

OBJECTIVE

The purpose of this class is to explore the myriad possibilities of the creative process and how you interpret this process through design thinking. “Design Thinking” has become a global mantra for problem solving and is no longer limited to the confines of the traditional creative professions. Learning and applying this valuable skill set will allow you to broaden your scope as a designer. From cereal boxes to global warming, the design thinking process remains the same. Your other design classes afford you ample opportunity to explore the former; this class will focus on the latter: identifying problems for a community partner and prescribing the best solution through a series of steps including developing a research question, working in collaborative structures (teams) in numerous leadership positions, using our own creative methods of iteration loops, instructor, peer and client critiques, analysis and reflection of those critiques, formal presentations of those findings/discovery that benefit our partner. Included in this unique study method you will be finding your own approach to design thinking and most importantly, become a strategic thinker to solve, real world “sticky” problems. This class will not be like any other design class.

- > Observe. Research (using Critical Thinking). Contextualize. Empathize. Ask questions.
- > Define the right problem or research question.
- > Create many alternatives. Fail. Adapt. Try again.
- > Refine strategy. Prototype. Adapt. Trial.
- > Execute. Solution.

There are variations on this process based on end user needs and the personal energy created by the designer(s). We will explore these variations through individual and team projects in your search to develop your own best practices for rapid ideation. You will think big, design big and present professionally. We will encourage creative collisions. Innovation may ensue. In an overloaded world of marketing mania, targeted branding and audience empathy is critical to reaching your goals. Unlike many of your 450 clients, these projects will be aimed at your own generation. Young minds are malleable minds. By developing a growth mindset, you can break through.

The following projects will make up the majority of your work both in and out of class. This work and its associated presentations will be interrupted on a regular basis with instruction, videos and unexpected exercises.

This course is a CURE & C-CURE tagged course, meaning: CURE (Course-based Undergraduate Research Experience) Credit-bearing courses that provide students with hands-on research and/or creative inquiry experience through a mentored investigation that seeks to make a contribution to knowledge. The goal is to engage in inquiry relevant to scholarly communities with outcomes unknown to both students and instructor. C-CURE (Community-engaged Course-based Undergraduate Research Experience) Courses that share the CURE characteristics above, and integrate engaged scholarship into student learning through a supportive collaboration with a community partner.

PROJECTS DETAILS

Generally, this course produces a series of different deliverables, some are determined (posters, ad campaigns, collateral, with a digital component, and some are not – it depends on the clients specific needs AND what you come up with. Depending on the client, items may change, added or deleted. Some parts of this class is individual work and other times your teams will collaborate with other CMD designers, students and or faculty outside the major and even members of the larger community, to create a more compelling, authentic projects. You will be expected to consult and often times, acquiesce to expert opinion and direction.

For this semester you will be producing:

AD CAMPAIGN (INDIVIDUAL)

A creative strategy based original art directed advertising/awareness campaign, consisting of at least three social media ads. As the last phases of the project, will contain a digital component, to attempt to go viral in your messages. Think, Twitter, Instagram, Facebook, etc. Additionally, we will be undertaking a guerrilla initiatives with this project. Formats, TBD.

WHAT WOULD I CHANGE WWIC (MIXED: INDIVIDUAL AND TEAM)

This portion of the class will be a mix of individual and team work as directed by your professors throughout the semester. Your task is to identify problems and opportunities, suggest strategies that respond to the opportunities and ultimately execute appropriate solutions with tools designed for mass communication that best engage with your client and target needs.

YOUR RESPONSIBILITY

Though all projects require rigorous research, it is your analysis, reflection, interpretation and presentation of this information, verbally, graphically and interactively, that will be the basis for your grade. Additionally, you are required to document these processes for a final presentation of the journey from beginning to the end of this class. Depth of content, articulation, reflection, peer and self assessment, presentation and class engagement will all be considered for grading.

GRADING

Your client/project choices have a significant impact on the quality of your experience in this class and a direct connection to your grades and eventually your portfolio.

Grading formula applied to each project submission:

Concept 25%
 Clarity 20%
 Design 20%
 Execution 20%
 Professionalism 15%

CONTACT INFORMATION

Dr. Kelly
 rdkelly@syr.edu

Professor Stress
 mvstress@syr.edu

Office Hours
 Thursday, 1pm - 3pm EST (email, phone, zoom). Mtgs rsvp
 by email. 15 mins each.

Office Hours
<https://calendly.com/stress/officehours>.

(note: you must sign up a minimum of 4 hrs ahead of time) *(note: you must sign up a minimum of 4 hrs ahead of time)*

DEADLINES

Failure to complete a project by the project deadline will result in an "F" for the project. **Failure to present a complete body of work reflective of the requirements of the semester** on grading day will result in an "F" for the class.

CLASS STANDARDS

You are expected to make a professional quality presentation at all stages of the development of your projects. Your work should be neat, clear, precise and communicate with minimum explanation. The presentation should be visually appropriate for group discussion. Work not meeting these standards will not be discussed in class.

Cell phones are to remain off during the full class session. Please put your phone in your bag and not on your desk. If there is a family emergency and your phone must be turned on, please advise your professor of this before class. If asked to stop using your phone (or laptop), you will receive a verbal warning. If warned a second time, you will be asked to leave and your grade will drop one-half of a letter grade.

There is no sleeping in class. Anyone sleeping in class will be warned on the first occurrence. After that, you will be asked to leave and marked absent for that class. If there are health or wellbeing concerns preventing you from succeeding in this course, please contact the Barnes Center at: <https://experience.syracuse.edu/bewell/primary-health-care/> and /or the Center for Disability Resources at: <https://disabilityresources.syr.edu/> for assistance.

OUTSIDE PREPARATION

Three hours of preparation per credit is standard for your Communications Design classes. You should have regularly scheduled hours set aside for this purpose. Developing good work habits and learning to manage your time is a vital part of your education and professional career.

ATTENDANCE & MEDICAL VERIFICATION

Be punctual and attend every class. There is no practical way to recover the content/critique of a missed class. We don't use text books or have make up exams.

- **Each unexcused absence** will lower your final grade one full grade point.
- **Each class tardiness or early departure** will lower your final grade one-half grade point.
- **Three unexcused absences** earns a failing grade for the class.

Barnes Center at The Arch Health Care does not issue excuse notes or medical excuses requested by students. Responsibility for class attendance and completion of assignments rests primarily with the student, **who assumes responsibility by communicating directly with faculty.** In cases where students are absent from class for an extended period of time (48 hours or more), Health Care will work with the University to send absence notifications to faculty. If an illness lasts less than 48 hours, the student should discuss academic arrangements directly with their faculty.

For more information, visit: tinyurl.com/medver

CRITIQUES & OFFICE HOURS

Classroom lectures and critiques often address the broad issues and concepts of course content and may only make incidental reference to your projects. Additional feedback through discussions should help you understand how these issues and principles of communications design apply to your own work.

Class projects are to be discussed in class in the presence of the full class. These discussions offer weekly feedback and evaluation of your work and are a significant part of your education.

Office hours are available weekly and are not intended to replace missed in-class critiques. They are reserved for advising, administrative work, special issues, sharing resources or advancing work between classes.

**ADVANCING
IN THE MAJOR**

All Communications Design (CMD) majors in VPA must maintain a minimum 2.0 GPA in major courses each semester. Students whose GPA in required CMD courses falls below 2.0 will be placed on academic probation for the following semester.

In addition, any student receiving a grade of D or lower in a required CMD course will be placed on probation, regardless of their overall GPA.

ALL Students must pass all CMD courses in sequence. Failure of any CMD course (grade of F) will result in being out of sequence, extending the expected graduation timeline by one full academic year. If a student fails a required CMD course or receives a second grade of D or lower while on probation, they will be dismissed from the program.

If there are documented reasons for not meeting CMD program requirements students may petition for an Incomplete grade, allowing them to repeat assignments or the course at the discretion of the instructor.

Students who fail out of the major may appeal for reinstatement. To be considered, they must submit the following materials to the Program Coordinator by October 1 (for Spring reentry) or March 1 (for Fall reentry): Current portfolio of work, Current transcript, Letter of recommendation from a faculty member outside the CMD program

The reinstatement appeal will be reviewed by a committee consisting of all full-time CMD faculty. A unanimous positive vote is required for reinstatement.

Communication and Documentation:

Probation notifications will be issued in writing by the Program Coordinator, with the Professional Academic Advisor copied as an FYI. The notification will include specific criteria leading to probation, required actions for regaining good standing, and available resources for academic support.

LEARNING OUTCOMES

After taking this course, students will develop the knowledge and skills to demonstrate the following outcomes:

- The ability to solve communication problems with a defined process.
- The ability to demonstrate skills of indication and accuracy.
- The ability to create/direct visual form/image in response to communication problems.
- The ability to visually organize compositions/layouts including image and typographic hierarchy.
- The ability to describe and respond with clear and original design concept decisions, to the audiences and contexts which communication solutions must address.
- An understanding of the professionalism of basic business practices.

GRADING

Hard work alone does not justify an exemplary grade. You are entitled to a quality education; you *earn* your grade. Client/project choices have a significant impact on the quality of your experience in this class, a direct connection to your grades, and eventually, to your portfolio.

Grading Formula Applied to Each Project Submission:

Concept.....25%
Clarity20%
Design.....20%
Execution.....20%
Professionalism..... 15%

Failure to present a complete body of work reflective of the requirements of the semester on grading day will result in an "F" for the class.

PORTFOLIO ASSESSMENT

All students enrolled and completing CMD courses will participate in the CMD Portfolio Assessment at the end of every semester; except for Seniors graduating in the Spring. Failure to participate will result in the student not being able to continue to advance through the sequence of CMD courses. CMD Assessment will cover 5 technical and 5 design skills that are rated from 1 – 10 (ten being the highest). A review average of 5.0 or higher means that the student is meeting standards within the major at this time. A review average below 5.0 means that there may be some problems with the quality of the work and the student should use their assessment to make improvements for the following semester. The assessment is not an official grade and is intended for the CMD faculty and student body to evaluate the overall status of learning outcomes. This has been CMD process since the inception of the program.

ACADEMIC DROP DEADLINE

As part of our efforts to track satisfactory academic progress, the Academic Drop Deadline and the Financial Drop deadline will both occur once per semester. Students may still withdraw from courses after these deadlines; this would place a 'WD' grade on their transcripts.

Consult the academic calendar for detail syracuse.edu/academics/calendars/academic-year/

FAITH / TRADITION OBSERVANCES NOTIFICATION AND POLICY

SU's religious observances policy, found at hendricks.syr.edu/spiritual-life/observances.html, recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty and staff to observe religious holy days according to their tradition. Under the policy, students will be provided an opportunity to make up any examination, study or work requirements that may be missed due to a religious observance provided they notify their instructors no later than the end of the second week of classes. Student deadlines are posted in My Slice under: *Student Services/Enrollment/My Religious Observances/Add a Notification*

ACADEMIC INTEGRITY POLICY

Note: See detailed CMD Academic Integrity Policy on the last page

As a pre-eminent and inclusive student-focused research institution, Syracuse University considers academic integrity at the forefront of learning, serving as a core value and guiding pillar of education. Syracuse University's Academic Integrity Policy provides students with the necessary guidelines to complete academic work with integrity throughout their studies. Students are required to uphold both course-specific and university-wide academic integrity expectations such as crediting your sources, doing your own work, communicating honestly, and supporting academic integrity. The full Syracuse University Academic Integrity Policy can be found by visiting class.syr.edu, selecting, "Academic Integrity," and "Expectations and Policy."

Upholding Academic Integrity includes the protection of faculty's intellectual property. Students should not upload, distribute, or share instructors' course materials, including presentations, assignments, exams, or other evaluative materials without permission. Using websites that charge fees or require uploading of course material (e.g., Chegg, Course Hero) to obtain exam solutions or assignments completed by others, which are then presented as your own violates academic integrity expectations in this course and may be classified as a Level 3 violation. All academic integrity expectations that apply to in-person assignments, quizzes, and exams also apply online.

Students found in violation of the policy are subject to grade sanctions determined by the course instructor and non-grade sanctions determined by the School or College where the course is offered. Students may not drop or withdraw from courses in which they face a suspected violation. Any established violation in this course may result in course failure regardless of violation level.

EDUCATIONAL USE OF STUDENT WORK

Communications Design retains the right to use academic work that you complete this semester and in subsequent semesters for educational or promotional purposes.

USE OF ARTIFICIAL INTELLIGENCE

Based on the specific learning outcomes and assignments in CMD courses, artificial intelligence is permitted on a project-by-project basis. **This is referred to as *some use of AI* in Syracuse University guidelines.** See assignment instructions for more information about what artificial intelligence tools are permitted and to what extent, as well as citation requirements. If no instructions are provided for a specific assignment, then no use of any artificial intelligence tool is permitted. Any AI use beyond that which is detailed in course assignments is explicitly prohibited except when documented permission is granted.

Professors may use generative AI tools to assist in developing course materials such as discussion prompts, practice problems, or assignment ideas. In all cases, faculty members are responsible for reviewing and verifying AI-generated content to ensure accuracy, appropriateness, and alignment with the course learning objectives. Final course materials reflect the professional judgment of the instructor regarding what will best support student learning.

AI tools include — but are not limited to — the following categories:

- Generative text tools (e.g., ChatGPT, Claude, Gemini, Perplexity, Jasper)
- Image generation tools (e.g., DALL-E, Midjourney, Stable Diffusion, Adobe Firefly)
- Image retouching and enhancement tools (e.g., Photoshop Generative Fill, Luminar AI, Topaz AI)
- Speech and audio tools (e.g., ElevenLabs, Descript, AI voice cloning, AI transcription)
- Video generation and editing tools (e.g., Runway Gen-2, Pika Labs, Synthesia)
- Code generation and development tools (e.g., GitHub Copilot, Replit Ghostwriter, Codeium)
- Productivity and writing aids (e.g., GrammarlyGO, Notion AI, Microsoft Copilot, Google Duet AI)
- Data and analysis tools (e.g., Tableau AI features, ChatGPT Code Interpreter, Excel Copilot)

These examples are illustrative rather than exhaustive, as new AI tools and AI Integration continue to evolve and emerge.

AI RESPONSIBILITY & ACCOUNTABILITY

Always consult multiple sources; you are accountable for the accuracy and originality of your work.

USE OF CLASS MATERIALS AND RECORDINGS

Original class materials (handouts, assignments, tests, etc.) and recordings of class sessions are the intellectual property of the course instructor/s. You may download these materials for your use in this class. However, you may not provide these materials to other parties (e.g., websites, social media, other students) without permission. Doing so is a violation of intellectual property law and of the student code of conduct.

DISABILITY-RELATED ACCOMMODATIONS

Syracuse University values diversity and inclusion; we are committed to a climate of mutual respect and full participation. There may be aspects of the instruction or design of this course that result in barriers to your inclusion and full participation in this course. Students should contact faculty to discuss specifics and/or accommodations (academic adjustments) that may be essential to your success and to collaborate with the Center for Disability Resources (CDR) in this process. If you would like to discuss disability-accommodations or register with CDR, please visit: disabilityresources.syr.edu, call (315) 443-4498 or email disabilityresources@syr.edu for more detailed information.

Since academic accommodations may require early planning and are not provided retroactively, please contact CDR as soon as possible to begin this process.

MENTAL HEALTH AND WELL BEING

Mental health and overall well-being are significant predictors of academic success. As such it is essential that during your college experience you develop the skills and resources effectively to navigate stress, anxiety, depression, and other mental health concerns. Please familiarize yourself with the range of resources the Barnes Center provides and seek out support for mental health concerns as needed. Please visit ese.syr.edu/bewell/. Counseling services are available 24/7, 365 days, at 315-443-8000. You are also encouraged to explore the resources available through the Wellness Leadership Institute: ese.syr.edu/bewell/wellness-leadership-institute/

HUNGER AND FOOD SCARCITY AT SU

Food Scarcity in America means 1 in 6 people do not know where their next meal is coming from. There are food pantries at both Hendricks Chapel and on South Campus, stocked with food and personal care items. To find out more, visit: chapel.syracuse.edu/student-support/food-pantry/.

PUBLIC HEALTH POLICIES

Syracuse University has discontinued the color-coded system of masking guidance. Each member of our community is empowered to determine whether or not to wear a mask based on their own personal risk and circumstances. Masks can neither be required nor prohibited in classrooms.

For the most current information, use Stay Safe, the official source of public health information for Syracuse University, visit: syracuse.edu/staysafe

**COMMUNICATIONS DESIGN
SCHOOL OF DESIGN
COLLEGE OF VISUAL & PERFORMING ARTS
SYRACUSE UNIVERSITY**

It is your responsibility as a Syracuse University student to uphold the highest level of integrity when it comes to your work. The following outlines academic integrity offenses specific to the Communications Design program.

OFFENSE EXAMPLES

Using found graphics / images from the web (i.e. Pinterest, Behance, Google, et.al.), another designers website, stock imagery, or replicating print media, in part or whole, and claiming it as your own.

Copying another students design work (idea or graphic design) in print or digital format, in part or whole, and claiming it as your own.

The CMD Academic Integrity Policy correlates with our requirements for Advancing in the Major as outlined in the CMD standard contract.

VIOLATION LEVELS & PENALTIES

The violation level will depend on the magnitude of the suspected violation and its point value in the course grade scheme. The violation level is determined by a trained person outside of the program that will review the report made by your professor of record.

If determined LEVEL 1:

CMD Course Penalty: F on the assignment, a grade reduction or course failure. *This is determined by your professor of record.*

School / College Penalty: Letter of reprimand.

If determined LEVEL 2:

CMD Course Penalty: Zero on the assignment, a grade reduction or course failure. *This is determined by your professor of record.*

School / College Penalty: Academic Integrity Probation with transcript notation lasting the length of probation (6 or 12 months or until graduation, if it occurs sooner); the notation will indicate that probation resulted from a violation.

If determined LEVEL 3:

CMD Course Penalty: Zero on the assignment, a grade reduction or course failure. *This is determined by your professor of record.*

School / College Penalty: A. Suspension with transcript notation lasting for the length of suspension and indicating suspension resulted from an academic integrity violation - OR - B. Expulsion with permanent transcript notation indicating that expulsion resulted from an academic integrity violation.

WHAT IF I COMMIT ONE OF THESE ACADEMIC INTEGRITY VIOLATIONS? WHAT HAPPENS NEXT?

The CMD Academic Integrity Policy correlates with our requirements for Advancing in the Major as outlined in the CMD standard contract.

Your professor of record will contact you in-person or by email to let you know they are aware of a potential violation. If a violation is determined, they will then report the specifics of the offense to the Academic Integrity Office (AIO) using the university's reporting system. The AIO will then assign a trained person to review your case and determine the level of violation. You will then be notified of the results by the AIO. Your professor of record does not confirm the violation level, but does determine the course penalty as noted above.

Please Note: A second violation will typically be classified as Level 3 with a minimum penalty of suspension. All students found in violation of the Academic Integrity Policy must successfully complete the free, online Academic Integrity Seminar in order to register for subsequent semesters and to be eligible for removal of any temporary transcript notation.

If an Academic Integrity offense is confirmed, please contact your Academic Integrity advisor, Andrea Root: acroot@syr.edu or 315-443-2517. **For full details on the Syracuse University's Academic Integrity policy,** please visit: class.syr.edu/academic-integrity/policy/