the syllabus (because knowledge is power)

COURSE DESCRIPTION
Students will develop a suite of portfolio, presentation, and self-promotional materials spanning both print and digital media. Basic job research, interview and networking skills are also essential components of this course.

CREDITS & PREREQUISITES
ADES 4525 is a corequisite for this course.

COURSE OBJECTIVES
- Key objectives: Develop a portfolio and self-promotional materials
- Develop a personal, professional visual identity system.
- Assess career objectives and directions and apply clarity in self promotion and job seeking.
- Build presentation skills and professionalism

COURSE STRUCTURE
Classes consist of lectures, critiques, discussions, demonstrations, student presentations, and workshops. On some occasions only a portion of our class will meet in-person. When this occurs, required lectures/demos will be uploaded online. Students are expected to use the full class period for this course. Do not schedule other events during course time, even if we are meeting in split groups.

A tentative schedule is provided at the end of this document. Your instructor reserves the right to adjust the schedule as needed.

Come prepared each class with work complete and ready for feedback. The course will demand substantial work outside of class to progress and effectively use class time.

Course documents and project requirements post to Canvas, which is also where final projects are due and will be graded. Announcements will be sent via Canvas and/or email. It is not possible for faculty to communicate to students via personal email accounts; regularly monitor your UNT email or forward it to an alternative account.

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. 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

CONTACT INFO
Whitney Holden
(She/Her/Hers)
Email whitney.holden@unt.edu
Office Hours ART345E
M+W 10:00–11:30 a.m.
or by appointment virtually
ADOBE CREATIVE CLOUD

- UNT Students may subscribe for a discount to buy Adobe® Creative Cloud™. All the apps. All the time. 100GB of free storage! $55.55 with your UNT-student discount
- Access: Aug. 15, 2022 or from date of purchase through Aug. 31, 2023
- Details: https://news.cvad.unt.edu/adobe-news
- Purchase: https://unt.edu/adobe

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.

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.

TECHNICAL HELP

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. http://www.unt.edu/helpdesk/index.htm.
the syllabus (cont.)

COURSE REQUIREMENTS

<table>
<thead>
<tr>
<th>ASSIGNMENT</th>
<th>POINTS POSSIBLE</th>
<th>PERCENTAGE OF FINAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment 1 – Personal Identity (Weeks 1-5)</td>
<td>100</td>
<td>25%</td>
</tr>
<tr>
<td>Assignment 2 – Print &amp; Digital Portfolios (Weeks 6-16)</td>
<td>200</td>
<td>50%</td>
</tr>
<tr>
<td>Professional Development and Engagement</td>
<td>100</td>
<td>25%</td>
</tr>
<tr>
<td>Total Points Possible</td>
<td>400</td>
<td>100%</td>
</tr>
</tbody>
</table>

GRADING
Grade Scale:
A = 360–400
B = 320–359
C = 280–319
D = 240–279
F = 000–239

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.

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/
**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. Under no circumstances should you leave a project with anyone in the main or design office. The office will not accept any projects. Incomplete daily work may result in additional unexcused absences at the discretion of the professor.

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.

**ATTENDANCE POLICY**
Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at the beginning of every class. You’ll be considered late if you arrive after roll has been taken. If you are late, it is your responsibility during that class period to make sure the instructor knows that you are present by leaving a note with your name, date and time of arrival with the instructor. If not received, you will be marked as absent. Every four tardies will equal one unexcused absence. 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 his/her stationary with a telephone number. The doctor’s note must be presented at the next class. A receipt is unacceptable. If you are more than thirty minutes late, it will be counted as an unexcused absence. 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. Incomplete daily work may result in additional unexcused absences at the discretion of the professor.
CLASS PARTICIPATION

Classroom participation and engagement are graded requirements of this course.

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

Students caught cheating or plagiarizing will receive a “0” for that particular assignment or exam [or specify alternative sanction, such as course failure]. Additionally, the incident will be reported to the Dean of Students (Office of Academic Integrity), who may impose further penalty. 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. LINK: https://policy.unt.edu/policy/06-003

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;
- 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.
the syllabus (cont.)

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.

DISABILITY ACCOMMODATION
The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking 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 an accommodation letter. You can now request your Letters of Accommodation ONLINE and ODA will mail your Letters of Accommodation to your instructors. You may wish to begin a private discussion with your professors regarding your specific needs in a course. Note that students must obtain a new letter of accommodation for every semester. For additional information see the Office of Disability Access. disability.unt.edu. Phone: (940) 565-4323

HEALTH AND SAFETY INFORMATION
Students can access information about health and safety at: https://music.unt.edu/student-health-and-wellness

REGISTRATION INFORMATION FOR STUDENTS
Registration Information can be found at https://registrar.unt.edu/students

ACADEMIC CALENDAR
This semester's academic calendar and registration guide can be found at https://registrar.unt.edu/registration/fall-registration-guide

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.

PANDEMIC POLICIES

All students are strongly encouraged to wear a mask. Please review the university website for a comprehensive overview of pandemic policies and procedures: https://vpaa.unt.edu/return

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

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)

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

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
the syllabus (cont.)

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://deanofstudents.unt.edu/conduct

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 [11/23–11/27] 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.
**model release** *(a star is born!)*

**WAIVER OF LIABILITY AND HOLD HARMLESS AGREEMENT**

In consideration for the expectation of publicity and acknowledgment for (property) and any valuable consideration, I hereby release, waive, discharge and covenant not to sue the University of North Texas, the Board of Regents of the State of Texas, their officers, servants, agents, or employees of UNT from any and all liability, claims, demands, actions, and causes of action whatsoever arising out of or related to any loss damage, injury including death that may be sustained by me, or to any property belonging to me, whether caused by the negligence of UNT, or otherwise for the use of images of property which I own and or have full authority to license for such uses, regardless of whether said use is made in conjunction with my own name, company name, or with a fictitious name, or whether said use is made in color, black and white, video, or otherwise, or other derivative works made thought any medium. I waive any right that I may have to inspect or approve the photos or finished versions incorporating the photos, including written copy that may be used in connection therewith.

**VOLUNTARY ASSUMPTION OF RISK OF LOSS**

To the best of my knowledge, I can fully participate in any publicity. I am fully aware of the risks and hazards connected with the activity including, but not limited to, the risks as noted herein, and I hereby elect to voluntarily participate in publicity and to engage in publicity may be hazardous to me and property. I voluntarily assume full responsibility for any risks of loss, property damage, illness or personal injury, including death, that may be sustained by me, or any loss or damage to my property, as a result of being engaged in publicity.

I agree to indemnify and hold harmless UNT from any loss, liability, damage, or costs, including court costs, and attorney’s fees that may be incurred due to my participation in publicity.

I understand that UNT will not be responsible for any medical costs associated with any injury that I may sustain while participating in publicity.

I understand that I should and am urged by UNT to obtain adequate health and accident insurance to cover any personal injury or property loss to myself or property that may be sustained during publicity.

It is my express intent that this agreement shall bind the members of my family and spouse, if I am alive, and my heirs, assigns, and personal representative, if I am not alive, shall be deemed as a release, waiver, discharge, and covenant not to sue UNT and that this agreement shall be construed in accordance with the laws of the State of Texas.

In signing this release as a participant in publicity, I certify that I have read the foregoing waiver of liability and hold harmless agreement, I understand it, and I sign it voluntarily as my own free act and deed; no oral representations, statements, or inducements, apart from the foregoing written agreement, have been made.

I am at least 18 years of age, and fully competent; or if under 18 years of age, my parent or legal guardian’s approval and signature has been obtained; and I execute this release for full, adequate, and complete consideration fully intending to be bound by the same.

**IN WITNESS THEREOF, I have hereunto set my hand on this___________________________

day of ____________________, 20______

Participant’s signature (required)

____________________________

SIGNATURE

____________________________

WITNESS
student work *(permission to brag about you)*

**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.

---

**SIGNATURE**  
**DATE**

By signing the contract for this course 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.
The Contract (we need your autograph, please.)

I acknowledge that I have read the course syllabus. I understand the course structure, grading, attendance policies, as well as the risk factor rating. I hereby agree to the syllabus and its provisions. Additionally “I agree to the terms and conditions outlined in the Permission to Use Student Work contract.”

“I agree to the terms and conditions outlined in the Permission to Use Student Work contract.”

And:

“I agree to the terms and conditions outlined in the UNT Legal Model Release Form contract.”