



SPDA 2021/511 (Lab)

Connections I: Lab

Spring 2022

SPDA 2021: Frisco Hall Park A 121, Tuesday 1:30pm to 3:20pm

Course Syllabus

INSTRUCTOR: Bill Ward, MFA
PHONE: 970-231-3255
(txt is acceptable)
FAX: N/A

E-MAIL: William.Ward@unt.edu
OFFICE: N/A
OFFICE HOURS: By Appt.

I will not be able to access my office very much due to the Coronavirus and other campus restrictions. **Please contact me via Canvas-email**, or schedule an appt and we can set up a Zoom call if you would like to speak to me directly. I encourage such calls and meetings.

In case of Illness – Zoom: <https://unt.zoom.us/j/83787117977>

The class will be live and on campus; the first few weeks of class will be recorded for ill students who need to stay quarantined while we get through this next wave.

VERY IMPORTANT: You must include your full name and course number when scheduling the appointment or if sending an email.

Example: "Jane Doe – SPDA 3120." Failure to do so will result in a decline of the meeting request.

Texts or emails that do not contain the noted introduction may not be answered. I typically respond to all texts within 24 hours – usually much sooner than that. I will attempt to answer emails within 24 to 48 hours, but I strongly suggest you text in order to get a response.

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COURSE DESCRIPTION

Lab associated with SPDA 2020. Project-based learning lab focuses on real solutions to a problem. Once a problem is identified, student teams develop and demonstrate their understanding of the problem by proposing one or more solutions, often designing, constructing, and delivering a prototype.

Focus is on building students' ability to develop creative, realistic, tangible solutions to sometimes difficult problems through teamwork. Once a solution is agreed upon, the student must decide how to realize that solution with a product or service. Attention then turns to designing and developing a prototype of the product or detailed definition of the service. When completed, students/teams may present their solution to the class

Attendance at all assigned classes is mandatory. Active participation in classes and discussions is required, and is a significant part of your grade.

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Summary:

The goal of this class is to analyze the current and competitive websites for New College and use the upcoming New College “Look Book” to collaborate on content directions/suggestions for the upcoming website launch in Summer 2022.

If we have time we are also looking to develop a wireframe ideas for the New College website; developing skills in type, color, image and design that culminate in a presentation to UNT Marketing stakeholders.

Tasks:

- Tutorials in Photoshop and Illustrator
- Layout/wireframing exercises

Activities:

- Brainstorming
- Group critiques
- Design Thinking Framework exercises

Results: PDA

- Sketches/layouts for website
- Case Study for UNT Marketing
- (Enhance Process book from 2021?)

Results: APDA

- Sketches/layouts/Concepts for a brand re-fresh
- Case Study/PPT presentation for the project

2021: PROBLEM ANALYSIS LAB

This class comes with a 1 CHR lab and 2 hours of blocked time in the classroom. This is dedicated time for students to work as a team on the project as well as seek guidance from faculty in the first hour.

IMPORTANT ADDITIONAL INFORMATION

SUNDOWN POLICY: You have one week (from the date a grade is posted) to inquire about or to appeal your grade after which no appeals will be entertained. The purpose of this policy is to resolve any issues promptly during the term. Each assignment builds on the next, so it is important to stay on top of each assignment and your grade. Please check your grades every week!

POLICY FOR MAKE-UP EXAMS: If you miss an exam because of a university excused absence (e.g., hospitalization, contagious disease, religious holiday, death in the family), and would like to take a makeup exam, you must provide the instructor with evidence supporting the excuse. All make-up examinations will be coordinated with the instructor.

REFERENCES AND CITATIONS: Plagiarism includes the use of data or ideas that are not your own without the appropriate acknowledgement of the source. Individual and team assignments are research oriented and will require the use of references and citations. The format requires each submission to include an APA formatted reference list at the end of each submission. For convenience, we accept students using an ‘end

note' format where citations are referenced using a number, e.g., (1), in the text, with that number referring to a specific reference listed in the back of the document. The references should be listed in numerical order in the back of the deliverable. Any evidence provided in a written submission that is not your own thought or common knowledge must include a citation and reference. Instructions are provided in the lecture and in assignment instructions. Students who do not provide the appropriate use of citation and references could receive a deduction in points.

ACADEMIC DISHONESTY: Students caught cheating or plagiarizing may receive a "0" for the assignment or exam. Additionally, the incident will be reported to the Dean of Students, who may impose further a penalty, including course failure and inability to graduate. According to the UNT catalog, the term "cheating" includes, but is not limited to, a) Use of any unauthorized assistance in taking quizzes, tests, or examinations, b) Dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments, c) The acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university, d) Dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s), or e) Any other act designed to give a student an unfair advantage. The term "plagiarism" includes, but is not limited to, a) The knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment, and b) The knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

UNACCEPTABLE STUDENT BEHAVIOR: Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunities to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be referred 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 at <http://deanofstudents.unt.edu>.

ACCESS TO INFORMATION – EAGLE CONNECT: Your access point for business and academic services at UNT occurs within the my.unt.edu site (<http://www.my.unt.edu>). All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: <http://eagleconnect.unt.edu/>

ADA STATEMENT: 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 via email attachment, during faculty office hours, or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the Office of Disability Access website at <https://disability.unt.edu>. You may also contact ODA by phone at (940) 565-4323.

COVID-19 POLICY AND CLASS ATTENDANCE: 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-19](https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html) (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Hotline at 844-366-5892 or COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure. While attendance is an important part of succeeding in this class, your own health, and those of others in the community, is more important.

Remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. If you need to self-isolate, please contact the UNT COVID hotline described above then the instructor so that he/she can arrange alternative instruction for the period you are isolated or quarantined.

POLICY ON FACE COVERINGS: UNT encourages everyone to wear a face covering when indoors, regardless of vaccination status, to protect yourself and others from COVID infection, as recommended by current CDC guidelines. Please be aware that face covering guidelines could change based on community health conditions and/or changes to public policy.

ASSIGNMENT POLICY:

Due dates for each assignment are clearly posted in Canvas or on the last page of this syllabus. Team projects should be submitted in a compatible MS Office software per the statement below. All assignments will be submitted through Canvas.

SERVER AVAILABILITY. The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows or provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

GRADING STRUCTURE – SPDA 3220

The following is the point structure for your final grade in the 3 credit hour SPDA 3220 course. There is a maximum of 1000 points, of which 625 points are based on individual effort and 375 points are based on team effort.

Individual Assignments – 80% of Overall Score

Weekly Assignments	30%
Case Studies	40%
Attendance and Participation	5%

Group Assignments – 20% of overall score

PPT – Final Presentation	25%
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Total score possible	100%
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INDIVIDUAL ASSIGNMENTS

The following categories of assignments will need to be completed as individual work throughout the semester, as governed by the UNT Code of Conduct and Academic Integrity.

1. *Weekly Assignments* – Students will complete assignments in Canvas prior to class. Assignments will allow students to apply knowledge to simulations and cases in order to reinforce learnings. Assignments must be completed PRIOR TO CLASS. This is worth 50% of your total grade.
2. *Final Review* – Students will create a final presentation as assigned by the instructor to the Sam's Club Stakeholders.
3. *Attendance and Active Participation* – Attendance and active participation are crucial for success in this class. Therefore, it is expected that students will attend every class, be prepared to engage in discussions, and actively contribute with questions, conversation, or supportive answers. The instructor will keep track of each student's contribution each class period and update participation grades in Canvas as needed. This is worth 5% of your grade.

GROUP ASSIGNMENTS:

1. *Weekly In-Class Cases and discussion– Discussion and Presentation:* When required by the instructor, Groups will then present their analysis AND/OR solutions to the remaining class. Audience Groups will complete a rubric in class to score each other. PREPARATION FOR CASE WORK AND ACTIVE GROUP PARTICIPATION IS CRITICAL. Throughout the semester, individual team members will complete a team member assessment that will be used as a multiplier factor to adjust grades based on team member assessment. This category of assignments is worth 20% of your grade.

RIGHT OF CHANGE

Faculty reserves the right to change this syllabus at any time at their discretion. They will alert you to these changes in order to provide you with sufficient time to adjust your schedule and other activities.

Grading Structure – SPDA 2021

Final Presentation	25%
Attendance	5%
Weekly Assignments	30%
Case Study/PPT preso	40%
Total Score Possible	100%

INDIVIDUAL INVOLVEMENT IN TEAM ACTIVITIES

TEAM FORMATION: Team assignments in the course make up a significant portion of your grade. In this course, teams are formed by the instructor to create a mix of majors necessary to integrate and share cross- disciplinary knowledge. **Team leaders are asked to volunteer at the very beginning of the semester.**

It is our intention to announce the teams and team leads in the first couple of days of class. Each team will consist of approximately 5 – 7 team members depending on the registered number of students in the class.

TEAM CONTRACT: Each team will prepare a team contract as described in Canvas This contract will serve as the foundational agreement driving participation in and interaction of team members during team project.

PEER EVALUATIONS: (This is important because it can significantly affect your overall individual grade)

Your involvement and interaction in team activities and contribution to assignments will be evaluated by your peers using a Peer Evaluation process and following the team contract. Team member assessments will be based on, a) Your ability to foster team spirit and display initiative while working on the project, b) Your timely attendance at scheduled meetings (likely virtual meetings), c) Your participation in group discussions, and d) Your completion of assigned work and contribution to project completion (content quality and timeliness).

Peer evaluations will be completed at the end of EACH TEAM PROJECT. The peer evaluation will include the evaluation of the student's own contribution and that of every other team member. Each student will submit a copy into Canvas. The average scores per team member will be used to adjust individual grades, if necessary. grades will not be posted until the peer evaluations have been submitted.

HOW PEER EVALUATIONS CAN AFFECT YOUR INDIVIDUAL GRADE:

If your peers award you 100% on all the evaluation metrics, you will receive the full grade for the assignment awarded to the team. However, if your peers award you a lower percentage, **that percentage is multiplied by the team grade to reflect your own grade portion for that specific team assignment.**

Example: Assume the team grade is 100 points. You're awarded 100% by your peers. Your grade is 100 points.

Assume the team grade is 100, but you are awarded 75% by your peers. Your grade is only 75 points

NOTE: Any team member may request that the instructor arbitrate team ratings. If arbitration is requested, it will only be conducted when all relevant team members are available to meet by phone or zoom, and the decision of the instructor will be final.

IMPORTANT: (SUGGESTIONS FOR YOUR TEAMS) SOME TEAMS REQUIRE STRUCTURE, PLANNED MEETINGS, REGULAR COMMUNICATION AND ORGANIZATION. IN FACT, HIGH PERFORMING TEAMS IN THIS CLASS ARE THOSE WHO

- 1) SET REGULAR WEEKLY MEETINGS,
- 2) DO NOT PROCRASTINATE OR WAIT UNTIL DEADLINES TO DO WORK,
- 3) SET ROLES AND RESPONSIBILITIES FOR ASSIGNMENTS AND TRACK ACCOUNTABILITY OF EACH TEAM MEMBER, AND
- 4) GRADE EACH OTHER FAIRLY BUT CRITICALLY ON PEER REVIEW ASSESSMENTS. FINAL SCORES SHOULD NOT BE SURPRISES, AND SHOULD BE UNDERSTOOD BY THE TEAM LEAD PRIOR TO FINAL SUBMISSION. SET GROUND RULES AND AGREE WHAT EARNS A FULL-100 POINT PEER REVIEW, OR WHAT DOES NOT.

MANY STUDENTS WILL TRY TO AVOID CONFLICT AND GIVE ALL TEAM MEMBERS 100 POINTS ON PEER REVIEWS. THIS IS NOT ADVISED. SIMILAR TO THE REAL-WORLD, YOU ARE REINFORCING THE BEHAVIOR YOU SCORE 100 POINTS FOR AS "PERFECT BEHAVIOR." IN OTHER WORDS, IF A TEAM MEMBER DOES NOT DO THEIR WORK, IS DISRUPTIVE, OR DOES NOT HOLD THEMSELVES ACCOUNTABLE AND YOU GIVE THAT PERSON A 100 POINT RATING, YOU ARE TELLING THEM THEIR BEHAVIOR IS COMPLETELY FINE!!

WORKING OUT PROBLEMS WITH TEAM DYNAMICS:

It is very important that you communicate openly with your teammates during the peer review process and try to resolve problems before you give someone else a lower score. These scores can **significantly** affect someone's grade, so do not take this responsibility lightly. Lower peer scores should only be given if the situation has not been resolved and further efforts need to be taken to raise awareness that changes in behavior are needed. If teams cannot work out behavioral problems by themselves, then they should contact the instructor for a final resolution. But be aware that the instructor reserves the right to ask one or more of the team members to leave the team and be responsible for a different case study from scratch by him or herself. This is a very difficult and time-

consuming path that a student will not want to pursue, so we highly suggest you learn how to maintain good and harmonious team interactions.

SUBMISSION DEADLINES:

Each assignment submission date is posted in Canvas. It is your responsibility to submit and validate your submission in Canvas. If your submission is late for any reason you will receive a zero grade on the submission (individual or team). If there is some issue with the system you may temporarily send the instructor your submission via email through Canvas, but it must be sent on or before the deadline.

SCHEDULE

Weekly Schedule

Week 1	1/18/22	Get into groups – pool research, start Competitive PPT
Week 2	1/25/22	Photoshop/Illustrator tutorials, PPT progress
Week 3	2/01/22	Present Competitive PPT in class
Week 4	2/08/22	PPT to UNT Marketing (or review)
Week 5	2/15/22	Top points from review – incorporate into wireframe sketches
Week 6	2/22/22	Review sketches in class, start mood boards (text, color, images)
Week 7	3/01/22	Review/critique Mood Boards and sketches in groups
Week 8	3/08/22	Wireframes revised / new
Week 9	3/15/22	SPRING BREAK
Week 10	3/22/22	Start Illustrator Wireframes, case study
Week 11	3/29/22	Review wireframes in class
Week 12	4/05/22	Information architecture, case study submission
Week 13	4/12/22	Color wireframes to UNT Marketing (or review)
Week 14	4/19/22	Revisions, case study review
Week 16	5/03/22	Case Study review
Week 17	5/10/22	Case Study submission
Week 18	5/17/22	No Class - Finals