

Course Objectives

This course is intended to help soon to be graduating students (you) become prepared to enter the work force. You will be educated with information that will further your understanding of the different careers that are available in the Advertising, Design and New Media fields. This will be partnered with reviewing/revisiting existing pieces in your portfolio and filling in any holes with a new piece. You will learn how to handle an interview, write a resume and what is expected once you are hired and working for a company.

- Understanding what types of career avenues are available in the design, advertising and new media industries.
- Understanding professional dynamics and procedures in agencies/studios through speakers and field trips
- Focus your portfolio toward your career objectives to become more marketable
- Strengthen and apply skills learned in previous courses
- Complete a resume to prepare you for job interviews and opportunities

Course Description

THE WORK Over the course of the semester professionals from the areas of art direction, design and new media will speak to class addressing a series of questions about their career, show work and have Q&A. Everyone will listen to these presentations, no matter what the specific discipline. At the conclusion, majors specific to the speaker will stay for one-on-one portfolio critiques. The speaker will critique your work, as well as your complete presentation. Some of these presentations will take place off campus.

In addition, you are required to go on two individual interviews scheduled by you.

For credit, your interviewer is required to respond to an email questionnaire that I send.

THE SHOW senior exit show. As a class you are responsible for every aspect of the senior exit show and silent auction: It's concept, promotional and date.

Designate: location chair/auction chair/food&drink chair/publicity chair. The chairs are the contact point for that area of the show.

Course Format

First, this will not be your standard lecture style course. Every week will be different, so expect that. The class will do field trips to different businesses in the field to learn about different industry aspects. Students are required to have reliable transportation and will be notified one week in advance of locations.

We will review portfolios at the beginning of the semester and look to strengthen individual pieces or fill holes with a new project work. Each student will be expected to use all the creative methodologies for innovative problem solving that you have learned in earlier Visual Communication classes. You will be expected to work at an advanced level of conceptual thinking, creative management and production. Portfolios will be reviewed again right after mid-semester, tough decisions will be made with this presentation, i.e. if you are ready to graduate.

The Instructor's role will be that of a Creative Director advisor: I will observe your work and ideas generally. It is your responsibility to be prepared to give a general overview of what you are doing and expected to be the creative problem solver every step of the way. Each of you should realize that the class is the primary vehicle for regular, detailed feedback throughout the entire semester.

In-class participation: An open mind and an eagerness to share your ideas and thoughts are all that is required. By holding your thoughts and ideas to yourself, you are not helping anyone. Someone else who might be struggling could gain with your assistance. And for the times that you might be stuck, I would hope you could turn to someone in the class and ask them for assistance. Even if you are shy and like sitting back and keeping everything to yourself, this semester it can keep you from graduating, this is non negotiable.

Studio tours/speaker questions

Where did you attend school/what was your major

What made you get into the field

How did you get your first job or an interesting getting a job story

What is your work environment like, how many people to you work with.

Do you work in teams

How is creative handled

What exactly do you do: concept, pitching clients, designing, press checks, edit, etc. convey responsibilities of your job

Do you get to travel

How many hours a week do you work

Two client horror stories

Two stories that make you totally dig what you do

How do you stay current in the field

One thing you hate to see in a portfolio of student work

One interview story

Grading

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

Grades will be based on: 20% professional critique feedback
10% show participation and exit show
70% on portfolio

Show Entry Requirements

you will be required to enter the One Show, DSVC student Show, Creative Summit and CMYK, plus at least one more

Mid-Term Graduation Review

Students will submit a pdf for review mid-semester for final graduation determination.
Portfolio parameters will vary from student to student, i.e. print vs. new media.

Final Critique

Each student is required to be on time for the final critique and have all their assignments completed.
If a student is OVER 10 MINUTES late for the final critique, a full grade will be deducted from his or her final grade.
If a student does not show up for the final critique they automatically fail the class.

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 be 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.

Instructor Contact Information

Please email me any questions as well as your class project work at the email below.

Note: E-mail should be used for brief verbal communications. If your e-mail is lengthy schedule face time before or after class.

Lee.whitmarsh@tamuc.edu

214.752.9009

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.