University of Texas at Tyler   Instructor: Vanessa Joyner   Phone: 903.566.7301

Contact: vjoyner@uttyler.edu
Office Hours (CAS 224): W – 12:00 PM – 3:00 PM Appointments preferred.

FALL
2020

Syllabus – MCOM 3380
Brand Identity Design

Class Time: T/TH 9:30 AM to 10:50 AM

Course Description

Brand Identity Design covers the theory and practice of creating brand identity design products. A brand is expressed in a system of tangible items that fuel the recognition of that brand. These items will typically have a strong identity that separates them or makes them stand out from the crowd. The emphasis in this course is for students to learn brand strategy and what it takes to Zag or be very different. By practice learn how to create and design projects such as logos, print ads, stationery, business cards, that support and enhance the brand with the aid of various graphic applications.

Prerequisites: MCOM 2306 Media Design or demonstrated competency with software.
Competency: Mediated Presentation
Students will understand and apply concepts and theories in the use and presentation of images and information using tools and technologies appropriate for public relations/integrated communication or mediated journalism.

COURSE STRUCTURE
LEARNING: In-class.
MODULES: The projects will be learned by module.
Example – Module 1: Adobe Applications, Module 2: Zag – Brand Strategy, Module 3: Do-It-Yourself Brand Design – Mood Boards and Style Guide Module, Creative Brief, Module 3: Designing Brand Experience, Module 4: Individual Creative Identity Projects, Module 5: Brand Identity Design Package
COMMUNICATION: By email. Please try to keep communications within the normal hours of a work day.
LEARNING ACTIVITIES: Performance will be measured by exercise, test, and special projects. Exercises offer practice and preparation to increase the skills it takes to make better design choices. These exercises ultimately instruct students how to produce and create a wide range of products that support an identity. The projects and products may include logos, print and digital ad design, business cards, stationery, forms, and more. Image manipulation with the use of the appropriate application will also be covered. Testing will be over the knowledge learned in the various chapters of the course book. Special projects are a display of advanced knowledge.
COURSE SCHEDULE: A course schedule will be provided that will list day by day what assignment is due.

Student Learning Outcomes

1. Students will be able to:
    a. Understand and apply concepts and theories in the use and presentation of images and information using tools and technologies appropriate for public relations/integrated communication or mediated journalism. (Competency: Mediated Presentation)

      i.   Demonstrate progressive Adobe Creative Suite application competency with the following applications, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, and MUSE.

1. Create their own graphics and creative projects such as logo design, ad designs, brochures, stationery, photography and more with the use of these applications.

2. Use these applications to build print and digital layouts and web site products.

      ii. Understand the theories that are the foundation of visual and/or graphic design and know why they are critical to the successful creation of a brand identity system.

1. Demonstrated by being able to create, explain and justify design decisions based upon clear foundational visual principles.
2. Be able to demonstrate a knowledge the foundational principles of design by test.

    iii. To understand various methods of creating brand identity products such as (but not inclusive of all) logos, posters, ad design and campaigns, greeting cards, and more which will be useful for personal and/or commercial publication.

b. Construct a persuasive message, adapted to the audience, purpose, and context of the situation. (Competency: Argument)

      i.   Using preferred brand identity methods, research and communicate the viability of an idea or a brand with a strategy

1. Be able to conclusively state with evidence why an existing or uncovered brand is sustainable and differentiates.
2. Document and communicate these findings with the use of checkpoints and a brand brief that correctly communicates the true vision of the brand.
3. Conduct a market analysis that is straightforward and uncomplicated, reflects the use of good decisions, target audience, an understanding of the industry, business, product or service at hand.

c. Conduct research and evaluate information using methods appropriate to public relations/integrated communication or multimedia journalism professions. (Competency: Analysis & Systematic Inquiry)

      i.   With the creative brief as a guide, apply the theories of design to create an identity for a product or service.

1. Construct a style or graphics standards guide to support a consistent brand image.
2. Be able to identify products, and services that will enhance the reputation of the brand.

      ii. Demonstrate critical thinking when making design decisions.

    iii. Know the many theories that are the foundation of visual and/or graphic design.

    iv. Understand what differentiates or sets a product apart from others.

     v. Know how to draw up a brand strategy, client brief and design strategy.

WHERE TO GET HELP

We are asking that we use the Q&A in the Discussion Board for questions. This area will be monitored from 8 a.m. to 5 p.m. Monday through Friday. All of you are welcome to answer any questions. You have the option of posting anonymously if you like.

Your instructor will be available from 8 a.m. to 5 p.m. Monday through Friday. My contact information will be on the Syllabus and under "Introduction."

Technical and/or computing support is available from Campus Computing Center daily from 7 a.m. to 11 p.m., and the weekends from 12 p.m. to 10 p.m. You may also email them at itsupport@uttyler.edu, or http://uttyler.edu/ccs/ or phone at (903) 565-5555 (x 5555 on campus).

More campus services are available by viewing this guide. http://lms-media.uttyler.edu/fileman/oid/resource/index.html#Campus

The Canvas Help website is available at: https://community.canvaslms.com/docs/DOC-10701-canvas-student-guide-table-of-contents

Upswing: Free 24/7 online tutoring program for undergraduate students, UpSwing. Students can access UpSwing directly at: https://uttyler.upswing.io/

Required Text – Please check bookstore for hardcopies / (Note: Also, under the Getting Started section in Canvas)

- Designing Brand Identity: An Essential Guide for the Whole Branding Team [Hardcover] by Alina Wheeler Edition: 5th 18
  ISBN: 9781118980828
- Do-It-Yourself Brand Design: Make Logos, Ads and Everything In-Between Paperback – March 27, 2014 by Gabrielle Weinman (Author)
  ISBN-10: 1496143396, ISBN-13: 978-1496143396
- Zag: The Number One Strategy of High-Performance Brands [Paperback]
  ISBN-13: 978-0321426772 ISBN-10: 0321426770 Edition: 1st by Marty Neumeier

Other Cost
Please budget about $75.00 for other miscellaneous expenses.

Tools:
Flash drive, 8 ½ x11 tracing pad and "Sharpie" black pen "fine".
Drawing Pad – 8 ½ x 11
No. 2 pencils, Black Sharpies (fine and med)
Eraser
Binder to keep work in.

Lab – CAS 106
Only one class at a time will be permitted in the lab.

Late Work
Will not be accepted. Expect to spend time outside of the class to work on your projects. Sometimes as much as 4 hours per week.

Homework
Sometimes as much as 4 hours or more per week is required.

Project Assignments

Within the course of the semester the students will complete 4-5 major projects, several exercises and at least 2 exams.

Copyright Issues

For more information see the following link.

http://creativecommons.org/

Organization/Digital Folder

As an aid to organization and a way to keep up-to-date documentation of your work throughout the course of the semester, you will be asked to set up and maintain a process binder. The process binder will be a place to compile notes, sketches, hand-outs, test, and printouts of your completed work.

Layout Stages/Critiques

The completion of sketches for your projects, layouts, and being prepared for critique is necessary for this course. Exercises must be ready for critique at the beginning of class or the critiquing session (no exceptions). If an Exercise is not ready or presentation is totally unacceptable, a grade of 60 points will result. Failure to meet a Project deadline will result in a 30-point minimal grade reduction for that Project. In addition to creating you will need to represent your work, discuss your work, and offer feedback to classmates. Expect to spend time outside of the class to work on your projects. Sometimes as much as 4-6 hours per week. This time will be spent reading, conducting research, creating sketches, layouts, and working on the computer at home or in the lab.

Electronic Devices

Turn off all electronic devices including cell phones and MP3 players. Allowing a cell phone or other device to ring during class is rude and disrupts class. No text messaging or checking the time on your cell phone during class. Keep these devices in your backpack during class.

Use of Computers in Class

Keyboards must be placed to the right of each monitor and remain untouched during class unless otherwise instructed to use the computer as part of an in-class assignment. Do not use computers during class for reading/writing e-mail, surfing the Web, playing games, working on assignments for other classes, or writing letters.

Attendance and Tardiness Policy

This class will meet on Tuesday and Thursday from August 24, 2020 through December 12, 2020. Study Day is the 7th of December. No make-up exams – will be allowed if the instructor is given a legitimate excuse BEFORE the time of the exam, exercise or project.

For Face-to-Face Students / Hybrid / Zoom Attendance is mandatory: however, there are times when an absence is unavoidable. Three absences are allowed – this includes illness, university-sponsored activities, etc. A fourth absence will lower the final grade by 5 percentage points. A fifth absence will lower the grade by 10 percentage points. See the current UT Tyler catalog for the university's policy on student responsibility for missed classes and assignments. Be familiar with the university's drop policy. Students who anticipate being absent from class due to religious observance or university-sponsored activities should inform the instructor by the second class meeting.

Online Students

The school requires us to report your attendance within the first couple of weeks of school. If you do not participate in Introductory exercises and exams/quizzes, that will be my indication that you are not showing

up for class. This is also important as the semester progresses. If work is not submitted on time; I may assume you have dropped unless informed otherwise.

See the current UT Tyler catalog for the university's policy on student responsibility for missed classes and assignments. Be familiar with the university's drop policy. Students who anticipate being absent from class due to religious observance or university-sponsored activities should inform the instructor by the second class meeting.

Students over 15 minutes late may be considered absent. If a student must be absent the day an exam or presentation is scheduled, he/she must notify the instructor before class time. No make-up tests or presentations will be allowed.

It is best that you obtain a partner (someone responsible) that will assist you in keeping up with the class. It is not the instructors' responsibility to keep you informed in the event of your absence. I will not send additional emails to you or updates or brief you at the beginning of the next session.

Incomplete
An Incomplete is given only under these circumstances.
https://www.uttyler.edu/registrar/policies/incompletes.php

Note: Attendance at field trips and for guest speakers is mandatory. To not attend is an automatic 0.

State-Mandated Course Drop Policy
Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

License to Right of Work Product
Enrollment in the course constitutes your understanding and agreement that work submitted for grade/credit becomes the property of the instructor. You should make personal copies before submitting the original to the instructor for grading.

Note regarding student absence due to religious observance
Students who anticipate being absent from class due to a religious observance are requested to inform the instructor by the second class meeting of the semester.

Academic Dishonesty and Original Work
Faculty members have a special obligation to expect high standards of academic honesty in all student work. Students also have a special obligation to adhere to such standards. It is your responsibility to become familiar with the material in A Student Guide to Conduct and Discipline.pdf at UT Tyler concerning university regulations regarding academic dishonesty, and the definitions of cheating and plagiarism that it contains. In general, plagiarism is the unauthorized use of published or unpublished material as well as not giving proper credit to the source.

The term plagiarism includes, but is not limited to:
a) Use by paraphrase or direct quotation of the published or unpublished work of another person without fully or properly crediting the author with footnotes, citations or bibliographical reference

b) Unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials

c) Acknowledged use of work/materials that have been produced through collaboration with others without release in writing from collaborators.

Therefore, cheating and plagiarism will NOT be tolerated. The student will receive a 0 on the assignment for cheating or plagiarism, and in severe cases, the student will fail the course. I WILL report any case of academic dishonesty to the proper channels within the university. If you have any questions or hesitations, please feel free to talk to me.

UT Tyler Students Rights and Responsibilities
To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: https://www.uttyler.edu/wellness/rightsresponsibilities.php

Student Email Policy
UT Tyler's Patriot Email system serves as the electronic communication source for corresponding with students. Upon acceptance for admission to UT Tyler, students are issued a unique Patriot Email address. Please check your Patriot Email account regularly. Important information from the university will be distributed to you through your Patriot Email account, and it will be the communication source for Canvas. For more information about Patriot Email or to access your account, click Patriot Email under UT Tyler Logins on the UT Tyler home page (www.uttyler.edu).

Grade Replacement
Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at http://www.uttyler.edu/registrar. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include: Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit. Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date) Schedule adjustments (section changes, adding a new class, dropping without a "W" grade) Being reinstated or re-enrolled in classes after being dropped for non-payment. Completing the process for tuition exemptions or waivers through Financial Aid

Social Security Statement
It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification

number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.
Emergency Exits and Evacuation
Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not reenter the building unless given permission by University Police, Fire Department, or Fire Prevention Services.

Student Absence for University-Sponsored Events and Activities
If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

Tobacco Policy
UT Tyler a Tobacco-Free University:
All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors.
Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products.
There are several cessation programs available to students looking to quit smoking, including counseling, quit lines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free.

Gun Policy
"We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at http://www.uttyler.edu/about/campus-carry/index.php."

ADA Policy
Under Federal and state laws, students with documented disabilities are entitled to reasonable accommodations to ensure the student has an equal opportunity to perform in class. If you have a disability, including a learning disability, for which you request disability support services/accommodation(s), please contact Ida MacDonald in the Disability Support Services office to make appropriate arrangements. In accordance with federal law, a student requesting disability support services/accommodation(s) must provide appropriate documentation of his/her disability to the Disability Support Services counselor. For more information, call or visit the Student Services Center located in the University Center, Room 282. The telephone number is 903-566-7079 (TDD 565-5579)." Additional information is available at the following UT Tyler Web address: http://www.uttyler.edu/disabilityservices

Disability Services
In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Disability Services (cont'd)
Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria apply to you, but have questions or concerns please

contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu

STUDENT SERVICES
Student Services Link
http://www.uttyler.edu/studentservices/
Includes: Testing Center, Health and Wellness

Academic Success
http://www.uttyler.edu/success/tsi.php
Includes: Campus and community support and resources, information about the Tutoring Center, and the Online Tutoring Center.

Complaints and Grievances
This link provides a guide to the University of Texas at Tyler Complaint and Grievance Process.
http://www.uttyler.edu/catalog/12-14/6866.htm

Evaluation and Grade Calculation

Assignments/Exercises 20%	Exams/Quizzes 40%
Projects/Discussions 40%	Total 100%

A = Outstanding. This grade is for work of clearly professional quality (publishable). The design/layout/writing is clear and well-organized; it requires virtually no editing. The design meets the highest criteria of the project evaluation matrix. The work is turned in by or before deadline, needing no changes before submission to clients or editors. These strategic messages get results, win awards and, when appropriate, feature creative concepts; they are executed with comprehensive research, interesting presentation which uses the elements of visual design and composition correctly and creatively, and nearly flawless design/layout/writing.

B=Good. This grade is for work not professional quality (publishable). The design/layout/writing is somewhat clear and not so organized and requires editing. The design meets a high level of the project evaluation matrix. The work is turned in by or before deadline, needing some changes before submission to clients or editors.

C=Adequate. This grade is for work that indicates a problem in at least one area, such as use of some elements of visual design and composition, diplomacy or strategy. It does not measure up to professional quality but could be saved by revision. Work is incomplete by deadline and/or needs more than minor revision before submission to a client or supervisor. These messages have weak ideas, concepts or presentation. They draw attention because they don't quite do the job. In summary, the work is an adequate first draft but isn't yet ready to show a client or supervisor.

D=Unacceptable Performance. This grade is for work that is clearly unacceptable even in a classroom setting. The design/layout does not use the elements of visual design and composition correctly or at all. The design is flawed and may contain major factual errors and/or omissions or may show little concept of basic strategic judgment. Work may miss the deadline.

F= Failing. This grade is for work that is not completed in a professional, timely way. For whatever reason, it suggests that the student did not take the assignment seriously. Such performance is often the result of personal or time-management problems that extend beyond a lack of skills or understanding of the research, design, or production processes.

Grading Assumptions

1. The grading process starts with the assumption that the work is "good," which earns a grade of "B." (See "good" definition above.)

2. You may create a design project with no errors that earns a "B."

3. Strong and (when appropriate) clever design concepts/layouts that clearly support the strategic message and client needs help boost design projects to the "A" category. Also, exceptional reporting, diplomacy and adherence to strategy can boost stories to the "A" category.

4. Fact errors, poor organization, grammar/spelling/usage errors, unsound strategic judgment, bad diplomacy, missed deadlines and/or failure to follow proper style, techniques, and format will lower an assignment's grade.

Peer Evaluation

1. Assignments and projects will be subject to peer evaluation. Students will, as a result of this process, develop the ability to critically analyze work from other sources, and, by extension, develop a more professional attitude about their work. Please work to develop tolerance for professional criticism. Everything we do as media professionals is evaluated, critiqued, accepted with revisions or flat out rejected by supervisors, editors, creative directors and clients. As you evaluate the work of others, please base your evaluation on what you're learning, your experience, and your logic. Avoid injecting personalities into critiques. Unkind or malicious remarks will not be tolerated.

2. Each assignment will be graded according to a matrix developed specifically for the project or assignment. A copy of the evaluation matrix for each project will be provided via Blackboard. The following criteria will also apply to the evaluation of assignments or projects.

   A. Content: Does the message and its execution clearly, gracefully and diplomatically fulfill the purpose? Does the message address the values of the client as well as those of the target audience? Is it factually correct?

   B. Organization: Does organization enhance content? Does each part of the message lead logically and gracefully to the next?

   C. Grammar: Is the message free, for the most part, of unintended grammatical, spelling, punctuation and style errors?

   D. Format: Does the execution of the message look the way it should? Are unique requirements, such as headings in a business letter, correct and correctly placed?

Skills overview rubric

1. This general skills rubric is a tool for assessing various aspects of major design and print projects. Although each project has its own rubric, you should use the following to help you assess particular aspects of your projects. Select the items that apply to a particular project. This rubric will be available on Blackboard.

The Process Book/Journal for Brand Identity Design
Instructor – Vanessa Joyner
Goals
The goal of the process book is to supply evidence of what has led to your final design solutions. This book is a way of documenting your steps. This documentation could be for a potential employer, teacher, or for you to analyze the ways in which you are arriving at design decisions and conclusions. Oftentimes, what is created on the way to your solution can be quite amazing. Potential employers and other professionals may want to take a look at this binder and see the depths of your research, thinking, and sketching that may have led to your design concepts.

Format and Requirements
1. A format that will allow for organization of contained elements
2. Research materials will be neatly organized. This will include design research as well. Copies of layout sketches, thumbnails, and design in its earliest stages on the computer.
3. You may create one binder but ensure projects are separated by dividers.
4. Maintain proper notes as your project progresses of your creative process.
5. These books will be submitted with all major projects.

Possible projects to be included in Process Book: (subject to change)
Competition
Ad Design (May include Public Service Announcement and individual ad design)
Logo Design
Mood Board
Brochure Design
Brand Bible
All Thumbnails
All Exams
All Exercises or assignments

Portfolio:
A PDF file of all of your completed projects

Journal:
A sheet that documents your projects: Attached below.

KEEPING TRACK OF YOUR GRADES
As college students it is your responsibility to keep track of your grades. I will not constantly call everyone forth to remind them what their grade is. With this class we have a lot of exercises, projects, test, sometimes field trips, participation points, attendance paints. Please consult Blackboard for your progress.

BRAND IDENTITY Design 2020

SCHEDULE

Aug 25   T   Discuss what class is about / Intro Assignment (Show) / Getting Started

ZAG

Aug 27	TH	Lecture: Zag 1 / Quiz (Getting Started) / Intro Assignment – Discuss
Sept 1	T	Lecture: Zag 2 / Discuss, The Wine Company and Sketch in class.
Sept 3	TH	Zag 2 / Checkpoints as Group for Creative Morning. – Submit
		EXAM 1 – Zag

BID

Sept 8	T	Lecture: Brand Identity Design Pt 1
Sept 10	TH	BID Pt 2 / APP Review – InDesign Logo Pt 1 (Do together) – Participate
Sept 15	T	Lecture: BID Pt 3, Case Studies 1 (I will pick 5, students pick 5 different)
Sept 17	TH	Lecture: BID Pt 4, Case Studies 2 / APP Review – InDesign Logo Pt 2
Sept 22	T	BID: Case How-To Explain focus on Design / Assign: Choose to write a Case Study one of the

Top Fortune 500 in 2020 companies from Texas, except Live Nation. Live Nation, Southwest Airlines, USAA, Exxon Mobil, Apache, AT&T, ConocoPhillips, D.R. Horton, Dell Technologies, EOG Resources, Jacobs Engineering Group, Kimberly-Clark, McKesson, Occidental Petroleum, Pioneer Natural Resources, Quanta Services, Tenet Healthcare, Texas Instruments, Waste Management.

Sept 24	TH	BID: Work on Case (Research, Story, Pictures) InDesign
Sept 29	T	EXAM 2 – BID / Work on Case

DO-IT-YOURSELF BRAND DESIGN

Oct 1	TH	PRESENTATIONS: Case Study (Write Up of what Case About)
Oct 6	T	Lecture: DIYBD / How-To: Logo (Text) / Mood Board / Style Sheet
Oct 8	TH	Lecture: DIYBD / How-To: Ad Design
Oct 13	T	Lecture: DIYBD / How-To: Touchpoints
Oct 15	TH	How-To: Brochure
Oct 20	T	Guest?
Oct 22	TH	Discuss my Project
Oct 27	T	Makerspace Lab / Discuss Final Project & Review all of the components
Oct 29	TH	EXAM 3 – DIYBD / Choose product / Checkpoints / Mood Board / Style Sheet / Sketch Logo
Nov 3	T	Create Logo
Nov 5	TH	Critique: Logo / Mood Board / Style Sheet / Turn in Checkpoints
Nov 10	T	Discuss Ad Design / 2 Touchpoints / Brand Bible
Nov 12	TH	Work on Project
Nov 17	T	Work on Project
Nov 19	TH	Discuss & Evaluate
Nov 20 T		Discuss & Evaluate
Nov 24	T	Thanksgiving
Nov 26	TH	Thanksgiving
Dec 1	T	Critique (4)
Dec 3	TH	Critique: All & Changes
Dec 7 – 12		Critique All

Note: Commencement moved to April 30 – May 1.

Additional Syllabus Information

Important Covid-19 Information for Classrooms and Laboratories
Students are required to wear face masks covering their nose and mouth, and follow social distancing guidelines, at all times in public settings (including classrooms and laboratories), as specified by Procedures for Fall 2020 Return to Normal Operations. The UT Tyler community of Patriots views adoption of these practices consistent with its Honor Code and a sign of good citizenship and respectful care of fellow classmates, faculty, and staff.

Students who are feeling ill or experiencing symptoms such as sneezing, coughing, or a higher than normal temperature will be excused from class and should stay at home and may join the class remotely. Students who have difficulty adhering to the Covid-19 safety policies for health reasons are also encouraged to join the class remotely. Students needing additional accommodations may contact the Office of Student Accessibility and Resources at University Center 3150, or call (903) 566-7079 or email saroffice@uttyler.edu.

Recording of Class Sessions
Class sessions may be recorded by the instructor for use by students enrolled in this course. Recordings that contain personally identifiable information or other information subject to FERPA shall not be shared with individuals not enrolled in this course unless appropriate consent is obtained from all relevant students. Class recordings are reserved only for the use of students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.

Resources for Success for UT Tyler Students

Faculty Office Hours: These are times when you can meet with your faculty to ask questions about the content, better understand the discipline, make career connections and more. Make use of office hours. Faculty list three hours a week (minimum) that they are available to you and also provide an appointment option if you have class or work during their office hours.

Writing Center: The Writing Center provides all undergraduate and graduate students a place to work on their writing projects and skills. There are tutoring options as well as workshops available to support you in your academic writing.

Math Learning Center: The Math Learning Center provides drop-in tutoring for lower-level math courses throughout the week. The MLC also has computer workstations for your use.

PASS Tutoring Center: The PASS Tutoring Center supports a variety of courses. Due to COVID-19, we are asking that you schedule an appointment for your face-to-face tutoring support. Tutoring is also available through Zoom tutoring sessions. Check the website to see the courses supported for the Fall 2020 term.

Supplemental Instruction (SI): SI is a series of weekly peer-assisted study sessions in courses identified by previous students as difficult. Due to COVID-19, SI sessions will be conducted face-to-face and via Zoom this fall. Check the website to see the support courses for the Fall 2020 term.

Upswing (24/7 Online Tutoring): Upswing is a free, confidential, and convenient way to receive help in nearly all of UT Tyler's undergraduate courses.

Robert R. Muntz Library Staff: UT Tyler has an incredible staff of librarians ready to assist you. Discipline/major library liaisons are available to support you and you can also schedule appointments for research consultations. In addition, the Robert R. Muntz library's Head of University Archives and Special Collections can assist you with scholarly communications, primary sources, and archive materials.

Canvas 101: This Canvas course provides you with a wealth of information – including how to navigate in Canvas, use ProctorU (and even take a practice test), tips for being a successful online and hybrid learner, how to use Zoom, and more!

Digital Support Toolkits: Digital Support Toolkits are supplemental materials generated by faculty to help you be successful in targeted courses typically taken by our freshman and sophomore population. Students registered in Digital Support Toolkits supported courses will find these in their Canvas dashboard. You don't have to register – just take advantage of this great resource.

UT Tyler Testing Center: The Testing Center provides securing testing opportunities to meet the needs of students and the community in an environment conducive to student and academic success.

Student Accessibility and Resource (SAR) Office: The SAR Office works to provide students equal access to all educational, social, and co-curriculum programs through the coordination of services and reasonable accommodations, consultation, and advocacy.

Student Counseling Center: The Student Counseling Center supports students in developing balance, resiliency, and overall well-being both academically and personally. They have in person and virtual counseling options. In addition, the Student Counseling Center offers TAO, a self-help, completely private online library of behavioral health resources. Sign in to the TAO website using your UT Tyler credentials.