

# the syllabus

(because knowledge is power.)

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**INSTRUCTOR INFO**

Whitney Holden Rush

*Email*

whitney.holden@unt.edu

*Office Hours*

ART345E

Tuesdays 8:00–11:00 a.m.

and by appointment virtually

**COURSE DESCRIPTION**

Foundations for Communication Design. This course introduces students to the tools, processes, and practices used in contemporary communication design. Students will develop foundational skills in digital image-making, visual problem-solving, critique, and professional workflow using industry-standard software.

**MATERIALS: REQUIRED**

Adobe Creative Cloud with Adobe Illustrator, Photoshop, InDesign and Acrobat installed

Laptop: Macbook Pro is recommended but not required

Zoom: For emergencies and virtual office hours

LinkedIn Learning: **Free** though UNT Google “UNT LinkedIn Learning”.

Magnets

Sticky notes (3-4 pads)

Pencils, pens, exacto knives and blades, and additional art supplies relevant to the assignments as described in Canvas

**COURSE OBJECTIVES**

- A** Develop and demonstrate proficiency in Adobe Illustrator and Photoshop.
- B** Introduce the fundamentals of the design process: discussion, critique, concept, thumbnails, pencil roughs or sketches, tight pencil comprehensives (comps), and computer generated comprehensives.
- C** Introduce students to the basic image-making principles necessary to create screen- and print-based visual communication design work.
- D** Help students develop beneficial work habits and professionalism.

**COURSE STRUCTURE**

Students and instructor will divide their time between presentations, in-class work time and critiques. Students will be required to complete work outside of class for the duration of the semester. Students should plan to spend 2 to 3 hours working outside of class for every hour spent working in class.

**SECTION INFORMATION**

ADES 1540-501	MW 8:00AM – 10:50AM	ART 365
ADES 1540-502	MW 11:30AM – 2:20PM	ART 365
ADES 1540-503	MW 3:00PM – 5:50PM	ART 365

**GRADING & EVALUATION**

**Projects** will be involved assignments where students will utilize the software while tackling and solving for real world design jobs. Structured in-class exercises will be completed as part of the project grade. An independent workbook will be assigned to students and must be completed by the end of the semester to participate in the Entry Review. Classwork will be weighted as follows:

**Projects & Exercises = 100pts | Workbook = No Grade, Required for Entry Review**

# the syllabus (cont.)

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*The real issue is not talent as an independent element, but talent in relationship to will, desire, and persistence. Talent without these things vanishes and even modest talent with those characteristics grows.*

**MILTON GLASER**

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ASSIGNMENT	POINTS POSSIBLE
Assignment 1 – <b>Formstorming</b> <b>(Weeks 1–11)</b>	25
Assignment 2 – <b>Editorial Collage</b> <b>(Weeks 2–7)</b>	25
Assignment 3 – <b>Card Design</b> <b>(Weeks 7–10)</b>	25
Assignment 4 – <b>Book Cover</b> <b>(Weeks 10–16)</b>	25
<b>Total Points Possible</b>	100

## GRADING & EVALUATION

Your final grade is the cumulation of four project scores accumulated throughout the semester. Final grades are rounded to the nearest 10th of a point. Rubrics and specifications are provided for each assignment, but assessment is primarily based on:

**PARTICIPATION** Respect classmates by listening and participating, especially in critiques. Your opinion is valuable! Points are docked for sleeping, disrespectful comments, or other disruptive behavior in class. Inappropriate behavior in the classroom may result, minimally, in a request to leave class.

**PROFESSIONALISM** Meet all specifications, including size, format, etc. as outlined for each assignment. Closely follow instructions! Keep files organized and clearly labeled. Avoid grammatical and spelling errors at all costs!

**PROCESS** Apply research and push yourself to a unique, concept-driven approach. Refine work throughout the project. Use demos/feedback to revise projects as needed. Include thorough process documentation as requested. Work iteratively and keep everything!

**DESIGN** Balance concept with equally compelling visuals. Visual decisions should address the problem posed in the assignment prompt. Strong designs are original, avoiding tropes or cliché. For full marks, designs need to push boundaries of modern design and make even your professor jealous.

**A 90%+ EXCELLENT WORK!** Surpasses goals of the assignment/course.

**B 80%–89.9% GREAT WORK.** Few opportunities for improvement.

**C 70%–79% GOOD WORK.** Clear effort, achieved all outlined goals.

**D 60%–69% BELOW AVERAGE WORK.** Undeveloped ideas and/or execution.

**F 0%–59.9% UNACCEPTABLE WORK.** I know you can do better!

# the syllabus (cont.)

*“Design is so simple, that's why it's so complicated.*

**PAUL RAND**

## ATTENDANCE POLICY

Roll will be taken at the beginning of every class, at 5 minutes after the start time. You'll be considered tardy if you arrive after roll has been taken and/or if you work is not ready for review. If you are late, it is your responsibility during that class period to make sure the instructor knows by sending a Canvas message to the instructor immediately on arrival. If not received within a thirty minute window, you will be marked as absent. If you are more than thirty minutes late, it will be counted as an unexcused absence. Incomplete daily work may result in additional unexcused absences at the discretion of the professor.

- Every **four** tardies will equal **one** unexcused absence.
- Missing one “split critique”, where students are divided and meet *only once per week* to allow for more thorough feedback, **equates to two absences**.
- Only **three unexcused absences** will be accepted.
- The fourth unexcused absence will lower your final semester grade by **one letter grade**.
- The fifth unexcused absence will lower your grade by **two letter grades**.
- The professor has a right to fail the student who **accrues a total of six absences, excused or unexcused**.

There are no excused absences for anything but a verifiable death in the immediate family or with a doctor's note on official stationary with a telephone number. The doctor's note must be presented at the next class. A receipt is unacceptable. If you are absent, you are responsible for contacting a class member in order to get any information or assignments that were given in class. The instructor will not use any class time to repeat missed lectures or assignments. Do not call the main office to leave the instructor a note that you are missing class for any reason. Under no circumstances should you leave a project with anyone in the main or design office. The office will not accept any projects.

## NO MIRACLE POLICY

Final projects will not be accepted from students who consistently miss critiques, fail to meet project milestones, or submit insufficient progress throughout the semester. Respect for the design process and active participation in studio culture are required.

## GRADING POLICY

All projects are due on the day and time given at the beginning of class. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance.

## RISK FACTOR

Risk Factor: 2. In level 2 courses, students are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to x-acto knife usage, adhesives, fumes and repetitive stress injuries related to extended computer use. 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.”

# the syllabus (cont.)

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*Trying things and failing  
is more productive than  
not trying at all.*

**STEFAN SAGMEISTER**

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## **DISABILITY ACCOMMODATION**

The University of North Texas provides reasonable academic accommodations for students with disabilities. Students seeking accommodations must register with the Office of Disability Access (ODA) and provide the instructor with an official accommodation letter each semester. Additional information is available on the UNT website.

## **HEALTH AND SAFETY INFORMATION**

Information related to student health, wellness, and campus safety is available on the UNT website. UNT offers counseling, testing, and student support services.

## **REGISTRATION INFORMATION FOR STUDENTS**

Students are responsible for understanding registration deadlines, add/drop policies, and financial aid requirements. Dropping or failing to complete courses may impact financial aid eligibility. Students are encouraged to consult an academic advisor or the Student Financial Aid and Scholarships office before making enrollment changes.

## **EMAIL & COMMUNICATION**

Students must use their UNT email address for all course-related communication. Official university communications are delivered through Eagle Connect. Additional information is available on the UNT website.

## **EMERGENCIES**

UNT uses Eagle Alert to notify students of emergencies, campus closures, and safety concerns. Students should familiarize themselves with emergency procedures for campus buildings and monitor official UNT communications during emergencies.

## **STUDENT RECORDS & FERPA**

Student records for this course are maintained securely by the instructor and within Canvas. Students have the right to review their records in accordance with university policy and FERPA regulations. Additional information is available on the UNT website.

## **CARE TEAM**

The Care Team is a collaborative interdisciplinary committee of university officials that meets regularly to provide a response to student, staff, and faculty whose behavior could be harmful to themselves or others. More information is available on the UNT website.

## **ACADEMIC INTEGRITY**

Academic dishonesty, including cheating, plagiarism, or forgery, will result in a grade of zero for the assignment and may be reported to the Office of Academic Integrity for further action. Students are responsible for understanding and complying with UNT's academic integrity policies, available on the UNT website.

# the syllabus (cont.)

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*It's through mistakes that  
you actually can grow.*

**PAULA SCHER**

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## **SEXUAL HARASSMENT**

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct. Federal laws and UNT policies prohibit discrimination on the basis of sex as well as 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. The Survivor Advocates can be reached at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students Office at 940-565-2648.

## **STUDENT BEHAVIOR**

Disruptive or inappropriate behavior that interferes with instruction or learning will not be tolerated. Students may be removed from class and referred to the Dean of Students if necessary. University conduct policies apply to all instructional settings.

## **STUDENT FEEDBACK**

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 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](mailto: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](http://spot.unt.edu) or email [spot@unt.edu](mailto:spot@unt.edu).

## **UPDATES & CHANGES**

Instructor reserves the right to make adjustments/changes/updates to the course syllabus with or without notice.