinking. Your work in this class should start with personal research, followed by insights and strategic planning. If you use AI, it should support this process. First, develop your own strategy, concepts, ideas, and creative direction. Then, you can use AI to enhance your original thinking.

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.

[Links to an external site.](#)

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 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** 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.

ASSIGNMENTS AND PROJECTS

Working through The Process. Effective advertising take lots of work.

Remember the funnel:

1. RESEARCH > 2. INSIGHTS > 3. STRATEGY > 4. CONCEPT > 5. DESIGN > 6. EXECUTION

(Headlines/Thumbnails/Rough/Comps)

1. **RESEARCH** – Gaining knowledge about your client, the product or service category, their competitor is key. You will write a Strategic Brief and name the target market for each **Assignment**. This is key foundational information for the **Creative Brief**. You must understand the problem/challenge.
2. **INSIGHTS** – The RESEARCH you conduct will give you valuable information about the behavior, thinking, and feeling of your target customers/consumers.
3. **STRATEGY** – Once you have **INSIGHTS**, you will be able to determine a **STRATEGY** to begin developing creative **CONCEPT/IDEAS**. Good **CONCEPTS** are built around life's stories. Stories are what makes great advertising memorable.
4. **CONCEPTS** – This is the creative thinking part of ideation. Great **CONCEPTS** can be born as a doodle on a napkin or the back of a business card. Never should you do concepting start on a computer. This is a major no no. All that is required is a pencil and a piece of paper. Old school is and always will be best starting point for great concepts.

Write 100 lines – Each team member. Think headlines, **not taglines**. They'll be the genesis of your ideas. You'll brainstorm concepts before, of course, but actually writing lines should be done on the computer, by yourself. This is a brain dump. They aren't crafted yet. Just get an idea down and move on. Quickly. You don't have to write all 100 at the same time, but if you stop you should read back through everything you've written, edit (delete poor lines) and start again. Use the format given to you. If you do more than 100, In the creative process, more is almost always better.

Get together and discuss. Highlight your best lines, then separate onto a single sheet what your team thinks are your 25 best lines. Then do the same to narrow them down to the top 10. You can do this on the computer with a light color so you can still read the line. Bring copies of all your lines to class for **each member of your** team and for me. Why 100 lines? From quantity comes quality. Generally, your more interesting lines will come later after you push through all the easy, common, top-of-mind thoughts. Why bring all your lines? Sometimes your partner or the professor will see something in one of your lines that you didn't see.

Thumbnails & Roughs:

Thumbnails: Do these by hand on 9" x 12" tracing paper with pencil, generally 25 per page, 200 in total for each team. Do thumbs for your 10 best lines. How many? As many as is necessary to work your idea out. You'll do several thumbs for each line, a minimum of 10. Bring these to class when you bring your lines. Make sure that you indicate what is what on your thumbnails and justify what led you to do them for a particular headline. Always include your strategy.

Roughs are quarter-page pencil roughs. For print, they will be approximately 3" x 5" and for outdoor, approximately 2 ¼" x 7". You will do four roughs per thumbnail idea your team chooses. These will include indications of typeface choice and your headlines.

Fifth - Full Size Pencils - These are refined from your quarter- size roughs and are the size of a full-page portrait. 8" x 10". You will do two full size pencils from the rough idea your team chooses. These will include tight indications of typeface choice for your headlines and indications for your body copy.

5. **DESIGN** – This step is the icing on the cake. It involves great aesthetics, including careful layout to breathe life into a great **CONCEPT. Choose type, visuals, and final copy to marry together in near final format.**

6. **EXECUTION** – Use your creative tools including a computer and software to produce final comprehensive layouts.

Computer Comps: These are computer comps that your team will present in class for critique. Count on re-doing them several times. Include all copy, including passive copy (addresses, URL, etc.)

Working in a team. You can start by brainstorming together but split up when it's time to write your lines. Highlight them. Do your thumbnails. You can then discuss these with your teammates.



ASSIGNMENTS AND PROJECTS

Evaluation Criteria

For Assignments and Projects, you will be evaluated using a defined set of criteria. These will vary somewhat based on how far we are into the course. But what will be included is similar to what is shown below.



Assignments, Projects, Quizzes, & Final Exam Details

Assignments

Points

Assignment 1 (A-1): Develop Signage/Ideograph	100
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Assignment 2 (A-2): Type As A Visual Element/Rapala	100
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Assignment 3 (A-3): Legal Grind Ad	100
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Quizzes	Points
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Quiz 1 (Q-1):	100
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Quiz 2 (Q-2):	100
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Quiz 3 (Q-3):	100
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Quiz 4 (Q-4):	100
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Projects (Individual)	Points
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Project 1 (P-1): Individual Project	100
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Project 2 (P-2): Individual Project	100
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Projects	Points
Project Final (P-F)	100
Maximum Total Points	1,000

Letter to point value standards are as follows:

A = 940-1000	A- = 900-930	B = 800-890	B = 840-860	B- =
800-830	C+ = 770-790			
C = 740-760	C- = 700-730	D+ = 670-690	D = 640-660	D- =
60—630	F = 590 or lower			

Optional Final will replace the lowest individual Assignment or Quiz grade. Optional Final grade cannot replace any project grade. Everyone is required to turn in all Projects.

Extra Credit is not customary in this courses but may be offered on occasion.