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 | Tuesdays 6:30-10:30PM
Meeting Location | Room 320

Required Resources

Periodical | CMYK
Periodical | Communication Arts

Suggested Resources

Periodical | Print Magazine
Periodical | 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 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. A disk that includes photographs of all projects is due at the end of the semester.

Course Objectives

(1) Create a visual language for a given client to assist in building brand experiences for their audience
(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)

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Research</td>
<td>5%</td>
</tr>
<tr>
<td>Logo project</td>
<td>20%</td>
</tr>
<tr>
<td>Paper system</td>
<td>10%</td>
</tr>
<tr>
<td>Project A</td>
<td>20%</td>
</tr>
<tr>
<td>Project B</td>
<td>15%</td>
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<tr>
<td>Break project</td>
<td>15%</td>
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<tr>
<td>Participation</td>
<td>15%</td>
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</tbody>
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A lack of participation in weekly critiques can negatively affect your grade.
Course Syllabus

What to Bring to Class
Paper, Pencils, 2 1/2” or 3” binder for research and process, paper or notebook to take notes, Black mat board is needed 15”x20”

Attendance
You may be absent from class twice.
On your first absence you will receive an e-mail warning, which is copied to Lee Whitmarsh.
On your second absence you will receive an e-mail and you will contacted by Lee Whitmarsh.
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 20 minutes or more equals an absence.
A tardy of 60 minutes equals an absence.
Two late returns from break of more than 10 minutes equals one absence.
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.

There is no distinction between excused and unexcused absences.

Grade Evaluation
Grades will be assigned according to the following scale:

A  work well above the general class level, evidence of participation in related activities outside of the classroom, thoughtful participation in classroom discussion and critique
B  work above the general class level, participation in classroom discussion and critique
C  average work, minimal 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

In addition to project, quiz and test grades, students final grade will also be based on critique participation and application, work ethic, and attitude.

FINAL GRADES ARE NOT DEBATEABLE.

Academic Integrity and Plagiarism

Texas A&M University-Commerce does not tolerate plagiarism and other forms of academic dishonesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. “Academic dishonesty” includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one’s own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material.
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.

Student Conduct/Citizenship

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See Code of Student Conduct from Student Guide Handbook). Students are expected, at all times, to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time and effort toward the educational process.

Be here because you want to be, do not waste the time of your instructor or fellow classmates, do not procrastinate and fall behind.
Creative Research | to be completed by week 2

Research

(1) Company name, service and/or product.
(2) Complete all positioning statements.
(3) List of five prioritized unique benefits (point of difference) that this company provides (be specific). Note: Saying that “we provide the best quality and our people are committed to excellence” is not specific.
(4) List of ten words that accurately describe the nature, function, or image of your clients company, service and/or product.
(5) List ten words that characterize your clients service and/or product in terms of personality traits, i.e., flexible, dependable, reliable, imaginative, playful, etc.
(6) List ten words that characterize your clients service and/or product in terms of style, i.e., elegant, modern, victorian, blue collar, high tech, etc.
(7) From the three lists of ten items above, select the five most important words in each list and prioritize.
(8) Creative Work Plan (Fill out the Creative Work Plan Handout).
Creative Research | to be completed by week 2

Creative Work Plan

Client Name | Service and/or Product(s) Description (general/ brief)

Market | (Who am I talking to?)
Demographics (age, gender, income, education, specific common interests, etc.)
Psychographics (personality types, habits, attitudes, subculture, etc.)
Perceptions about your client, its product or service.

Message | (What am I trying to tell them?)

Positioning statement | for (Market). (name of Product/ Service) provides (Key Benefits), because (Point of Difference, Support, Features).

Differentiation | (So what/ why should they care?)
Features: Tangible, Obvious (open 24 hours, 4 wheel drive, self-cleaning, etc.)
Benefits: Intangible, Emotional (convenience, freedom to drive anywhere, more free time)
Point of Difference: How is your clients product/ service unlike any other, or how can you focus on one benefit that the competition might not have to offer?

Target | (Define the target audience.) Select a specific person (does not have to be real) to market to. Write 300-500 words about this person. Include name, age, occupation, likes and dislikes. Consider their background including schooling, location and habits.

Target Issues | (What should the target learn, do or understand from the campaign?)

Main Message | (If the audience is only going to remember one thing about the company, what should it be?)

Main Benefit | (If the audience is only going to remember one benefit/ feature, what should it be?)

Barriers | (negative perceptions, competitors, etc. to overcome)

Comparisons | (What companies or organizations have produced solutions that can be used as comparative examples for idea development?)

Impact | (What should the audience think/feel about the product/ service?)

Actions | (What should the target do after receiving our message?)

Image | (In terms of visual image/ language and style what look should your campaign have? Give examples)
Graphic abstraction, illustration, photography, color texture, etc.
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.

Schedule:

**Week One (January 14)**
- Introduction
- Review course syllabus
- Discuss attendance and grade evaluation
- Assign creative groups
- Discuss research
- Selection of clients
- Assign Research

**Week Two (January 21)**
- Review research
- Inclass exercises
- Assign logo: 40 concepts

**Week Three (January 28)**
- Review logo concepts
- Select logo direction
- Assign logo updates & corporate colors

**Week Four (February 4)**
- No class

**Week Five (February 11)**
- Review logo progress & color options
- Assign corporate paper system

**Week Six (February 18)**
- Review logo progress
- Review corporate paper system
- Assign break project: concepts

**Week Seven (February 25)**
- Logo due mounted
- Review corporate paper system
- Assign quick project: concepts

**Week Eight (March 4)**
- Corporate paper system due mounted
- Review quick project concepts

**Week Nine (March 11)**
- Spring Break

**Week Ten (March 18)**
- Review quick project
- Assign Project A: 15 Concepts

**Week Eleven (March 25)**
- Quick project due
- Review project A progress

**Week Twelve (April 1)**
- Review project A progress

**Week Thirteen (April 8)**
- Review Project A progress
- Assign Project B: 10 Concepts

**Week Fourteen (April 15)**
- Review Project A progress
- Review project B progress

**Week Fifteen (April 22)**
- Project A Due
- Review project B progress

**Week Sixteen (April 29)**
- Review project B progress

**Week Seventeen (May 6)**
- All projects due mounted
- Presentation of work