

ARTS  
**54**  
**0**

FALL/15

## Studio One / Arts 540.801 Virgil Scott

### COURSE SYLLABUS

#### E-mail

Virgil.Scott@tamuc.edu

E-mail should be used for **brief** verbal communication only.

If your e-mail is longer than 55 words, I suggest some face-time.

#### Office Hours (by appointment)

Monday, Tuesday, Wednesday 2:30 – 4:30

Office # 414

---

### CLASS INFORMATION

Credit hours: 4.0

Meeting times: Monday 6:00 p.m. till 10:00 p.m.

Meeting location: Room 401, unless other location specified

### SUGGESTED TEXT BOOKS AND RESOURCES

Book: The Ten Faces of Innovation by Tom Kelly (Doubleday)

Book: *A Whole New Mind* by Daniel H. Pink (Riverhead Books)

Book: Made to Stick by Chip Heath & Dan Heath (Random House)

Book: ZAG by Marty Neumeier (AIGA, New Riders)

Periodical's: Print Magazine, Communication Arts Magazine, I.D. Magazine, Fast Company Magazine

Media: National Public Radio, 90.1 and news sources of all strips

Media: TED Talks via YouTube, NPR (Sunday nights) or TED.com

Anything that is relevant to the creative process (social media, recorded interviews, films, ethnography, journals, etc.)

### COURSE DESCRIPTION

**Breaking down and understanding creative methodologies is the underpinning of what we do as visual communicators. This knowledge sets us apart in the professional realm—and the herd.** Studio One will expose you to various creative methodologies through research and exploration of self problem/solution methods, overviews of innovative collaborative creative thinking processes, and analysis of the anatomy of the creative mind. You are encouraged to cleanse your creative soul with respect to self-taught or learned methods. Embrace new ways of thinking, take risks, make mistakes, and try on different roles for size. Above all keep an open mind.

### COURSE OBJECTIVES

1. Examine, language and blueprint your own creative process
2. Discover new ways of looking at the same thing through different eyes
3. Expand your understanding of various creative methodologies through experimentation and role play
4. Understand the value of innovative collaborative thinking associated with working in creative teams
5. Explore and develop a new creative process, it's sequence, logic and value
6. Field test new creative approaches
7. Gain the knowledge and the tools to impart the creative process to others

### COURSE STRUCTURE

This class will be a combination of lecture/discussion and critiques with both in class and outside exercises and assignments. A commitment to the homework will be necessary to achieve the goals for this class and its completion. Team based participation and collaboration will be a key component to a productive class dynamic and a positive outcome.

### ASSIGNMENTS *(Assignments are subject to change based upon the needs and progress of the class)*

- |  |       |
|--|-------|
| 1. Verbal Roadmap <i>(tell us)</i>                 | 16.6% |
| 2. Creative Process Poster <i>(show us)</i>        | 16.6% |
| 3. Jump Start <i>(excite us)</i>                   | 16.6% |
| 4. Team-Based Brand Experience <i>(dazzle us)</i>  | 16.6% |
| 5. Collaborative Creative Process <i>(sell us)</i> | 16.6% |
| 6. Final Thoughts & Participation Grade            | 16.6% |

**Studio One / Art 540.801** *Virgil Scott*

**COURSE SYLLABUS CONTINUED**

---

**WHAT TO BRING TO CLASS (as needed)**

- Bienfang 50 or 100 sheet Parchment pad. 14"x17"
- Bienfang 50 or 100 sheet Graphics 360 pad. 14"x17"
- Pencils / Markers
- 2.5" to 3" black binder for research/process/ handout
- Index cards
- Black mat board as needed, 15"x20"  
(Letramax or similar)
- An open mind
- A thick skin
- The gift of informed gab

**ATTENDANCE**

- Attendance will be taken by sign in sheet. (*Signing in for a classmate is NOT acceptable*)
- Two tardies of 15 minutes or more equals 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 subsequent occurrences.
- 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.
- On your third absence you will receive an F in the class.

**GRADE EVALUATION**

Your final grade will be based on an average of all assignments, attendance and your participation grade. The participation grade is based on: dedication to methodology application, conceptual thinking ability, daily class involvement and contributions to your classmates, as well as both a desire and capacity to show progress and meet deadlines. Vigorous contributions to class discussions is a requirement necessary to pass this class. Grades will be discussed on an individual basis by office appointment only–not in class.

**WORDS TO-THE-WISE**

Computers, Cell-phones, Texting, Headphones: Use common sense here (don't make me come over there)  
Be here because you want to be. It's your show.  
IF YOU FALL BEHIND–RUN LIKE HELL TO CATCH UP

**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*)

**COURSE SYLLABUS CONTINUED**

---

**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@tamuc.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.

**SCHOLASTIC DISHONESTY**

**SCHOLASTIC DISHONESTY WILL NOT BE TOLERATED IN ANY CLASS-RELATED ACTIVITY.**

Scholastic dishonesty includes, but is not limited to, the submission of someone else's materials as one's own work. Scholastic dishonesty may involve one or more of the following acts: cheating, plagiarism, or collusion.

**PLAGIARISM** is the use of an author's words or ideas as if they were one's own without giving credit to the source, including, but not limited to, failure to acknowledge a direct quotation. Cite your references.

**CHEATING** is the willful giving or receiving of information in an unauthorized manner during an examination, illicitly obtaining examination questions in advance, copying computer or Internet files, using someone else's work for assignments as if it were one's own, or any other dishonest means of attempting to fulfill the requirements of a course.

**COLLUSION** is intentionally aiding or attempting to aid another in an act of scholastic dishonesty, including but not limited to, providing a paper or project to another student, providing an inappropriate level of assistance, communicating answers to a classmate during an examination, removing tests or answer sheets from a test site, and allowing a classmate to copy answers.

**ACADEMIC DISHONESTY COULD RESULT IN EXPULSION FROM THE UNIVERSITY**