COURSE SYLLABUS

Credit Hours | 4.0
Meeting Times | Thursdays 6:30-10:30pm

SUGGESTED RESOURCES
Communication Arts
Print Magazine
HOW 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 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.

A disk that includes photos of all projects is due at the end of the semester.

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 18%
Poster project 18%
Book cover project 18%
Web Site project 18%
Packaging project 18%
Participation 10%

A lack of participation in weekly critiques will negatively affect your grade.
SUPPLIES
For use in class: Paper, pencils, 2 1/2'' or 3'' binder for research and process.
For presentations as needed: black mat board/20"x15", spray adhesive, rubber cement pick-ups.
Xacto knife/blades, color lasers.

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 will be counted as a tardy the first time and an absence the second time and any time after.
You are allowed two absences. 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 placed on file.
On your second absence, you will receive an e-mail warning from your instructor that will be copied to Lee Whitmarsh and placed on file.

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, minimum requirements met.
D = work below class average, lack of participation and/or poor attendance.
F = inferior work, work not turned in, failure to attend class.

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

FINAL GRADES ARE NOT DEBATABLE.

NOTES
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.

No texting in class. If you are caught texting, your phone will be taken away for the rest of class.
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.
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. You are responsible for turning in work on time regardless of attendance.

Week One (August 30)
Introduction
Review course syllabus
Discuss attendance and grade evaluation
Selection of clients for logo project
Assign project

Week Two (September 6)
Logo concepts due per assignment
In-class presentation and discussion

Week Three (September 13)
Review logo revisions
Assign Poster

Week Four (September 20)
Logo revisions and color studies
Poster concepts due per assignment
In-class review and discussion

Week Five (September 27)
Final logos due
Poster revisions due

Week Six (October 4)
Poster revisions due.
Website project assignment.

Week Seven (October 11)
Final posters due.
Website concepts due per assignment.
Internal class discussion and review.

Week Eight (October 18)
Website revisions due.
Internal class discussion and review.

Week Nine (October 25)
Website revisions due.
Internal class discussion and review.
Packaging project assignment.

Week Ten (November 1)
Final website due.
Packaging concepts due per assignment.

Week Eleven (November 8)
Packaging revisions due.
Internal class discussion and review.
Assign book cover project.

Week Twelve (November 15)
Packaging revisions due.
Book cover concepts due per assignment.
Internal class discussion and review.

Week Thirteen (November 22)
School Closed - Thanksgiving

Week Fourteen (November 29)
Final packaging due.
Book cover revisions due.
Internal class discussion and review.

Week Fifteen (December 6)
Final book cover due.

Week Sixteen (December 13)
Bring all projects to class
Presentation & Guest review/critique
All projects due mounted & on disk