

course syllabus

COURSE DESCRIPTION >

This course will provide you with an overview of the increasingly diversifying and eclectically informed professional and academic discipline current known as Communication Design. As the course and your learning experiences within and around it evolve, we will explore some of the fundamental aspects and key tenets of design planning, creative processes, human communication, metaphorical thinking, the principles of Gestalt, form analysis, semiotics, ethics and creative teamwork.

CREDITS AND PREREQUISITES >

ADES 1500 is a 3-credit course. There are no prerequisites, other than having legally fulfilled the requirements necessary to gain admission as a first-year student into The University of North Texas.

This course is NOT available for graduate credit.

TEACHING ASSISTANT(S) >

As the semester progresses, many of you will likely have questions about grading, attendance, the online discussion boards, in-class content, the entry-level portfolio review, and a myriad of other issues. A Teaching Assistant named Whitney Sirois has been appointed to answer many of these types of questions. *If you have a question, first talk to or e-mail Whitney.* I am also available to answer questions in person during my office hours. Whitney's contact information appears below.

WHITNEY SIROIS
CURRY HALL, ROOM 305
WHITNEY.SIROIS@UNT.EDU
OFFICE HOURS: TBD

AN IMPORTANT MESSAGE REGARDING E-MAIL >

Do not send either Whitney or myself e-mails that require more than two minutes (that's 120 seconds...) for either of us to read AND respond to. Longer, more detailed questions should be addressed during our office hours.

COURSE OBJECTIVES >

The objectives of this course are to:

- » Demonstrate an understanding of what communication design is and its sources and roles in society (Bowers, ch. 1).
- » Understand the theories that frame and factors that affect the sending and receiving of messages (Bowers, ch. 2).
- » Gain an understanding of theories and methodologies used to inform design processes, so that you might eventually utilize them to identify, frame and resolve problems and develop design concepts (Bowers, ch. 3).
- » Identify and understand the array of visual components that constitute two-dimensional forms. (Bowers, ch. 4).
- » Demonstrate a working understanding of the principles and methods that guide effectively structured visual compositions (Bowers, ch. 5).
- » Demonstrate the ability to correctly utilize color terminology, as well as develop an understanding of how to effectively employ strategies for using color in a variety of ways to enhance the functionality of visual communications systems (Bowers, ch. 6).
- » Gain an initial understanding of the diverse areas of professional practice in the increasingly diversifying discipline of communication design (slide presentations).
- » Begun to develop the ability to critically analyze and assess the efficacies of visual communication design artifacts, systems and experiences thoroughly, which entails accounting for design processes, forms, functions, and the social, technological, economic, environmental and political affects of making and distributing design artifacts, systems and experiences (in-class and online critiques).
- » Gain an awareness of how your strengths, weaknesses and interests pertain to communication design (reflection).
- » Help you become someone who can positively change the world.
- » Remember the following acronym: S.T.E.E.P.—use it help you think about how social, technological, economic, environmental and political factors affect and are affected by the outcomes of communication design processes.

COURSE STRUCTURE >

This class is a collaborative learning experience. Although it is a lecture class, I will try to vary our in-class endeavors so that they capture your attention and so that they require your participation and interaction with your peers. You are the one that has the greatest level of affect on your education, and I will try to facilitate and encourage it, but it is still your responsibility to make the most from this learning opportunity.

A tentative, week-by-week schedule of course content is available on the class blackboard site:

learn.unt.edu

COURSE COMPONENTS >*Exams*

There will be five (5) exams, each covering the material outlined on the schedule. Each of these will be worth 100 course points. The lowest score you earn among these will be dropped. The fifth (final) exam will be a comprehensive test drawn from any of the material presented over the entire course. There are NO makeup exams in this course. If you miss an exam for any reason, you may drop that exam score by taking the final exam in its place.

Quizzes

There will be up to five (5) quizzes given randomly over the course of the semester. Each will be worth 20 points.

Exercises

There will be four (4) exercises that will be assigned throughout the semester. Each of these exercises will be worth 5 points if you complete them on-time and effectively.

Participation

You will earn a participation grade based on your participation in online discussions via Blackboard. Your participation will be worth 40 points with up to 20 points being given at midterm and up to 20 points being given at the end of the term.

GRADING >

Your final grade will be based on a strict average of your four highest test scores plus your quiz and participation scores (the latter are based on how often and how well you participate in online discussion groups and during in-class discussion groups). You may not drop *any* of your quiz scores. Your final course grade will be calculated to the nearest tenth of a point.

Final course grades based on scoring:

- A** 100-90.0%
- B** 89.9-80%
- C** 79.9-70.0%
- D** 69.9-65%
- F** 64.9-0% or lower

CLASS BLOG >

untcdes1500.wordpress.com

REQUIRED READING >

Introduction to Two-Dimensional Design, John Bowers

RECOMMENDED READING >

Communication Design, Jorge Frascara

How to be a graphic designer without losing your soul,
Adrian Shaughnessy

ADDITIONAL RESOURCES >

untcomdes.blogspot.com

underconsideration.com/quipsologies

thedenveregotist.com

adweek.com/adfreak

aiga.org

printmag.com

commarts.com

howdesign.com

thedieline.com

designobserver.com

36point.com

core77.com

designobserver.com

museadobe.com

ixda.org

designhistorytimeline.com

ELECTRONIC DEVICES >

Smart phones, computing tablets and laptops can be incredible tools to facilitate learning and growth, but also have amazing potential to divert the instructor's, the TA's and your classmates' attention away from the learning experience at hand, and thus inhibit meaningful learning. With that in mind, I expect students to behave responsibly with their and others' technology during class time. Turn off/disable all phone "ringers," always be ready to respond to discussion questions, and avoid being a distraction IN ANY WAY to your classmates, the TA or myself.

On occasion, I may ask you to put away electronic devices during certain activities, or if I feel they are becoming a distraction to others. Use your technology wisely during class time, or do not use it at all.

ATTENDANCE >

Attendance is mandatory.

Five (5) unexcused absences will result in the lowering of your final, end-of-semester course grade by one full letter. Six unexcused absences will lower this grade by two full letters. Eight absences, excused or unexcused, will result in a failing grade. It is your responsibility to provide written justification by a doctor, attorney, funeral director, law enforcement official, or officer of the court for any absence you wish to have documented as "excused."

It is your responsibility to obtain any class information missed as a result of an absence. *The instructor and the TA will NOT replicate class content on behalf of absent students via e-mail, office hours appointments, etc.*

If you miss a class session, know that some of what you missed may be made available in the course materials housed on the UNT Blackboard Learn website that will exist throughout the semester at:

<https://learn.unt.edu/>

Each of you should also exchange e-mail addresses and come to know at least three of your classmates from whom you can obtain well-written notes based on class lectures and discussions in case you are compelled to miss a class session.

Taking well-written notes using a writing utensil and a notebook is highly recommended during each class session.

You are now enrolled in a university. More specifically, you are now enrolled in pre-Communication Design at UNT CVAD... Because of these facts, the following events in your life will not be counted as excused absences for any reason:

- (your participation in) family vacations;
- (your attendance at/participation in) weddings;
- (your participation in) fraternity- or sorority-based events;
- getting "stuck in traffic" on any U.S.-based thoroughfare;
- having elective surgical procedures;
- your participation in/attendance at non-UNT sanctioned athletic events;
- your need to work for pay anywhere on or beneath the surface of or within the sub-stratosphere of Earth.

Attendance will be taken via a consistent seating chart at the beginning of each class. A sign-in sheet will also be placed in the back of our classroom at this time: if you arrive late to any class session, you must “sign in” on this document in legible handwriting to be counted on the official class attendance roster for that day as “tardy-but-present.” ***The sign-in sheet will be retrieved once the first 15 minutes of class has elapsed. If you arrive after this document has been retrieved, you will be counted absent for that class session. THERE ARE NO AND WILL BE NO EXCEPTIONS TO THIS POLICY.***

You are given four “free tardies.” Beginning with your fifth tardy, groups of three tardies will be counted as one absence.

SEATING AND ROLL (A SUB-SET OF “ATTENDANCE”) >

The seat you occupy during the next class session will be yours for the remainder of the semester. If you are in it, you will be counted “present.” If you are not, you will be counted “absent.”

TARDY (A SUB-SET OF “ATTENDANCE”) >

If you get here 1–14 minutes late, you will be counted “tardy” if you enter your name on the sign-in sheet. If you fail to sign in, you will be counted absent. Neither the instructor nor the TA will attend to this responsibility for any of you at any time. ***Do not ask either of us in person or via e-mail to count you as tardy rather than absent if for ANY reason you fail to enter your name on the sign-in sheet during a given class session.***

COURSE RISK FACTOR >

Risk Factor: 2

In courses rated at this level, student are exposed to some significant hazards, but are not likely to suffer serious bodily injury. In this course, those risks are related to X-acto knife usage, exposure to adhesives and fumes, and repetitive stress injuries related to extended computer use.

Students who are pregnant or will become pregnant during the course of the semester are advised to check with their doctor immediately to determine if any additional risks exist that would require postponing enrollment in this course until a later semester. Upon request, your instructor will provide a list of chemicals and safety issues for your doctor to review. Material Safety Data Sheets are available on all

chemicals. It will be up to you and your doctor to determine what course of action to take.

DISABILITIES ACCOMMODATION >

The College of Visual Arts and Design is committed to full academic access for all qualified students, including those with disabilities. In keeping with this commitment, and in order to facilitate equality of educational access, faculty members in the College will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course.

If you have a disability, it is your responsibility to obtain verifying information from the Office of Disability Accommodation (ODA) and to inform the instructor of your need for an accommodation.

Requests for accommodation must be given to the instructor no later than end of the first week of classes for students registered with the ODA as of the beginning of the current semester. If you register with the ODA after the first week of classes, your accommodation requests will be considered after this deadline.

Grades assigned before an accommodation is provided will not be changed. Information about how to obtain academic accommodations can be found in UNT Policy 18.1.14, at www.unt.edu/oda, and by visiting the ODA in Room 321 of the University Union. You also may call the ODA at 940.565.4323.

PLAGIARISM >

Plagiarism is literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person’s mind and presenting it as one’s own. Copying someone else’s writing or art, intact or with inconsequential changes, and adding one’s name to the result constitutes plagiarism. Plagiarism will result in the immediate failure of the class and may result in expulsion from the university.

DISCIPLINARY PROCEDURES >

Disciplinary probation, suspension from the university, expulsion (permanent), or revocation of degree.
(Please reference www.unt.edu/csrr for further information)

STUDENT RIGHTS AND RESPONSIBILITIES >

Each University of North Texas student is entitled to certain rights associated with higher education institutions.

(Please reference www.unt.edu/csrr for further information)

EMERGENCY PROCEDURES >

In case of emergency (alarm will sound), please follow the building evacuation plans posted on each floor of your building and proceed to the nearest parking lot. In case of tornado (campus sirens will sound) or other weather related threat, please go to the nearest hallway or room on your floor without exterior windows and remain there until all an all clear signal is sounded. Follow your instructor's instructions and act accordingly.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS >

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. Please visit: <http://financialaid.unt.edu/satisfactory-academic-progress-requirements> for more information about Financial Aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with an academic advisor in your college (in CVAD, these knowledgeable and helpful people are located in room 111 of the Art Building...), or visit the Student Financial Aid and Scholarships office to discuss dropping a course being doing so.

CHANGES >

The instructor reserves the right to make adjustments/changes to the course syllabus with or without notice.

STUDENT ACKNOWLEDGEMENT >

I, _____
acknowledge that I have read the course syllabus for ADES 1500.
I understand the course structure, grading, attendance policies,
as well as the risk factor rating. I hereby agree to the syllabus
and its provisions.

STUDENT SIGNATURE

STUDENT NAME (PLEASE PRINT)

DATE

FACULTY SIGNATURE

Michael R. Gibson

August, 2014

CONTACT INFORMATION >

Please provide the following information:

E-MAIL ADDRESS (THE ONE YOU USE)

PHONE NUMBER

CELL PHONE

PERMISSIONS >

May we include your e-mail address on the Communication
Design List Serve?

Please circle: yes no

May I include your e-mail address and phone number on a class
phone list for distribution to the rest of the class?

Please circle: yes no

PERMISSION TO USE STUDENT WORK

1 Grant of Permission. I, the undersigned, am a student at the University of North Texas (UNT) and I am enrolled in _____ (name of course). By my signature below I hereby grant permission to UNT to use, copy, reproduce, publish, distribute or display any and all works created to comply with the requirements of this course in accordance with the terms set forth below. Additionally I consent to the disclosure of the work created in this class as may be accompanied by my name and other personally identifiable information for purposes as set forth below.

2 Scope of Permission. This permission extends to the use of the described work and images of such work: (1) for academic purposes in order to demonstrate examples of student work to current and future UNT students; (2) for public display in the galleries or on the campus of the UNT or on the UNT website; (3) for promotional materials created by UNT in all forms of media now known or later developed, including but not limited to exhibition catalogues, direct mail, websites, advertising and classroom presentations. My permission is on-going and will continue until such time as I revoke it by giving UNT three months written notice of revocation to the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

3 Certificate of Ownership. I am the owner of all work submitted in accordance with the requirements of the named course and the work is not subject to any grant or restriction that would prevent its use consistent with this permission. All aspects of the work are original to me and have not been copied. I understand that as owner of the work I have the right to control all reproduction, copying and use of the work in accordance with U.S. copyright laws.

4 Privacy Release. I hereby authorize and consent to the release, maintenance and display of my name if necessary and any other personally identifiable information that I have provided in connection with the work and its use in accordance with the terms of this Agreement.

5 Signature. By signing below I hereby grant the permissions indicated above. I understand that this grant of permission relates only to the use of the described work. This is not an exclusive right and I may sell, give or otherwise transfer the rights to such work to others on a non-exclusive or exclusive basis. However, in the event that I do sell, give or otherwise transfer ownership or the exclusive right to use my work to another party, I will notify UNT immediately in writing through the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

Student name:

Signature:

Date