Studio One / ARTS 540.801 Virgil Scott

COURSE SYLLABUS

E-mail
Virgil_Scott@tamu-commerce.edu
E-mail should be used for brief verbal communications only.
If your e-mail is longer than 55 words, I suggest some face-time.

Office Hours (by email confirmation)
Monday 1:30–2:30, Tuesday 4:30–5:30
Wednesday 2:30–5:30
214.752.7770 Office #314

CLASS INFORMATION
Credit hours: 4.0
Meeting times: Monday 6:00 p.m. till 10:00 p.m.
Meeting location: Room 320, unless other location specified

SUGGESTED TEXT BOOKS AND RESOURCES
Book: The Ten Faces of Innovation by Tom Kelly (Doubleday)
Book: A Whole New Mind by Daniel H. Pink (Riverhead Books)
Book: Made to Stick by Chip Heath & Dan Heath (Random House)
Media: National Public Radio, 90.1 and news sources of all stripes

COURSE DESCRIPTION
Breaking down and understanding creative methodologies is the underpinning of what we do as communication designers. This knowledge sets us apart in the professional realm – and the herd. Studio One will expose you to various creative methodologies through research and exploration of self problem/solution methods, overviews of innovative collaborative creative thinking processes, and analysis of the anatomy of the creative mind. You are encouraged to cleanse your creative soul with respect to self-taught or learned methods. Embrace new ways of thinking, take risks, make mistakes, and try on different roles for size. Above all keep and open mind.

COURSE OBJECTIVES
1. Examine, language and blueprint your own creative process
2. Discover new ways of looking at the same thing through different eyes
3. Expand your understanding of various creative methodologies through experimentation and role play
4. Understand the value of innovative collaborative thinking associated with working in creative teams
5. Explore and develop a new creative process, it’s sequence, logic and value
6. Field test new creative approaches
7. Gain the knowledge and the tools to impart the creative process to others

COURSE STRUCTURE
This class will be a combination of lecture/discussion and critiques with both in class and outside exercises and assignments. A commitment to the homework will be necessary to achieve the goals for this class and its completion. Team based participation and collaboration will be a key component to a productive class dynamic, and a positive outcome.

ASSIGNMENTS (Assignments are subject to change based upon the needs and progress of the class)

1. Verbal Roadmap (tell me) 14.3%
2. Creative Process Poster (show me) 14.3%
3. Jump Start 14.3%
4. Team-Based Brand Experience 14.3%
5. Collaborative Creative Process 14.3%
6. Final Thoughts 14.3%
7. Participation Grade 14.3%
WHAT TO BRING TO CLASS (WE WILL DISCUSS)

Bienfang 50 or 100 sheet Parchment pad. 14”x17”
Bienfang 50 or 100 sheet Graphics 360 pad. 14”x17”
Pencils / Markers
2.5” to 3” black binder for research/process/handout
Masking Tape
Black mat board as needed, 15”x20”
(Letramax or similar)
An open mind
A thick skin
The gift of gab

ABSENCE POLICY

- You may be absent from class twice.
- On your first absence you will receive an e-mail warning from your instructor and it will be copied to LeeWhitmarsh and filed.
- On your second absence you will receive an e-mail from your instructor and a phone call or email from Lee Whitmarsh, both filed.
- On your third absence you will receive an F in the class. If you wish to drop the class you will receive a drop/fail.
- Two tardies of 30 minutes or more equals an absence.
- Attendance will be taken by sign in sheet. (Signing in for a classmate is NOT acceptable)

CLASS POLICY

If a student is OVER 10 MINUTES late for the final, a full grade will be deducted from his or her final grade. If a student does not show up for the final they automatically fail the class.

GRADE EVALUATION

Your final grade will be based on an average of all assignments, attendance and an participation grade. The participation grade is based on: dedication to methodology application, conceptual thinking ability, daily class involvement and contributions to your classmates, as well as both a desire and capacity to show progress and meet deadlines. Grades will be discussed on an individual basis by office appointment only—not in class. Note: Violations of class policy with respect to cell-phones, head-phones, or other PDAs as well as unauthorized computer use in class with result in a one-point deduction from the current assignment.

GRADING SCALE

A 90 to 100 points: Excellent (superior effort and results above and beyond)
B 80 to 89 points: Good (significant effort and hard work)
C 70 to 79 points: Average (minimal class requirements met)
D 60 to 69 points: Below Average (below class average expectations)
F 50 to 59 points: Poor (inferior work and attitude)

WORDS TO-THE-WISE

Be here because you want to be. It’s your show.
IF YOU FALL BEHIND—RUN LIKE HELL TO CATCH UP
STATEMENT ON ACCOMMODATIONS FOR ADA ELIGIBLE STUDENTS:
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library, Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamu-commerce.edu

STATEMENT ON STUDENT BEHAVIOR:
All students enrolled at the University shall follow the tenet of common decency and acceptable behavior conducive to a positive learning environment.
(See Student's Guide Handbook, Policies and Procedures, Conduct)

All students must show respect toward the instructor and the instructor's syllabus, presentations, assignments, and point of view. Students should respect each others' differences. If the instructor determines that a student is not being respectful towards other students or the instructor, it is the instructor's prerogative to ask the student to leave, to refer the student to the department head, and to consider referring the student to the Dean of Students who may consider requiring the student to drop the course. Please refer to pages 42 – 46 of the Texas A&M University-commerce Student guidebook’s Codes of Conduct for details.