

Digital Communication for Art and Creative Entrepreneurship

ART 3030. 420/421

Instructor Information

Minso Kim, Ph.D.

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Office: ART 220D

Office hours: M 12:00 – 14:00 and by appointment

(Zoom: <https://unt.zoom.us/my/officehourkim>)

Class begins: August 17th

Holiday 1: September 7th (Labor Day)

Midpoint of the semester: October 9th

Holiday 2: November 23rd -29th (Thanksgiving Break)

Reading & Study Day: December 4th

Final Exam Week: December 7th – 11th

*Fabrication Labs (FabLab) Canvas

<https://unt.instructure.com/enroll/6P9AJ7>

FabLab begins: August 31st

FabLab Hours:

- Monday–Tuesday: 8 a.m.–8 p.m.
- Wednesday–Friday: 8 a.m.–5 p.m.
- Sunday: Noon–7 p.m.

(Students MUST complete the safety training video and quiz before making an appointment.)

**Web checkout Patron Portal

<https://checkout.unt.edu/sso/patron#!/>

Course Description

Digital Communication for Art and Creative Entrepreneurship is a 3-credit hour course. It is an intensive investigation in the conceptual, technical and practical uses of digital tools for communication and promotion in the art and design fields. Students learn a diversity of techniques applied in art studio practice, social media practice, arts administration, design management, museology, and the creative economy at large using digital applications, computer programs and technology. Focuses on the creation of various digital products for visual promotion and entrepreneurship using applications in Adobe Creative Cloud, social media, and existing web-based platforms.

Lab courses

While working in laboratory sessions, students enrolled in ART 3030 are required to follow proper safety procedures and 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 UNT 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. Brochures for student insurance are available in the UNT Student Health and Wellness Center. Students who are injured during class activities may seek medical attention at the Student Health and Wellness Center at rates that are reduced compared to other medical facilities. If students have an insurance plan other than Student Health Insurance at UNT, they should be sure that the plan covers treatment at this facility. If students choose not to go to the UNT Student Health and Wellness Center, they may be transported to an emergency room at a local hospital. Students are responsible for expenses incurred there.

Course Structure

This course takes place in fully format via Canvas and can be completed entirely online. There are 16 weeks of content to move through, with deadlines occurring each week. This is a project-based course, with smaller exercises and quizzes sprinkled in. The course material will include learning modules, discussions, technical exercises, and creative assignments. Students are expected to review content (including readings, instructions, videos, etc.) and prepare independently for assignments while reaching out to each other and the professor for questions and feedback.

Because our course has students with a diverse body of knowledge and skill-level in the arts, design, and media, students should expect to spend time viewing video tutorials, reading information posted on Canvas and to engage in independent online research and studio time to complete assignments. If a student feels more advanced, they can pursue a project that is more ambitious while also considering the time commitment that will be required to complete the project.

Course Objectives

Students who complete this course successfully will be able to:

1. **Demonstrate** basic knowledge of visual arts, design, and creative communities in the digital world and the creation of digital media, works, marketing and promotion using applications in Adobe Creative Cloud
2. **Apply** understanding of trends within studio practice, diverse media promotion (i.e., print, interactive, social media), arts administration, and entrepreneurship in the digital world and using digital technology
3. **Develop** a wider understanding of how artists, designers, creatives, arts organizations, and creative communities incorporate digital fabrication for a range of interdisciplinary projects
4. **Understand** the conceptual, technical, and practical uses of digital tools for designing digital communication and promotion in the art and design fields

5. **Identify** design approaches and strategies for creating digital communication for art promotion and creative entrepreneurship
6. **Choose** suitable digital tools and technologies to create digital media, materials and products
7. **Produce** digital images, media and objects for artmaking, art entrepreneurship and the creative economy
8. **Analyze** the role of technology within the creative economy and students' individual fields
9. **Apply** understanding of digital media and communication in the arts, design and creative fields to the analysis of own work and work of others
10. **Create** effective digital products and communication for art promotion and creative entrepreneurship
11. **Present** digital communication, digital works, portfolios and products professionally on social media, existing web-based platforms, including virtual and in-print formats
12. **Evaluate** the effectiveness of digital communication and digital products for supporting creative entrepreneurship and a creative economy
13. **Work** individually to produce works and projects that ask critical questions about the role of technology within the creative economy
14. **Research** and present upon readings based on digital visual culture and creative communities

Course Prerequisite(s)

ART 1600, ART 1700, ART 1800, ART 1900 and ART 2020 with a grade of C or better, or consent of instructor.

Time Expectations & Credit Hours

This is a 3-credit art course at CVAD. Please expect to spend 6-12 hours/week on this class (*in-person sections meet for ≈6 hours/week, with 3-6+ hours/wk for outside-of-class work*). Please note that the time requirement varies across the semester, but an average of 6 hours a week is the minimum expected to receive credit for the course.

Required/Recommended Materials

Technology Requirements

To fully participate in this class, students will need internet access to reference content on the Canvas Learning Management System as well as the items listed below. If circumstances change, students will be informed of other technical needs to access course content.

Equipment Requirements

Students are required to use tools and technologies in the CVAD computer lab and Fabrication Lab.

- Computer: Mac computers are available in the classroom and computer labs

- An external hard drive or thumb drive of 64GB minimum for Mac computer and Personal Computer (PC)
- Wacom Tablet: Students can check out equipment such as a Wacom Tablet from the College of Visual Arts and Design IT Service Desk

This course has digital components. To fully participate in this class, students will need internet access to reference content on the Canvas Learning Management System and the following.

Course Materials

- Computer: personal computer capable of running the required software -or- one found in a student lab
- Camera for still and moving images: this can be a phone or other digital camera
- Software: Adobe Creative Cloud applications including Photoshop, Illustrator, Portfolio, Express* or equivalent, and Microsoft Office Suite
- Mouse or Wacom tablet: these can be checked out from CVAD IT
- Internet connection: This course is hybrid online and uses digital components. To fully participate in this class, students will need internet access to reference content on the Canvas Learning Management System, LinkedIn Learning tutorials, Adobe Creative Cloud, and other content and software as needed.
- Web browser that meets the requirements for UNT Canvas application access and full functionality
- Digital articles/videos provided in Canvas course

Computer skills and digital literacy:

Students are expected to be proficient in basic technical skills to succeed in the course, including but not limited to:

- Using CANVAS and the CANVAS mobile application including, but not limited to functions such as:
 - Embedding images in discussion posts
 - Finding in-document feedback in assignments
 - Attaching files to discussion posts or assignment uploads
 - Accessing, navigating and viewing course content, assignments, calendar
- Using email with attachments
- Downloading and installing software
- Utilizing an external hard drive with your computer
- Format the drive for use with CVAD computers and your personal computer (ExFAT)
- Safe computing practices, including use of Antivirus software
- Configuring and maintaining your personal computer
- Using presentation programs (e.g. Powerpoint or Keynote)
- Using word processing programs (e.g. Microsoft office suite)

- Utilizing a web browser
- Utilizing a computer microphone and speakers
- Using any computer peripherals you have for your computer

If circumstances change, you will be informed of other technical needs to access course content. Information on how to be successful in a digital learning environment can be found at [Learn Anywhere \(https://online.unt.edu/learn\)](https://online.unt.edu/learn).

Software Requirements

- Microsoft Word or equivalent
- Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, AfterEffect, etc.)

UNT offers heavily discounted Adobe Creative Cloud subscriptions to currently enrolled students. (<https://itservices.cvad.unt.edu/adobe/>) The cost is \$50 (\$47 + \$3 fee paid to the ecommerce provider) and each subscription will be valid for the entire academic year. All subscriptions will expire on August 31st, regardless of the date of purchase. There is not a prorated price. This is a one-time charge: there is not a monthly fee, and it will not auto-renew.

If you currently have a monthly subscription for Adobe Creative Cloud that was purchased from Adobe directly: Our agreement with Adobe allows anyone who purchases a subscription through our program the option to opt out of that agreement with no further obligation, even if you have several months left on your subscription. You must contact Adobe directly through their website, or by calling them at their support phone line within 14 days of purchasing a subscription through our program. You will need to provide your confirmation/ order number in order to opt out of the existing agreement.

Please visit <https://www.unt.edu/adobe> on the first day of classes for more information and to purchase a subscription. Students who continue their enrollment at UNT beyond the current academic year will have the option to renew their subscription before the expiration date. These subscriptions allow students to use the Adobe Creative Cloud applications on any device: personally owned computers (home desktop or laptop), university desktop computers (labs and classrooms), laptops (university checkout), and the UNT Online Lab computers. **Students without a subscription may access some of the Adobe Creative Cloud applications while using a computer in one of the on-premises classrooms or labs at no cost: cloud features and many applications are not available.** It may take up to two business days for your Adobe Creative Cloud subscription to be activated. Adobe Customer Care can be reached by phone at 1-800-833-6687; you may also visit their support website and talk to someone via chat. Please contact the representatives at helpdesk@unt.edu if you have any further questions.

How to Succeed in this Course

Get Connected

Research has shown that connectedness is an important factor in academic success. It can feel uncomfortable to reach out for help and ask questions. But it is a good skill to develop. I would love for you to stop by my office (ART 220D) or via zoom to GC (Get Connected).

You are welcome to stop by unannounced during my GC hours or email me to set up a different time. I have some snacks, including protein bars, protein shakes, chips, candies, etc. Feel free to swing by my office between classes to grab some sweets to fuel your brain 😊

In Person GC Hours: T/TH 14:15 - 15:15

Zoom/Virtual GC Hours: M 12:00 -14:00 (<https://unt.zoom.us/my/officehourkim>)

You can ask for clarification on course content or an assignment, help me get to know you better as a learner/person, discuss a potential career path, or stop by for any number of other reasons. You may also bring your job applications or graduate school applications.

(Or just hop in to say hi; Or pick up a sweet treat! Options may include Snickers, popcorn, protein bar, chocolate, etc. depending on availability.)

Disability Accommodations

The University of North Texas makes reasonable accommodations for students with disabilities. To request accommodations, you must first register with the Office of Disability Access (ODA) by completing an application for services and providing documentation to verify your eligibility each semester. Once your eligibility is confirmed, you may request your letter of accommodation. ODA will then email your faculty a letter of reasonable accommodation, initiating a private discussion about your specific needs in the course.

You can request accommodations at any time, but it's important to provide ODA notice to your faculty as early as possible in the semester to avoid delays in implementation. Keep in mind that you must obtain a new letter of accommodation for each semester and meet with each faculty member before accommodations can be implemented in each class. You are strongly encouraged to meet with faculty regarding your accommodations during office hours or by appointment. Faculty have the authority to ask you to discuss your letter during their designated office hours to protect your privacy. For more information and to access resources that can support your needs, refer to the [Office of Disability Access](https://studentaffairs.unt.edu/office-disability-access) website (<https://studentaffairs.unt.edu/office-disability-access>).

IMPORTANT: Occasionally, the artwork or other materials you view in class may contain nudity or violence. These are included for educational purposes and are an important part of the larger concepts communicated in this course. Content in the arts can sometimes include works, situations, actions, and language that can be personally challenging or offensive to some students on the grounds, for example, of sexual explicitness, violence, or

blasphemy. As the College of Visual Arts and Design is devoted to the principle of freedom of expression, artistic and otherwise, and it is not the college's practice to censor these works or ideas on any of these grounds. Students who might feel unduly distressed or made uncomfortable by such expressions should withdraw at the start of the term and seek another course.

UNT Resources

UNT strives to offer a high-quality education in a supportive environment where you can learn, grow, and thrive. As a faculty member, I am committed to supporting you, and I want to remind you that UNT offers a range of mental health and wellness services to help maintain balance and well-being. Utilizing these resources is a proactive way to support your academic and personal success. To explore campus resources designed to support you, check out [mental health services \(https://clear.unt.edu/student-support-services-policies\)](https://clear.unt.edu/student-support-services-policies), visit unt.edu/success, and explore unt.edu/wellness. To get all your enrollment and student financial-related questions answered, go to scrappysays.unt.edu.

Your Resources

While the online classroom shares many similarities with the face-to-face classroom, success in online education requires certain skills and expectations. I recommend reviewing the following tips to prepare yourself for taking an online class:

“How to Succeed as an Online Student” (<https://clear.unt.edu/teaching-resources/online-teaching/succeed-online>).

Getting Help

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

UNT IT Help Desk

Email: helpdesk@unt.edu

Live Chat: <https://it.unt.edu/helpdesk/chatsupport> (Links to an external site.)

Phone: 940-565-2324

In Person: Sage Hall, Room 330

Hours and Availability: <https://it.unt.edu/helpdesk> (Links to an external site.)

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

Student Support Services

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to for wholehearted care and for students in need, regardless of the nature of an 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 (<https://studentaffairs.unt.edu/student-health-and-wellness-center>)
- Counseling and Testing Services (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- UNT Care Team (<https://studentaffairs.unt.edu/care>)
- UNT Psychiatric Services (<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)
- Individual Counseling (<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)

Other student support services offered by UNT include

- Registrar (<https://registrar.unt.edu/registration>)
- Financial Aid (<https://financialaid.unt.edu/>)
- Student Legal Services (<https://studentaffairs.unt.edu/student-legal-services>)
- Career Center (<https://studentaffairs.unt.edu/career-center>)
- Multicultural Center (<https://edo.unt.edu/multicultural-center>)
- Counseling and Testing Services (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- Pride Alliance (<https://edo.unt.edu/pridealliance>)
- UNT Food Pantry (<https://deanofstudents.unt.edu/resources/food-pantry>)

Academic Support Services

- Academic Resource Center (<https://clear.unt.edu/canvas/student-resources>)
- Academic Success Center (<https://success.unt.edu/asc>)
- UNT Libraries (<https://library.unt.edu/>)
- Writing Lab (<http://writingcenter.unt.edu/>)
- MathLab (<https://math.unt.edu/mathlab>)

Supporting Your Success and Creating an Inclusive Learning Environment

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation, so we will work as a class to collaborate in ways that encourage inclusivity.

AI & ORIGINALITY

The use of AI is **only allowed in specific situations that will be designated by the professor and must be credited**. I am excited to explore this with you all, but there are significant conflicts and inherent contradictions/complications when using AI in academic and creative environments.

Throughout the semester, you will or may use specific Generative AI (GenAI) tools for certain assignments, with guidance on responsible use. These assignments help build

ethical resilience and GenAI literacy, preparing you for careers in a GenAI-oriented workforce.

I use GenAI to repair images and expand visual ideas. I will always disclose how I use GenAI, and I expect the same from you. In accordance with the UNT Honor Code, unauthorized use of GenAI tools is prohibited. Using GenAI content without proper credit or substituting your own work with GenAI undermines the learning process and violates academic integrity. If you're unsure whether something is allowed, please seek clarification.

Each assignment using Generative AI must be submitted within these parameters:

1. **You are responsible for the integrity of the content** (e.g., written, and digital/interactive media assignments, and projects). AI can produce content that contains inaccurate information, offensive language/images, and biased or unethical representations. What you submit is fully your responsibility across these dimensions.
2. **You must provide clear attribution of your sources AND:** (1) explanation of **how you used Generative AI** and (2) clear citations using a format such as this example: [Chat-GPT-3. (YYYY, Month DD of query). Text of your query. Generated using OpenAI. <https://chat.openai.com>].

*You may be asked to provide your original text/output and accompanied prompt at any time.

If there are indications that your work was created using GenAI or your work is flagged as created by GenAI, we will discuss 1. Your process, and to potentially provide drafts, 2. Design work files, and 3. Any other materials that prove you are the author and creator of the work. Depending on the situation, you may need to resubmit your work for partial credit. A second violation will be reported to the Academic Integrity Office for further review.

All submitted **content, assignments, and projects must be fully original unless given credit** and correctly cited. **The use of AI must be cited/noted, even when work uses AI as a starting format for revisions. AI can be an excellent tool and resource, but there needs to be an acknowledgment of its use and impact on/in/for your work/project/product, etc.**

Acknowledgment and correct citation/accreditation of AI usage also emphasize and differentiate the labor and creativity of your manual digital creations, works, and designs.

Plagiarism will not be accepted (see also the Plagiarism section and the UNT Academic Integrity Policy).

Class Communication

We may, at times, be learning about sensitive or controversial subject matters. It is important to maintain a collegial and supportive environment for academic inquiry. Please treat each other's questions, perspectives, and concerns seriously and maintain a respectful tone during and after all class discussions.

When a student sends a message to the instructor through Canvas or email, please be patient. Please allow up to 24 hours for a response on weekdays. Although I aim to reply as promptly as possible, immediate responses cannot be guaranteed.

Please note that I typically do not respond to messages over the weekend (Saturday and Sunday). Messages sent on Friday may not receive a response the same day; in most cases, I will reply the following Monday.

Teaching Philosophy

Online learning modules require reading, viewing videos, quizzes, and written assignments. All major written assignments focus on active learning, discussion, and developing marketable skills. Each online module allows students to progress through readings and assignments at their own pace with select deadlines throughout the sixteen weeks. This allows you to work ahead but not fall behind.

Major Assignments and Course Requirements

Technical Assignments will reinforce student understanding of the lectures. This can include digital exercises, readings, discussions, work-in-progress grades, and/or fully participating in the online class by actively doing the course work.

Research + Development will help the student to work through ideas with other students and the professor. Work is expected to be experimental and plentiful, with research and inspiration noted. Think of this like a digital sketchbook that you will share with others.

Major Assignments consist of the following and will include specific grading rubrics in Canvas. Major assignments also include a critique component. This semester's theme is Adopting a Local Band, so all projects will revolve around this theme:

1. New Logo, which will challenge students to design a new logo that embodies the band and their sound with vector graphics.
2. Improve a Found Poster, which will involve using their digital and vector design skills to make a better poster than one found around town.
3. Album Layout, which will use an existing template to create a physical sleeve for a record or CD, suitable for printing in raster graphics.
4. Video Creative Project, which will use video editing to create a promotional video using stop motion or moving images and sound.
5. Final Project Suite, including a website, Brand Book, one mockup object, and one physical object for the band and/or each student's own personal brand as the designer.

Extra Credit

There will be a few opportunities for a small amount of extra credit up to 20 points. This is to help cover times when life happens and work is submitted late. See the Canvas course for more information.

Due Dates

Discussion Posts are due the given week of Thursday 11:59 pm. Please read each assignment's due date and expectation thoroughly.

AI Policy

The use of AI is **only allowed in specific situations that will be designated by the professor and must be credited**. Throughout the semester, you will or may use specific Generative AI (GenAI) tools for certain assignments, with guidance on responsible use. These assignments help build ethical resilience and GenAI literacy, preparing you for careers in a GenAI-oriented workforce.

I use GenAI to repair images and expand visual ideas. I will always disclose how I use GenAI, and I expect the same from you. In accordance with the UNT Honor Code, unauthorized use of GenAI tools is prohibited. Using GenAI content without proper credit or substituting your own work with GenAI undermines the learning process and violates academic integrity. If you're unsure whether something is allowed, please seek clarification.

Each assignment using Generative AI must be submitted within these parameters:

- a) **You are responsible for the integrity of the content** (e.g., written, and digital/interactive media assignments, and projects). AI can produce content that contains inaccurate information, offensive language/images, and biased or unethical representations. What you submit is fully your responsibility across these dimensions.
- b) **You must provide clear attribution of your sources AND:** (1) explanation of **how you used Generative AI** and (2) clear citations using a format such as this example: [Chat-GPT-3. (YYYY, Month DD of query). Text of your query. Generated using OpenAI. <https://chat.openai.com/>].
*You may be asked to provide your original text/output and accompanied prompt at any time.

If there are indications that your work was created using GenAI or your work is flagged as created by GenAI, we will discuss; 1. Your process, and to potentially provide drafts, 2. Design work files, and 3. Any other materials that prove you are the author and creator of the work. Depending on the situation, you may need to resubmit your work for partial credit. A second violation will be reported to the Academic Integrity Office for further review.

Plagiarism

Plagiarism is the unauthorized use or close imitation of someone else's original work or ideas, and it will not be tolerated. Effort should be made to change images made by others so that they will not be construed as "borrowed" or "stolen." Work that is plagiarized will not be accepted and will result in a failing course grade and/or expulsion from the University. Additionally, if you submit work in this class that was completing in or for another class, this will be considered plagiarism. No double dipping! The issue of plagiarism becomes murky regarding digital media. There may be instances where we will be sampling and/or mining content from the web. You will know when this is acceptable,

and if you have a question or are unsure -- just ask for feedback from your professor! UNT's policy can be found here: <https://policy.unt.edu/policy/06-003>

Collaboration

This course encourages collaboration in the form of feedback and idea exchanges with fellow classmates, but it is not built on group work. All projects must be the sole products of each individual and cannot be submitted as team efforts.

Late Work Policy

All work must be turned in by the due date and time specified in the syllabus or assignment prompt. Late assignments will incur a penalty. Deadline extensions are not given. All assessments are available for at least a **week**. Therefore, no extensions or deadline changes are given for minor illness or university events lasting less than the assessment's full available period. Start early to avoid missing a deadline.

A 24-hour grace period is available for late submissions. Assignments submitted during this grace period will receive a penalty of 1/10 (10%) of the total possible points.

After the 24-hour grace period, late submission will incur a penalty of 1/3 (approx. 33%) of the total possible points.

Let us say Project X is due at 11:59pm on Sunday, and it is worth 60 points.

Student A submits their assignment at 12:05 am Monday due to internet issues. Because this is within the grace period, they will only receive a 10% penalty. Their maximum possible score becomes 54 out of 60.

No late work is accepted after 10 days from the due date. This is an online course, so greater flexibility means deadlines are fixed. **When in doubt, submit your work early.** You may ask to resubmit an assignment for a better grade if it was originally submitted on time. Resubmissions are not eligible for full credit and must be submitted within one week of grading. (A 10% deduction will be applied to a resubmitted work.) Canvas will not chime me about your resubmission, so you will have to send me a note about any updates.

Regarding the grading assessments, students who submit on time or within the 24-hour grace period can generally expect to receive feedback and grades within 1-1.5 weeks after the due date. However, students who submit after the grace period should not expect immediate grading. It may take up to a month or more to receive feedback and a grade, depending on the course schedule and workload. To benefit from class discussions and feedback, students are expected to join online sessions on time and actively participate; please be punctual.

Unless any prior arrangements have been made or official documentation is provided (e.g. a university-approved excuse from the Dean of Students), extensions will not be granted.

Extensions beyond 10 days (100% deduction) will only be granted with a letter from the Dean of Students that requests the extension AND includes the specific dates when you were unable to work. If I do not receive an official accommodation letter during the semester, you should not expect to receive accommodation or flexibility regarding your absences and late assignment submission. It is highly recommended that you obtain an accommodation letter as early as possible in the semester and that you immediately share it with your instructors.

* If you anticipate any difficulty meeting a deadline, please contact the instructor at least 2-days in advance to discuss possible solutions. Extension may be granted under exceptional circumstances but are **not** guaranteed.

Computer issues do not qualify as an excuse for late or missed work in this course:

Occasionally problems arise – files can be accidentally erased, disks can get corrupted, networks crash and printers or other digital devices break down. Since this is a mostly online course and a course about professional digital production practices, computer issues do not qualify as an excuse for late or missed work as this is not an acceptable real-world professional practice. Students are therefore advised to:

- **Back up your work:** Be prepared. Back up all your files on an external drive or other storage devices/online storage (ie Google Drive). Do not save work on CVAD classroom or lab computers that you use locally or remotely as files are erased regularly.
- **Save work incrementally by versioning:** Save your work often and save it incrementally, creating multiple versions as you progress work on your projects. Do not rely upon “undo” functionality in the software to revert to prior versions. Indicate the version number in the file name. For example: myProject v1, myProject v2 etc. Or include the date and time in the project file name. For example: myProject 10-02-20 8PM, myProject 10-02-20 10PM etc.

Attendance and Participation

Participation

To have good discussions of course material, it is required for each student participate in the online class having completed the required learning as assigned in Canvas, interacting with the professor and fellow students, and submitting work on time.

Attendance

Your on-time submission of your quizzes, discussions, and assignments is evidence of your attendance and participation in this course, and your measured involvement is visible on the Canvas course. Any exceptions will be determined by the professor only in a case of a university-excused absence within 48 hours (about 2 days) of the missed deadline. More information can be found in the [Student Attendance and Authorized Absences Policy \(PDF\)](https://policy.unt.edu/policy/06-039) (<https://policy.unt.edu/policy/06-039>). Excessive absenteeism due to a catastrophic illness or other long-term issue must be cleared through the Dean of Students Office. If you cannot participate in this class due to an emergency, please let me know. Your safety and well-being are important to me.

A student who misses assignments or other required activities for the observance of a religious holy day should inform the instructor as far in advance of the absence as possible, so that arrangements can be made to complete an assignment within a reasonable time after the absence.

Disclaimer

The instructor reserves the right to make modifications to the course schedule, assignments, and information throughout the semester. **Bold words** indicate graded assignments.

Week Start Date	Week	Items
Aug. 17	1	Introduction to ART 3030 Module Syllabus Quiz Introductions Portfolio Setup Adopting a Local Musician/Band/Indie Game
Aug. 24	2	Logo + Color Module Adobe Illustrator Learning: Logo design, Adobe Color, create outlines review Reading: Raster v. Vector Logo (COs 1, 3, 4, 5, 7, 10) Color Palettes & Type (COs 1, 3, 4, 5, 7, 10) R+D (COs 1, 3, 5, 9, 10, 12)
Aug. 31	3	Logo Project due (COs 1, 2, 4, 5, 6, 7, 9, 10) Critique (COs 3, 11, 12) Online Guest Speaker (10am, 9/4)
Sept. 8 (Tuesday) (9/7, Labor Day)	4	Poster + Rebranding Module Learning: Image trace review, recoloring artwork, advanced gradients Found Poster (COs 5,9) Image Trace (CO 4) Gradients (CO 3, 4, 7) R+D (COs 1, 3, 5, 9, 10, 12)
Sept. 14	5	Poster Project due (COs 1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12) Critique (COs 3, 11, 12)
Sept. 21	6	Adobe Photoshop Learning: Resolution review, combining raster & vector, image repair, selections, layer styles Combining Images Assignment (COs 4, 6, 7, 10)
Sept. 28	7	Learning: Using AI responsibly and altering the image to fit the color palette, layers in Ps UNT AI Micro-credentials (COs 2, 4, 6, 8) New Album Cover (COs 1, 4, 5, 6, 7, 10)
Oct. 5	8	Using Templates for Printing Module Learning: How to use templates at print shops, CMYK v. RGB Templates (COs 1, 2, 3, 5, 6, 7, 10) Color Questions (COs 3, 4, 6, 8) R+D (COs 1, 3, 5, 9, 10, 12) Mid-Semester Check In

Oct. 12	9	Album Layout Project due (CO 1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12) Critique (COs 3, 11, 12)
Oct. 19	10	Moving Images Module Video Learning: Stop motion video creation, animated GIF in Ps Intro to Stop Motion (COs 1, 3, 4, 6, 7, 10) R+D (COs 1, 3, 5, 9, 10, 12)
Oct. 26	11	Learning: Sound ethical issues and uses in video Videos for Social Media (COs 1, 2, 3, 4, 6, 7, 9, 10)
Nov. 2	12	Video Creative Project Due (CO 1, 2, 4, 5, 6, 7, 9, 10, 11, 12) Critique (COs 3, 11, 12)
Nov. 6	Last Day to Drop with a W	
Nov. 9	13	Final Project Module Proposal (COs 5, 6, 8) Research (COs 5, 8, 12) LATE WORK DUE DATE
Nov. 16	14	Final Project Progress Checks
Nov. 23	Thanksgiving Week	
Nov. 30	15	Final Project (CO 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12) Website (COs 10, 11) Critique (COs 3, 11, 12) *Feedback from the Game Industry

No makeups or early critiques.

Exceptions will be made for campus closings. Be sure you're signed up for Eagle Alert and see the [Campus Closures Policy](https://policy.unt.edu/policy/15-006) (<https://policy.unt.edu/policy/15-006>).

Assessing Your Work (Grading and Assignments)

Grading

The course grade is determined by points, not averages. Please refer to this grading scale to determine the final course letter grade:

Category	Amount	Points Each	Total
Introduction and Others	1	20	20
Technical Assignments	18	10	180
Research + Development (Discussion)	4	25	100
Major Assignments (Critique + Peer-Review)	4	100	400
Final Project Suite (Final)	1	150	150

Points Total	Letter Grade
765-850	A
680-764	B
595-679	C
510-594	D
0-509	F

Grading Policy

To pass this course, students must earn a grade of C or higher. CVAD policy requires a minimum of C to progress advanced courses in the major. Grades in this course are based on mastery of the content and your demonstrated ability to meet the course outcomes.

I do not grade on a 'curve', as curving compares your performance to others rather than your individual achievement. However, I do encourage you to find opportunities to learn with and through others. Explore *Navigate360's Study Buddy* (<https://navigate.unt.edu>) tool to join study groups. Maximize your learning with our coaching staff at the Learning Center.

***Note: The grade shown in Canvas does not always reflect your actual course grade, as it is calculated cumulatively. Your grade may change over time due to late or missing submissions. Please do not rely on the letter grade displayed in Canvas. Your final grade will be determined only after all assignments, quizzes, and discussion posts have been submitted and evaluated.**

Academic Integrity

Every student in my class can improve by doing their own work and trying their hardest with access to appropriate resources. Students who use other people's work without citations will violate UNT's Academic Integrity Policy. Please read and follow this important set of guidelines for your academic success (<https://policy.unt.edu/policy/06-003>). If you have questions about this or any UNT policy, please email me or come discuss this with me during my office hours.

AI & ORIGINALITY

All submitted content, ***assignments and projects must be fully original*** unless given credit and correctly cited. ***Use of AI must be cited/noted, even when work uses AI as a starting format for revisions. AI can be an excellent tool and resource, but there needs to be an acknowledgement of its use and impact on/in/for your work/project/product/writing, etc.*** Acknowledgment and correct citation/accreditation of AI usage also emphasize and differentiate the labor and creativity of your manual digital creations, works, and designs.

I use GenAI to brainstorm prompts. I will always disclose how I use GenAI, and I expect the same from you. In accordance with the UNT Honor Code, unauthorized use of GenAI tools is prohibited. Using GenAI content without proper credit or substituting your own work with GenAI undermines the learning process and violates academic integrity. If you're unsure whether something is allowed, please seek clarification.

If you use your AI-generated work *as-is*, without incorporating it into your own creative process, it will be considered a violation of Academic Integrity, particularly Plagiarism. Plagiarism will **not** be accepted (see also [UNT Academic Integrity Policy](#)).

If there are indications that your work was created using GenAI or if your work is flagged as created by GenAI, we will set a call, in which you will be asked to talk about 1. Your process, and potentially to provide drafts, 2. Design work files, and 3. Any other materials that prove you are the author and creator of the work. Depending on the situation, you may need to re-submit your work for partial credit. A second violation will be reported to the Academic Integrity Office for further review.

PLAGIARISM

Plagiarism is a form of academic dishonesty, equal to cheating, forgery, and sabotage. A finding of academic dishonesty will result in a range of academic penalties from admonition to expulsion from the University.

Plagiarism is the act of using someone else's words, ideas, images, designs, and/or creative output without proper attribution and/or presenting them as your own. This includes copying from books, websites, other students, or AI-generated content without clear acknowledgment and transformation through your own creative process. Submitting work that is not substantially your own is considered a serious violation of academic integrity.

Self-plagiarism occurs when a student reuses their own previously submitted work (from this or another course) and/or submits the same work for multiple assignments (either within this course or across different courses) without the instructor's permission. Although the work is originally yours, each assignment in this course is expected to be original and tailored to the specific to the prompt and learning objectives. This course is designed to push your comfort level and support the development of your ideation, production, and presentation skills. Re-submitting prior projects without disclosure undermines the integrity of the learning process.

In this course, any confirmed case of academic dishonesty—including but not limited to plagiarism, self-plagiarism, or unauthorized use of AI-generated content—will result in an automatic failing grade (F) for the course. Additionally, the incident will be formally reported to the Office of Academic Integrity for further review and potential disciplinary action.

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 students conduct apply to all instructional forums, including University and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at deanofstudents.unt.edu/conduct.

Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with their instructors online. Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal, or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Ask for and use the correct name and pronouns for your instructor and classmates.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individuals’ experiences.
- Use your critical thinking skills to challenge other people’s ideas instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts, as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think first before you type.

See these Engagement Guidelines (<https://clear.unt.edu/online-communication-tips>) for more information.

Course Risk Factor

According to University Policy, this course is classified as a category two course. Students enrolled on this course will not be exposed to any significant hazards and are not likely to suffer any bodily injury. Students will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others.

UNT Policies

1. Academic Integrity Standards and Consequences

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to, cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. [Insert specific sanction or academic penalty for specific academic integrity violation].

2. ODA Accommodation Statement

UNT makes 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 a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students 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. For additional information, see the ODA website at disability.unt.edu.

3. Course Safety Procedures (for Laboratory Courses)

While working in laboratory sessions, students enrolled in [insert class name] are required to follow proper safety procedures and 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 UNT 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. Brochures for student insurance are available in the UNT Student Health and Wellness Center. Students who are injured during class activities may seek medical attention at the Student Health and Wellness Center at rates that are reduced compared to other medical facilities. If students have an insurance plan other than Student Health Insurance at UNT, they should be sure that the plan covers treatment at this facility. If students choose not to go to the UNT Student Health and Wellness Center, they may be transported to an emergency room at a local hospital. Students are responsible for expenses incurred there.

4. Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to the UNT Learning Management System (LMS) for contingency plans for covering course materials.

5. Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records, such as exams, answer sheets (with keys), and written papers submitted during the duration of the course, are kept for at least one calendar year after course completion. Coursework completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual records; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws, and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

6. 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 classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at deanofstudents.unt.edu/conduct.

7. Access to Information – Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail: eagleconnect.unt.edu/

8. Student Evaluation Administration Dates

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 survey will be made available during weeks 13, 14, and 15 [insert administration dates] of the long semesters

to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website at spot.unt.edu or email spot@unt.edu.

9. Survivor Advocacy

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

10. Use of Student Work

A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) he or she creates within a class, and the University is not entitled to use any student work without the student's permission unless all of the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission.

11. Transmission and Recording of Student Images in Electronically-Delivered Courses

- No permission is needed from a student for his or her image or voice to be transmitted live via videoconference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.
- In the event an instructor records student presentations, he or she must obtain permission from the student using a signed release in order to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.
- Instructors who video-record their class lectures with the intention of reusing some or all of the recordings for future class offerings must notify students on the course syllabus if their images may appear on video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.

STUDENT SYLLABUS ACKNOWLEDGEMENT

ART 3030: Digital Communication for Art and Creative Entrepreneurship

Professor: Minso Kim

I _____ acknowledge that I have read the course syllabus for **ART 3030: Digital Communication for Art and Creative Entrepreneurship** I understand the course structure, grading, attendance policies, as well as the risk factor rating. I hereby agree with the syllabus and its provisions.

STUDENT NAME: _____

**STUDENT
SIGNATURE:** _____

DATE: _____

NOTE: This syllabus acknowledgment may be completed online in the course Canvas. A link will be provided in the relevant module.