

the syllabus (because knowledge is power.)



CONTACT INFO

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(She/Her/Hers)

Email

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Office Hours

ART345E

MW 9:30–11:00 a.m.

or by appointment virtually

COURSE DESCRIPTION

Students learn how to create verbal/visual storytelling by integrating disparate components into conceptually-driven sequential page layouts. Students begin to resolve the hierarchical, informational and expressive relationships existing between text and image in order to enhance communication and create emotional connection.

COURSE OBJECTIVES

- To develop purpose driven concept and innovative design to tell compelling stories
- To develop multi-page layout and design, and to organize complex contents
- To develop hierarchical typographic and graphic systems
- To develop illustration and photography
- To develop proficiency using layout and design software

COURSE STRUCTURE

This class is structured around assigned studio problems. Students and instructor will divide their time between lectures 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.

MATERIALS

There is no required textbook for this course. There will be required and recommended readings and tutorials throughout the semester.

The nature of producing design deliverables for a variety of contexts implies having or gaining access to a range of digital and analog tools and materials. A laptop with Adobe Creative Cloud installed is the minimum expectation for this course. Students are expected to purchase sticky notepads for asynchronous critiques. The following are recommended, but not required:

- Desktop inkjet or laser printer
- A variety of paper sizes, colors, finishes (textures), and thicknesses (weight or caliper)
- X-acto or similar style knife
- 12–18 inch metal ruler
- Cutting mat

TEACHING PHILOSOPHY

Design is an activity that benefits from all participants engaging in research-based, strategy-driven processes. It's my job as your teacher to help you understand your own methodologies with the aim of crafting effective and aesthetic visual communication experiences and artifacts. That's why I will be prioritizing research, concept development, process, iteration, and participation.

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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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RULES OF ENGAGEMENT

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

- Always communicate via your university email address or Canvas message
- Treat your instructor and classmates with respect in email or any other communication.
- Use clear and concise language.
- Remember that all college level communication should have correct spelling and grammar (this includes discussion boards).
- Avoid slang terms such as “wassup?” and texting abbreviations such as “u” instead of “you.”
- Avoid using the caps lock feature AS IT CAN BE INTERPRETED AS YELLING.
- Limit and possibly avoid the use of emoticons or emojis.
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or sound offensive.
- Be careful with personal information (both yours and other’s).
- Do not send confidential information via e-mail

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

GRADING & EVALUATION

Your final grade is the cumulation of all 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!

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ASSIGNMENT	POINTS POSSIBLE	PERCENTAGE OF FINAL GRADE
Assignment 1 – The Report (Weeks 1–8)	30	30%
Assignment 2 – The Publication (Weeks 8–14)	45	45%
Assignment Z – The Digital Publication	10	10%
Weekly Exercises, Readings, Participation, etc.	15	15%
Total Points Possible	100	100%

→ **Required Field Trip:** Clampitt Paper and local printer. Friday, October 2.

→ **Extra Credit:** Visiting Speaker Event, Monday October 5.

ATTENDANCE POLICY

Roll will be taken at the beginning of every class. 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 stationery 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.

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“NO MIRACLES” POLICY

Separate from the attendance policy, final projects will not be accepted from students who frequently fail to meet regular milestones, miss critique, or submit insufficient progress during critique. Respect for the process and contributing to the classroom culture is paramount.

Work that is submitted late without the accompaniment of documentation for an excused absence will not be accepted and a grade of zero (0) will be entered for the assignment. This policy also applies to homework, critiques, and participation. Missed milestones will result in lost points determined in each project schedule.

EXTRA CREDIT POLICY

Extra credit will not be offered in this course.

ANNUAL PROGRAM REVIEW POLICY

All students are encouraged to create and maintain an archive of student work on Adobe Portfolio. Each year, Graphic Design track faculty refer to these sites to assess student growth and strengthen our curriculum. You will be considered for scholarships based on these archives.

Create a site on Adobe Portfolio using the “sawdust” theme. Make sure your name is visible on the home page. Add a page as you complete each project, beginning with the assignment name, class name (ie Typography 1), your professor’s name, and a few sentences briefly explaining the project in your own words. Then include images of the final deliverables.

Add work from ADES 1540 and all final work from ADES classes moving forward. Please do not include any other work. If you’d like to showcase additional pieces as you apply for internships or jobs, we encourage you to create a separate portfolio website.

CLASSROOM AI POLICY

Certain assignments in this course will allow or even encourage the use of generative artificial intelligence (GAI) tools. When permitted, any use of GAI tools must be appropriately acknowledged and cited. You are obligated to evaluate the legitimacy and applicability of any GAI output that you use in your work. Violations of this policy will be considered plagiarism. Different classes at CVAD and UNT may implement different AI policies. It’s your responsibility to understand and conform to expectations for each course.

FONT LICENSING AND MY FONT USAGE POLICY

Before using a font in any project—academic, personal, or commercial—be sure that you have the legal right to use it. In the US, fonts are considered a software product owned and protected by the creator. Use of unlicensed fonts is unethical and illegal. It doesn’t matter if you got the fonts from a teacher, classmate, a professional colleague, or downloaded them from the internet. If you are not the licensee of the font you do not have the legal right to use it.

If I catch you using unlicensed fonts in your projects, I will give you a warning for the first offense. A second offense will result in a grade of 0 (zero) for the entire assignment/project. You are responsible for educating yourself—ignorance is not an excuse. There are many excellent articles online that explain font licensing. This one is thorough and easy to read: <https://www.fontfabric.com/blog/fonts-licensing-the-ins-and-outs-of-legally-using-fonts/>

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COURSE POLICIES

ASSIGNMENT POLICY

Assignment due dates and specifications will be posted in Canvas. If you are absent, you are responsible for checking Canvas and 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.

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 and 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.

INSTRUCTOR RESPONSIBILITIES & FEEDBACK

It is my responsibility to help students grow and learn; provide clear instructions for projects and assessments, answer questions about assignments, identify additional resources as necessary, and review and update course content. In most cases, students may expect a response to emails within 24 hours; assignment feedback within 3–5 business days; and assignment grades within 7 days of submitting final work.

SYLLABUS CHANGE POLICY

It's not unusual for assignments and schedules to be modified in response to the needs of students or the instructor. I reserve the right to adjust or change the course syllabus with or without notice. However, I will notify students of any changes to the syllabus, assignments, or schedule via Canvas.

UNT POLICIES

ACADEMIC INTEGRITY POLICY

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.

CHEATING & PLAGIARISM

Students caught cheating or plagiarizing will receive a “0” for that particular assignment or exam. The student will first be notified in writing via email to schedule a face-to-face meeting with the instructor and another faculty member to determine the next level of action. If further action is warranted, the incident will be reported to the Dean of Students, who may impose an additional penalty. According to the UNT catalog, the term **cheating** includes, but is not limited to:

- use of any unauthorized assistance to take exams, tests, quizzes, or other assessments;
- dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;

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*To make a living as a
designer — believe me
— you have to work hard
with your mind and with
your hand.*

HERMANN ZAPF

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the syllabus (cont.)

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*If you think it's cheating
or copying, then it
probably is. Don't do it.*

WHITNEY HOLDEN

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- the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university;
- 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
- any other act designed to give a student an unfair advantage.

The term plagiarism includes, but is not limited to:

- 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
- 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.

Plagiarism is also 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.

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.

DISABILITY ACCOMMODATION

UNT makes reasonable academic accommodation 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.

ADD/DROP POLICY

Please be reminded that dropping classes or failing to complete and pass registered hours may make you ineligible for financial aid. In addition, if you drop below half-time enrollment you may be required to begin paying back your student loans. After the 12th class day, students must first submit a completed "Request to Drop" form to the Registrar's Office. The last day for a student to drop a class in Fall 2022 is November 18. Information about add/drop may be found at: See Academic Calendar (listed above)

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FINANCIAL AID

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 hours registered. 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. It is recommended that you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

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 Canvas for contingency plans for covering course materials.

The instructor reserves the right to teach remotely or asynchronously in the event of personal illness or emergency. Students will be notified of the change as soon as possible, prior to class time. Please have Zoom installed, up-to-date, with screen sharing enabled at the beginning of the semester.

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. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university's policy in accordance with those mandates.

COUNSELING AND TESTING

UNT's Center for Counseling and Testing has an available counselor whose position includes 16 hours per week of dedicated service to students in the College of Music and the College of Visual Arts and Design. Please visit the Center's website for further information: <http://studentaffairs.unt.edu/counseling-and-testing-services>

STUDENT RESOURCES

The University of North Texas has many resources available to students. For a complete list, go to: <https://success.unt.edu/aa-sa-resources>

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

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. <https://studentaffairs.unt.edu/dean-of-students/conduct/index.html>

ACCESS TO INFORMATION – EAGLE CONNECT

Your access point for business and academic services at UNT occurs at 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. (<https://it.unt.edu/eagleconnect>).

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 week 14 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 (<http://spot.unt.edu/>) or email spot@unt.edu.

SEXUAL ASSAULT PREVENTION

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.