ARTS 597 – Studio 3: “Winning Audiences, Achieving Results”  |  Margaret DeBosier

COURSE SYLLABUS

INSTRUCTOR CONTACT INFO
mbowles@1400words.com
214-744-1409, ext. 1
Personal face-time by appointment, M-F, 9-5

CLASS INFORMATION
Credit hours: 4.0
Meeting times: Thursday evenings, 6PM – 10PM (1/22/15 thru 5/14/15)
Meeting location: Universities Center at Dallas, Room TBD

HIGHLY RECOMMENDED TEXTBOOKS AND RESOURCES

A bibliography of all resources used to develop the class will be distributed on Night 1, which includes other books that students can opt to add to their library.

COURSE DESCRIPTION
This course isn’t about creativity in design. It isn’t about graphic design at all. It’s about selling your creative design recommendations in both oral and written presentations. It’s about sharing your ideas in a coherent and compelling manner, luring others—even skeptics—to listen, and making your vision their vision.

COURSE OBJECTIVES
1. Examine the components of compelling verbal communication
2. Discover how to transfer those same components in an equally compelling way to written communication
3. Expand your understanding of oral and written presentation principles through experimentation and role-play
4. Explore and develop your own new presentation methodologies
5. Gain the knowledge and tools to impart this new understanding to others

COURSE STRUCTURE
This class will be a combination of lecture/discussion and critiques, with both in-class exercises and outside assignments. A commitment to the homework will be necessary to achieve the goals for this class and its completion.

ASSIGNMENTS (Assignments are subject to change, based on the needs and progress of the class)
1. Memory Palaces (2)
2. Communication Briefs (2)
3. Stories Development
4. Manager’s Memo Presentation
5. Universal Stories
6. Mid-Term Presentation
7. Reworked Speech
8. In-Class Preso w/ Multimedia
9. Written Support Materials
10. Final Exam Presentation

GRADING CRITERIA
1. Assignments……………………………60%
2. Final Exam………………………………30%
3. Participation……………………………10%
WHAT TO BRING TO CLASS
• An open mind
• A desire to explore
• A willingness to participate and, by doing so, enrich the experience for yourself and others

ATTENDANCE
• Attendance is mandatory. You are allowed two (2) absences during the semester before your grade is affected.
  • On your first absence you will receive an email warning from the instructor that will be copied to Lee Whitmarsh and Virgil Scott and filed.
  • On your second absence you will receive an email warning from the instructor that will be copied to Lee Whitmarsh and Virgil Scott and filed.
  • Three absences will result in failing the class.
• Two tardies of 10 minutes or more equals one absence.
• Nodding off or dozing in class will count as a tardy the first time and an absence any subsequent time(s).

GRADE EVALUATION
Your final grade will be based on an average of all assignments, your final exam grade, attendance and in-class participation. The participation grade is based on dedication to methodology application, daily class involvement, and both a desire and capacity to show progress and meet deadlines. YOU MUST BE PRESENT FOR ALL STAND-UP PRESENTATIONS (Manager’s Memo, Mid-Term Presentation, and Final Exam Presentation). Late Assignments will not be accepted unless an interfering personal/medical emergency can be documented. Grades will be discussed on an individual basis by office appointment only—not in class.

NOTE:
All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (see student’s Guide Handbook, Policies and Procedures, Conduct)

DISABILITIES ACCOMMODATION
Students requiring accommodations for disabilities must go through the Academic Support Committee. For more information, please contact the Director of Disability Resources and Services, Halladay Student Services Bldg., Room 303D, 903-886-5835.

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>

ACADEMIC INTEGRITY AND CONDUCT
• All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (See Student’s Guide Handbook, Policies & Procedures, Conduct)

PLAGIARISM POLICY
Plagiarism is defined in the Oxford English Dictionary as, “The action or practice of plagiarizing; the wrongful publication or purloining, and publication as one’s own of the ideas, or expression of the ideas (literary, artistic, musical, mechanical, etc.) of another.” Plagiarism occurs any time another’s ideas or words are used without attribution. Direct quotations must be set off from other text by quotation marks (“”) cited according to MLA standards; paraphrasing of another’s ideas must also be cited according to MLA standards. Copying from other students also constitutes plagiarism. Prohibiting plagiarism and acknowledging the intellectual contributions of others are core values of scholarly professionalism and elements of U.S. civil and criminal law. Any offense wholly or partially touching the definition cited above constitutes plagiarism and is grounds for a failing grade of “F” in this class. No exceptions.
Avoiding Plagiarism

- **Allow time** for reading, rereading, absorbing information, taking notes, synthesizing, and revising your research strategy or conducting additional research as new questions arise.
- **Thorough, orderly notetaking.** Sloppy notetaking increases the risk that you will unintentionally plagiarize. Unless you have taken notes carefully, it may be hard to tell whether you copied certain passages exactly, paraphrased them, or wrote them yourself. This is especially problematic when using electronic source materials, since they can so easily be copied and pasted into your own document.
- **Identify words that you copy directly** from a source by placing quotation marks around them, typing them in a different color, or highlighting them. (Do this immediately as you are making your notes. Don't expect to remember days or weeks later what phrases you copied directly.) Make sure to indicate the exact beginning and end of the quoted passage. Copy the wording, punctuation and spelling exactly as it appears in the original.
- **Jot down the page number and author or title of the source** each time you make a note, even if you are not quoting directly but are only paraphrasing.
- **Keep a working bibliography** of your sources so that you can go back to them easily when it's time to double-check the accuracy of your notes. If you do this faithfully during the note-taking phase, you will have no trouble completing the "works cited" section of your paper later on.

CLASS SCHEDULE

Below is a schedule of assignments, deliverables, and deadlines for the entire semester. Have it with you for every class for review and revision if needed. If an adjustment becomes necessary, and announcement will be made in class. You are responsible for making any and all adjustments to this schedule should they arise. If you are absent, you are responsible for asking classmates if any adjustments were made to the schedule. Failure to meet deadlines as provided by this schedule or any revisions to this schedule will negatively affect your final grade for 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 your work in on time regardless of your attendance.

PRINTED COPIES HANDED IN TO THE INSTRUCTOR MUST BE FORMATTED APPROPRIATELY AND FREE OF PROOFREADING ERRORS.

CLASS DATES:

**JANUARY**

Week 1: Jan. 22........... Course Overview, Introduce Map and Memory Palace, In-Class Exercise, Assignment 1(Due Week 2)

Week 2: Jan. 29............. Introduce Communication Brief, In-Class Exercise, Assignment 2(Due Week 3)

**FEBRUARY**

Week 3: Feb. 5 ............. Introduce Stories, Part I, In-Class Exercise, Assignment 3(Due Week 4)

Week 4: Feb. 12 ............ Introduce Stories, Part II, In-Class Exercise, Assignment 4(Due Week 5)

Week 5: Feb. 19 ........... Lecture, Part II, In-Class Exercise, Assignment 5 (In-Class Presentation) (Due Week 6)

Week 6: Feb. 26 ........... Students’ Presentations, Introduce Multiculturalism, In-Class Exercise, Assignment 6 (Due Week 7)
MARCH
Week 7: Mar. 5 .......... Lecture, In-Class Exercise, Introduce Mid-Term Assignment (Public Presentation) (Due Week 11)
Week 8: Mar. 12 .......... Lecture, Assignment 7 (Due Week 10)
Week 9: Spring Break
Week 10: Mar. 26 .......... Rehearse Mid-Term Presentations

APRIL
Week 11: April 2 .......... Mid-Term Presentation to a Live Audience
Week 12: April 9 .......... Discuss Mid-Term Feedback, Lecture, Introduce Final Exam Projects (Due Week 16)
Week 13: April 16 .......... Introduce The Written Word, Assignment 8 (Due Week 14)
Week 14: April 23 .......... Lecture, In-Class Exercise
Week 15: April 30 .......... Final Exam Rehearsal

MAY
Week 16: May 7 .......... Final Exam Presentation to Live Audience
Week 17: May 14 .......... Final Exam Feedback, Course Review, Course Feedback from Students