Course Syllabus

Contact Information

E-mail | joshua@joshuaege.com

All e-mails will be answered within 48 hours.

Class Information

Credit Hours | 4.0
Meeting Times | Thursdays 6:30-10:30PM
Meeting Location | Room 320

Required & Suggested Resources

Periodical | CMYK (Required)
Periodical | Communication Arts (Required)
Periodical | Print Magazine
Periodical | HOW Magazine
Periodical | Archive Magazine

Course Description

This course will build upon previous experience with creative methodologies and process utilizing both team and individual problem solving. This course will address research, targeting and positioning, creative process, creative problem solving as well as formal and aesthetic design issues. Thumbnail ideation, creative sessions, critiques, and computer generated solutions will be explored through weekly assignments.

Course Structure

This class will be a combination of assignments worked on outside of class and in-class which will be critiqued by peers as well as the instructor. A commitment to many hours of homework is required to achieve the goals of this class and its completion. The class will be broken into teams for out of class critiques and discussions throughout the week. The final is a presentation of your work to your peers and instructor. You will explain the pieces in detail giving insight to the decisions you made for the client.

Course Objectives

1. Continue development of understanding marketing and positioning
2. Gain further understanding of creative methodologies through experimentation
3. Understand the function and process of working in a creative team
4. Navigate real world issues in the design industry and develop skills to be successful

Assignments & Grading (subject to change)

Logo project | 20%
Packaging project | 20%
Poster project | 15%
Book Cover project | 20%
One Show | 15%
Class Participation | 10%

A lack of participation in weekly critiques can negatively affect your grade. 2 disks that include photographs of all projects is due at the end of the semester. You can not pass this class without turning these disks in.
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What to Bring to Class

Paper, Pencils, 2 1/2” or 3” binder for research and process, Black Foam Core as needed 15”x20”

Attendance

Attendance will be taken by sign in sheet (signing in for a classmate is not acceptable).
Two tardies of 20 minutes or more equals one absence. Four tardies of 10 minutes or more will equal one absence.
Sleeping, dozing or nodding off in class–besides being very rude to all concerned–will be counted as a tardy the first time and an absence the second time and any time after.
You may be absent from class twice (absent is absent, unexcused or excused).
Three absences will result in failing the class.
On your first absence, you will receive an e-mail warning from your instructor that will be copied to Lee Whitmarsh and filed.
On your second absence, you will receive an e-mail warning from your instructor that will be copied to Lee Whitmarsh and filed.

Grade Evaluation

Your final grade will be based on an average of all assignments, attendance, and participation. The participation grade is based on: dedication to methodology application, conceptional thinking ability, daily class involvement and contribution to your classmates, as well as a desire and capacity to show progress and meet deadlines. Grades will be assigned according to the following scale:

A= work well above the general class level, evidence of participation, related activities outside of the classroom, thoughtful participation in classroom, discussion and critique.
B- work above the general class level, participation in classroom discussion, critique.
C- average work, you will have to retake the class
D- work below class average, lack of participation and/or poor attendance.
F- inferior work, work not turned in, failure to attend class.

Grades will be discussed on an individual basis outside of class (Please make an appointment w/instructor).

FINAL GRADES ARE NOT DEBATEBALE.

Notes

All students enrolled in the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (see students guide handbook, policies and procedures, conduct). No texting in class. If you are caught texting, your phone will be taken away for the rest of class. Be here because you want to be, do not waste the time of your instructor or fellow classmates, do not procrastinate and fall behind.

Students with Disabilities

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 email: studentdisabilityservices@tamu-commerce.edu
Schedule

Schedule Information

This is a schedule of assignments and deadlines for the entire semester. Bring it with you to every class, as it will be reviewed at least once per class meeting. If an adjustment becomes necessary, an announcement will be made during class. It will be your responsibility to adjust your copy of the schedule. If you are absent, it is your responsibility to check with a classmate for schedule revisions. Failure to turn in work in accordance with the class schedule will negatively impact your final grade in the course.

All projects are due on the date and time given. **NO late projects will be accepted for grading.** You are responsible for turning in work on time regardless of attendance.

Assignments for the semester:

- Logo project
- Packaging project
- Event Poster project
- Book Cover project
- One Show project

**Week One (August 30)**
- Introduction
- Review course syllabus
- Discuss attendance and grade evaluation
- Assign creative groups
- Discuss research
- Assign project one, Logo

**Week Two (September 6)**
- Pencil Concepts due, logo

**Week Three (September 13)**
- Revisions & color systems due, logo

**Week Four (September 20)**
- Revisions, Logo
- Discuss Extension Piece
- Assign Poster

**Week Five (September 27)**
- Review Extension Piece
- Review Poster Concepts (sketches)

**Week Six (October 4)**
- Logo Due with Extension Piece
- Revisions due, Poster

**Week Seven (October 11)**
- Revisions due, Poster
- Packaging Project Assigned

**Week Eight (October 18)**
- Poster Due
- Review Pencil Concepts, Packaging

**Week Nine (October 25)**
- Revisions due, Packaging

**Week Ten (November 1)**
- Revisions due, Packaging
- Assign Book Cover project

**Week Eleven (November 8)**
- 25 Concepts due, Book Cover
- Revisions due, Packaging

**Week Twelve (November 15)**
- Packaging due
- Revisions due, Book Cover
- Assign One Show

**Week Thirteen (November 22)**
- Thanksgiving week, No Class

**Week Fourteen (November 29)**
- Revisions due, Book Cover
- 25 Pencil Concepts for One Show

**Week Fifteen (December 6)**
- Book Cover Project Due
- Comprehensives for One Show

**Week Sixteen (December 13)**
- Presentation of all semesters work.