UTRGV

ARTS-4334 VisComm Design III: Advanced Graphic Design
CRN: 27626 | ARTS-4334 (02) / SYLLABUS - Fall 2023

Course Information
Meeting Times: 1:55 – 4:35 PM, MW
Date Range: August 28 – December 11, 2023
Course Modality: Face-To-Face
Prerequisite: ARTS-4333 VCD II: Graphic Design I
Course Blog: https://pxstudio.us/blog/?cat=64
Primary Classroom: EVABL 1.112
Additional Classroom for Class Meetings: EVABL 1.225
Virtual Meeting: https://utrgv.zoom.us/j/3146949266 | Meeting ID: 314 694 9266
Campus Maps

The ARTS-4333 VCD III - Advanced Graphic Design's course syllabus serves as your comprehensive companion throughout the course, outlining both its structure and your responsibilities. It encompasses the course introduction, objectives, student learning outcomes, university regulations, essential texts, assignment schedule, and project grading policies.

Instructor Information
Instructor Name: Ping Xu, MFA
Associate Professor of Visual Communication Design (SOAD)
Education: I hold an MFA in Visual Communication and a BFA in Visual Communication, providing a solid foundation for fostering creative exploration and academic growth.
https://pxstudio.us/blog/?page_id=41675

Industry Experience
With a dynamic career in the advertising industry, I have thrived as a Creative Director and Director of Production Management, accumulating three years of invaluable expertise. My role as an Art Director further enriched my understanding of visual storytelling over another three-year span. Additionally, I have dedicated four years as a Graphic Designer, honing skills that bridge innovation and aesthetics.

Passion for Teaching
Since 2003, I have contributed to higher education institutions in the US as a Design Educator, sharing my practical insights and nurturing the talents of future designers.

Recognition
My accomplishments extend to being an Award-Winning Graphic Designer, acknowledged both nationally and internationally, underscoring my commitment to excellence.
https://pxstudio.us/blog/?cat=26

UTRGV E-mail: ping.xu@utrgv.edu
Office Phone: (956) 665-7500
Office Location: EVABL 1.209, 2412 S. Closner (Bus 281)
Office Hours: 12:00 – 2:00 PM (Tuesday) & 1:00 – 2:00 PM (Thursday)

Welcome and Teaching Philosophy

Welcome to my class of ARTS-4334 VCD III at School of Art & Design's program of Visual Communication Design! We are thrilled to have you as part of our academic community. As you embark on this journey of learning and growth, we encourage you to take full advantage of my office hours and availability. Whether you have questions about course material, need guidance on assignments, or simply want to discuss academic pursuits, we are here to support you. My goal during these interactions is to foster a deeper understanding of the subjects we explore together, provide clarifications, and offer valuable insights that will enrich your educational experience. Your success is our priority, and I look forward to engaging with you during our class meeting time and office hours.

My teaching philosophy is encapsulated by the adage, "The real success is finding your life's work in the work that you love." As an educator, I derive joy from witnessing my student success. I am dedicated to embodying both the teacher-scholar and teacher-designer models. My approach centers on equipping students for the realities of the professional sphere by not only imparting foundational knowledge and techniques but also nurturing their critical thinking and problem-solving capacities. I focus on the following four dimensions in my pedagogical pursuit:

Demonstrative Learning: I elucidate intricate theories through engaging demonstrations and interactive workshops, enabling students to grasp complex concepts effectively.

Fostering Curiosity and Professionalism: I kindle students' curiosity, urging them to delve into critical thinking and the essence of their creative work. My aim is to guide them in producing work of a professional caliber.

Technology and Innovation: I introduce students to cutting-edge technologies and actively encourage their exploration of the latest trends in interactive design. This equips them with relevant and current skills.

Problem-Solving Proficiency: When undertaking intricate design projects, I impart technical problem-solving skills to my students. This empowers them to confidently navigate and surmount challenges.

Course Description

Graphic design serves as the conduit for visual communication and creative problem-solving, encompassing typography, photography, illustration, and innovative emerging media. As an upper-level offering, this course represents a profound exploration within the realm, delving into the experimental landscape of contemporary graphic design trends. Through diverse mediums, participants will engage in the creation of multiple projects, unearthing fresh perspectives and interpretations. The curriculum imparts advanced design principles and their application, fusing critical thinking, communication design, strategic prowess, and adept problem-solving. Central to the course is the evaluation of projects, with emphasis on graphic ingenuity, transformational prowess, and seamless integration of visual elements—ranging from symbols, icons, and

typography to metaphorical graphics and illustrations for marketing graphic design and communication. By embarking on this educational journey, students will not only refine their design acumen but also cultivate the ability to translate ideas into visually captivating and strategically effective creations. Course Assignments & Learning Objectives.

The Project of the ARTS-4334 Course

- Project-1A: **Brand Identity Designs** (50 Points)
  Design a pair of event logos and then choose one to serve as the defining centerpiece for your comprehensive branding campaign.
  (Adobe Illustrator)
- Project-1B: **Branding POP** (50 Points)
  Design a pair of distinct Point of Purchase (POP) displays strategically showcasing the brand's identity via brand identity and products, ensuring a seamless integration within your comprehensive branding campaign.
- Project-2A: **Branding Posters** (60 Points)
  Design a pair of 16" X 24" branding posters as a dynamic visual component of your comprehensive branding campaign.
  (Adobe Illustrator)
- Project-2B: **Branding Billboard** (40 Points)
  Create a branding billboard or a transit ad that serves as a cohesive visual cornerstone of your branding campaign.
- Project-3A: **Branding on Social Media** (20 Points)
  Develop two captivating screen layouts tailored for the Instagram platform, each curated to harmonize with your branding campaign.
  (Adobe Illustrator & Adobe XD)
- Project-3B: **Branding UI** (80 Points)
  Design a UI kit poster measuring 30" X 40" and prototype a comprehensive branding and ordering app for your consumer campaign.
  (Adobe Illustrator, Adobe Photoshop, and Adobe XD)

Student Learning Objectives

By the conclusion of the ARTS-4334 course and projects, you will achieve the following student learning objectives, centered on enhancing critical thinking on Visual Communications.

1. Brand Identity Crafting: Formulate a distinctive brand voice and tone, adeptly constructing a brand identity that fosters robust brand recognition and resonance.
2. Elevate your acumen in crafting captivating graphic designs, embracing a dynamic range encompassing brand identity innovation to the artistry of Point of Purchase (POP) creation.
3. Convey robust graphic design concepts with precision, employing conceptual visual communication strategies to effectively deliver impactful advertising designs to your target audience within a branding poster campaign.
4. Discern and employ effective visual languages across diverse media platforms.
5. Skillfully implement applied typographic principles, showcasing creative mastery in crafting legible and engaging typography across a diverse range of print and screen formats.

6. Develop a cohesive framework designed to cultivate promotional awareness through user-centered designs, effectively tailored for both social media platforms and app screens.
7. Demonstrate a strong marketing graphic design prowess by orchestrating an integrated consumer campaign, skillfully harnessing the power of diverse design programs as potent tools for effective visual communication.
8. Showcase an elevated aptitude for critical thinking in the realm of brand visualization. Cultivate fluency in integrating analytical dexterity into the intricate processes of brand design, demonstrating a masterful navigation of complex challenges.

Student Learning Objectives for Core Curriculum Requirements

The Bachelor of Fine Arts program with a concentration in Visual Communication Design at UTRGV offers a comprehensive preparation for demanding professional roles within the field. Our curriculum places significant emphasis on cultivating and applying concepts, collaborating with clients, and nurturing professional growth, which includes the development of a robust portfolio. Graduates of this program emerge equipped with a diverse skill set spanning multiple facets of design, encompassing interactive design, art direction, publication design for print and advertising, multimedia and web design, motion graphics, photography, and social service design across various contexts. UTRGV alumni of Visual Communication Design pursue diverse trajectories, from establishing their own design studios to contributing to major corporations, or specializing in web and interactive media. Additionally, some students opt to pursue a master's degree in the field, opening up a plethora of new opportunities for advancement and specialization.

Assessment of Learning (Grading Policy)

Aligned with professional benchmarks, your work will be evaluated based on its creativity, presentation quality, and content value. The assessment of your performance considers the following criteria: Attitude, attendance, constructive engagement, concept development, thought aptness, originality, composition, construction, curiosity, persistence, inventiveness, presentation finesse, and technical proficiency in executing assigned projects. The final grade for the course will be a culmination of the scores achieved across various projects, divided by the total number of projects.

Performance Levels (Applicable to Each Project):

*   Excellence [A] (90 - 100): Demonstrates exceptional creativity with imaginative ideas, coupled with outstanding technical and presentation skills. Often exceeds the parameters of the exercise. Active participation in class discussions and critiques is also notable.

*   Above Average [B] (80 - 90): Presents a well-developed project with original thought evident throughout its evolution. Reflects a good grasp of design concepts and showcases a commendable work ethic. Regular participation in class discussions and peer critiques is maintained.

*   Average [C] (70 - 79): Meets the project requirements, though originality might be lacking, or the presentation may not effectively convey the exercise's goals. Execution might be below par or fail to achieve the intended outcome.

- Weak [D] (60 - 69): Demonstrates subpar performance that falls short of meeting the expected standards.

- Unacceptable [F] (0 - 59): Falls significantly below the acceptable level of performance.

Point Deduction & Grade Adjustment

- A three-point deduction will be applied for each unexcused absence during the project period.
- An eight-point deduction will be incurred if you miss a class on a critique or presentation day or if a project is delayed.

I value your dedication to your work and the course, and these policies are designed to maintain the integrity and rigor of your learning experience.

Required Readings, Technology Needs, and Resource Materials

Textbooks
Brand Identity Essentials, Revised and Expanded: 100 Principles for Building Brands
(Essential Design Handbooks) | bit.ly/3KWlgUA
Author(s): Kevin Budelmann, Yang Kim
Edition: Revised Edition (April 16, 2019)
Publisher: Rockport Publishers
International Standard Book Number (ISBN): 1631597086

Recommended Resources & Periodicals

• LogoLounge https://www.logolounge.com/
• AIGA Member Portfolios: http://portfolios.aiga.org/
• Eye on Design Magazine: https://eyeondesign.aiga.org/magazine/
• Behance https://www.behance.net/
• Pinterest https://www.pinterest.com/
• Flickr https://www.flickr.com/
• Pantone https://www.pantone.com/ | https://bit.ly/2Xls5G7
App Store: search "Pantone"
• Print Magazine https://www.printmag.com/
• Computer Arts Magazine
https://www.creativebloq.com/computer-arts-magazine
 App Store: search "Computer Arts"
• Communication Arts Magazine
https://www.commarts.com/magazines
• Idea Magazine http://www.idea-mag.com/en/
http://www.idea-mag.com/en/idea_magazine/382/
• Fast Company Magazine
https://www.fastcompany.com/
• Smashing Magazine
https://www.smashingmagazine.com/

Recommended Hardware
• Apply Macbook Pro (32 GHz & 512 GB – 1TB Storage)
• Adobe Creative Cloud
• Textbook(s)_available on Amazon
• Process Book_3 ring binder_available at OfficeDepot and UTRGV Bookstore
• 128 GB USB drive and/or an external hard drive.

In order to actively participate in this course, it is essential that you have convenient access to a computer no older than five years, coupled with a high-speed internet connection via a cable modem. It's important to utilize supported web browsers like Google Chrome or Firefox and operating systems that align with Blackboard, which can be found on Blackboard's resource page.

Student Technical Proficiency
You are expected to have a proficient understanding of installing and operating a primary computer, along with competence in utilizing Adobe CC applications for the successful completion of this class. You should also be capable of navigating course content on platforms such as Blackboard or WordPress blogs and effectively sending and receiving email attachments.
For those without access to a personal computer at home, the open lab Room 2.106 in the Academic Service Building on the Edinburg campus is available for your use. Computers and relevant software can be accessed from 8 am to 9 pm every weekday.
Software Access:
Access to software provided through Adobe Creative Cloud is indispensable for the successful progression of this course. If you have inquiries regarding technical support, feel free to contact IT for guidance and recommendations at Robert.Allen@utrgv.edu.

Topics & Technologies
• Brand Identities (Trademark Designs)
• Branding Campaign
> Brand visualization via a static format (POP, Posters, and Billboard)
> Brand visualization via a screen form (App Product)

Applications
• Adobe Photoshop CC 2023
• Adobe Illustrator CC 2023
• Adobe XD CC 2023 or Figma
• Adobe Dimension CC 2023 (Optional)

Calendar of Activities – Fall 2023

Project Agenda	Project SLO	Project Deadline
P1A (50 Points): Brand Identities P1B (50 Points): Branding POP Aug 30 – Sep 27 (4 Weeks)	**Brand Identity Design - Learning Objectives**: Through the exploration of brand identity designs, students will develop the ability to craft cohesive and impactful visual representations of brands that resonate with target audiences, effectively conveying brand values and messages through: 1. Enhancing brand identity comprehension. 2. Synthesizing design elements cohesively. 3. Creating indelible visual logos. 4. Cultivating adaptable brand assets. 5. Sharpening proficiency in maintaining identity consistency. **POP Designs - Learning Objectives**: Within the Point of Purchase Display design project, students will: 1. Understanding consumer behavior. 2. Develop skills to create impactful brand showcases. 3. Master the integration of design elements with brand aesthetics. 4. Craft attention-grabbing displays conveying brand messages. 5. Learn techniques to influence and engage customers effectively.	Project-1A: Brand Identities Project-1B: Branding POP Sep 27, 2023
P2A (60 Points): Branding Poster(s) P2B (40 Points): Billboard Sep 27 – Oct 25 (4 Weeks)	**Branding Poster Design - Learning Objectives**: During the exploration of branding poster design, students will 1. Cultivate the ability to translate brand identities into visually captivating and communicative poster designs. 2. Develop skills in creating visually engaging compositions. 3. Align design choices with brand aesthetics for coherence. 4. Convey brand messages adeptly through crafted posters. **Billboard Design - Learning Objectives**:	Project-2A: Branding Poster(s) Project-2B: Billboard Oct 25, 2023

	1. Develop effective visual communication for billboards. 2. Apply design principles for clear and impactful messages. 3. Create attention-grabbing and memorable billboard designs. 4. Tailor designs to the target audience and location context. 5. Demonstrate practical understanding of large-format design. 6. Evoke emotional responses and engage viewers through design.	
P3A (20 Points): Branding on Social Media P3B (80 Points): Branding UI Oct 25 – Dec 11 (6 Weeks)	**Branding on Social Media Design - Learning Objectives**: 1. Adapting brand identity proficiently to diverse social media platforms. 2. Crafting visually cohesive and instantly recognizable social media content. 3. Developing captivating visual stories harmonizing with brand messaging. 4. Skillfully incorporating platform-specific design components for maximum influence. 5. Utilizing metric analysis to refine and elevate social media branding strategies. **Branding on UI design - Learning Objectives**: 1. Seamlessly integrating brand identity into user interfaces. 2. Crafting visually harmonious and consistent UI components. 3. Developing user-centered designs that embody brand principles. 4. Elevating user experience by intuitively integrating the brand. 5. Amplifying brand recognition and unity across digital platforms. 6. Devising strategies to effectively engage target audiences and potential consumers, thereby facilitating product purchases.	Project-3A: Branding on Social Media Project-3B: Branding on UI Dec 11, 2023

UTRGV CALENDAR OF FALL 2023

Aug. 28 Class begins
Sept. 3 The last day to add a class or register for Fall classes.
Sept. 4 Labor Day Holiday (No classes)
Sept. 13 Census Day
Nov. 10 Last day to drop (DR grade) a class or withdraw (grade of W)
Nov. 23-25 Thanksgiving Holiday (No classes)
Dec. 7 Study Day (No classes)
Dec. 8-14 Final Exams
Dec. 15-16 Commencement
Dec. 18, Monday Grades Due at 3p.m.

Student Competition

In the Fall semester of 2023, the VisComm Program at the School of Art & Design, UTRGV, is excited to introduce a series of student competitions designed to both validate student learning outcomes and foster ample opportunities for student success. While participations are entirely optional, we highly encourage students to engage with these enriching experiences. The competitions we are thrilled to introduce and offer include:

1. **Idea Awards 2023** International Design Competition, Korea
   Submission Deadline: October 16, 2023

2. **Cross Connections 2024** International Exhibition & Competition of Visual Communication Design & Emerging Media Design
   Submission Deadline: December 6, 2023

3. **American Advertising Awards** (ADDY) Annual Competition (Local & Regional)
   Submission Deadline: December 14, 2023

Course Policies and Procedures

We value a positive and supportive learning environment, and for us to thrive together, we must recognize that our responsibilities, actions, and contributions can impact and transform our learning. The course policies listed below are created to ensure your success by fulfilling course expectations while remaining flexible to account for unexpected events.

Learning and Teaching Environment

In this course, I envision a dynamic and collaborative learning environment that fosters creativity, critical thinking, and mutual respect. The instructor serves as a guide, facilitator, and mentor, encouraging active student engagement and exploration. Students play a pivotal role as co-creators of knowledge, contributing diverse perspectives and actively participating in discussions, projects, and critiques.

My aim is to cultivate an inclusive and safe educational space where each student's unique insights and experiences are valued. Respectful communication and constructive feedback are essential components that ensure a positive learning experience for all. As the instructor, I am

committed to providing timely guidance, actionable insights, and a supportive framework that encourages risk-taking and growth.

Together, we will collaboratively build an environment where intellectual curiosity thrives, ideas are exchanged freely, and learning is an empowering journey. By embracing open dialogue, embracing differences, and fostering a sense of community, we will create a learning-rich atmosphere that prepares students not only for academic success but also for active participation in a global society.

ATTENDANCE

Attendance is mandatory for all scheduled classes. Should a student accumulate more than five unexcused absences, they may be subject to course dismissal. UTRGV's attendance policy accommodates excused absences for officially sponsored university activities, religious holy days, and military service. Students are advised to communicate with the instructor prior to an excused absence, making necessary arrangements for the completion of missed assignments or exams.

ABSENCES/SICK POLICY

If you are unable to attend class due to illness or personal reasons, please do not hesitate to contact me as soon as possible. Depending on your circumstances, we can explore potential accommodations to keep you aligned with the learning objectives. This could include arranging online meetings or scheduling dedicated office hours to cover any missed content. Additionally, I encourage you to make use of the resources accessible on both my teaching blog at https://pxstudio.us/blog/?cat=64 and Blackboard, where you can access class notes and materials. Your academic progress and well-being are of utmost importance, and I am here to provide support in any way I can to ensure a rewarding and successful learning journey.

The use of classroom recordings is governed by the Federal Educational Rights and Privacy Act (FERPA), UTRGV's acceptable-use policy, and UTRGV HOP Policy STU 02-100 Student Conduct and Discipline. A recording of class sessions will be kept and stored by UTRGV, in accordance with FERPA and UTRGV policies. I will not share the recordings of your class activities outside of course participants, which include your fellow students, teaching assistants, or graduate assistants, and any guest faculty or community-based learning partners with whom we may engage during a class session.

COURSE DROPS

Instructor-initiated drops can have significant financial consequences for students. According to UTRGV policy, students may drop any class without penalty earning a grade of DR (drop) until the official drop date. Following that date, students must be assigned a letter grade and can no longer drop the class. Students considering dropping the class should be aware of the "3-peat rule" and the "6-drop" rule so they can recognize how dropped classes may affect their academic success. The 6-drop rule refers to Texas law that dictates undergraduate students may not drop more than six courses during their undergraduate career. Courses dropped at other Texas public higher education institutions will count toward the six-course drop limit. The 3-peat rule refers to additional fees charged to students who take the same class for the third time.

ACADEMIC INTEGRITY

Members of the UTRGV community uphold the Vaquero Honor Code's shared values of honesty, integrity and mutual respect in our interactions and relationships. In this regard, academic integrity is fundamental in our actions, as any act of dishonesty conflicts as much with academic achievement as with the values of honesty and integrity. The Writing Center is an excellent resource to assist in learning about and avoiding plagiarism in writing. Violations of academic integrity include, but are not limited to: cheating, plagiarism (including self-plagiarism), and collusion; submission for credit of any work or materials that are attributable in whole or in part to another person; taking an examination for another person; any act designed to give unfair advantage to a student; or the attempt to commit such acts (Board of Regents Rules and Regulations, STU 02-100, and UTRGV Academic Integrity Guidelines). All violations of Academic Integrity will be reported to Student Rights and Responsibilities through Vaqueros Report It.

Student Support Resources

We are committed to your personal, academic, and professional success; please know you can reach out to me for questions and/or I can help you identify the resources you need. UTRGV offers student support resources designed to contribute to your well-being and academic excellence.

Students seeking academic help in their studies can use university resources in addition to an instructor's office hours. University Resources include the Advising Center, Career Center, Counseling Center, Learning Center, and Writing Center. These centers provide services such as tutoring, writing help, counseling services, critical thinking, study skills, degree planning, and connections student employment (through Handshake and HR Student Employment). In addition, services, such as the Food Pantry are also provided. Locations are listed below.

Center Name	E-mail	Brownsville Campus	Edinburg Campus
Advising Center	AcademicAdvising@utrgv.edu	BMAIN 1.400 (956) 665-7120	EITTB 1.000 (956) 665-7120
Career Center	CareerCenter@utrgv.edu	BINAB 1.105 (956) 882-5627	ESTAC 2.101 (956) 665-2243
Counseling Center	Counseling@utrgv.edu Mental Health Counseling and Related Services List	BSTUN 2.10 (956) 882-3897	EUCTR 109 (956) 665-2574
Food Pantry	FoodPantry@utrgv.edu	BCAVL 101 & 102	EUCTR 114 (956) 665-3663

Center Name	E-mail	Brownsville Campus	Edinburg Campus
		(956) 882-7126	
Learning Center	LearningCenter@utrgv.edu	BMSLC 2.118 (956) 882-8208	ELCTR 100 (956) 665-2585
University Library	circulation@utrgv.edu www.utrgv.edu/library	BLIBR (956) 882-8221	ELIBR (956) 665-2005
Writing Center	WC@utrgv.edu	BLIBR 3.206 (956) 882-7065	ESTAC 3.119 (956) 665-2538

Financial Need

Students who demonstrate financial need have a variety of options when it comes to paying for college costs, such as scholarships, grants, loans and work-study. Students should visit the Student Services Center (U Central) for additional information. U Central is located in BMAIN 1.100 (Brownsville) or ESSBL 1.145 (Edinburg) or can be reached by email (ucentral@utrgv.edu) or telephone: (956) 882-4026. In addition to financial aid, U Central can assist students with registration and admissions.

Blackboard Support
If you need assistance with course technology at any time, please contact the Center for Online Learning and Teaching Technology (COLTT).

Campus	Brownsville	Edinburg
Location	Casa Bella (BCASA) 613	Marialice Shary Shivers (EMASS) 3.142
Phone	(956)-882-6792	(956)-665-5327
Toll Free	1-(866)-654-4555	
Support Tickets	Submit a Support Case via our Ask COLTT Portal	
Online Support	Chat with a Support Specialist online.	
24/7 Support	Need Blackboard assistance after hours? You can call our main office numbers, (956)-882-6792 or (956)-665-5327, to speak with a support representative.	

University Policy Statements

University policy statements below are intended to create transparency for your rights and responsibilities as students. We each contribute to ensuring a safe and positive environment through our actions and conduct, and students are encouraged to advocate for their needs.

STUDENT ACCESSIBILITY SERVICES
Student Accessibility Services staff can be contacted at either campus to learn about and explore accessibility services.

Campus	Brownsville	Edinburg
Location	Music and Learning Center (BMSLC, 1.107)	University Center (EUCTR, 108)
Phone	Phone: (956) 882-7374	Phone: (956) 665-7005
E-mail	ability@utrgv.edu	

STUDENTS WITH DISABILITIES
Students with a documented disability (physical, psychological, learning, or other disability which affects academic performance) who would like to receive reasonable academic accommodations should contact Student Accessibility Services (SAS) for additional information. In order for accommodation requests to be considered for approval, the student must apply using the mySAS portal and is responsible for providing sufficient documentation of the disability to SAS. Students are required to participate in an interactive discussion, or an intake appointment, with SAS staff. Accommodations may be requested at any time but are not retroactive, meaning they are valid once approved by SAS. Please contact SAS early in the semester/module for guidance. Students who experience a broken bone, severe injury, or undergo surgery may also be eligible for temporary accommodations.

PREGNANCY, PREGNANCY-RELATED, AND PARENTING ACCOMODATIONS
Title IX of the Education Amendments of 1972 prohibits sex discrimination, which includes discrimination based on pregnancy, marital status, or parental status. Students seeking accommodations related to pregnancy, pregnancy-related condition, or parenting should submit the request using the form found at Pregnancy and Parenting | UTRGV.

SEXUAL MISCONDUCT AND MANDATORY REPORTING
In accordance with UT System regulations, your instructor is a "Responsible Employee" for reporting purposes under Title IX regulations and so must report to the Office of Institutional Equity & Diversity (OIED@utrgv.edu) any instance, occurring during a student's time in college, of sexual misconduct, which includes sexual assault, stalking, dating violence, domestic violence, and sexual harassment, about which she/he becomes aware during this course through writing, discussion, or personal disclosure. More information can be found through the Office of Institutional Equity and Diversity, including confidential resources available on campus. The faculty and staff of UTRGV actively strive to provide a learning, working, and living environment that promotes personal integrity, civility, and mutual respect that is free from sexual misconduct, discrimination, and all forms of violence. If students, faculty, or staff would like

confidential assistance, or have questions, they can contact OVAVP (Office for Victim Advocacy & Violence Prevention) at (956) 665-8287, (956) 882-8282, or OVAVP@utrgv.edu.

DEAN OF STUDENTS

The Dean of Students office assists students when they experience a challenge with an administrative process, unexpected situation, such as an illness, accident, or family situation, and aids in resolving complaints. Additionally, the office facilitates student academic related requests for religious accommodations, support students formerly in foster care, helps to advocate on behalf of students and inform them about their rights and responsibilities, and serves as a resource and support for faculty and campus departments.

Vaqueros Report It allows students, staff, and faculty a way to report concern about the well-being of a student, seek assistance in resolving a complaint, or report allegations of behaviors contrary to community standards or campus policies. The Dean of Students can be reached by email (dos@utrgv.edu), phone (956-665-2260), (956-882-5141), or by visiting one of the following office locations: Cavalry (BCAVL) 204 or University Center (EUCTR 323).

MANDATORY COURSE EVALUATION PERIOD

Students have the opportunity to complete an ONLINE evaluation of this course, accessed through your UTRGV account (http://my.utrgv.edu). Course evaluations are used by the instructor to better understand the student experience in the course, which can inform revisions of the course to ensure student success. Additionally, course evaluations are also used by the instructor for annual performance review and promotion applications, teaching award applications, among others. For these reasons, your feedback, reflections, and insights on your experience in the course are invaluable to ensure student success and a quality education for all. You will be contacted through email with further instructions. Students who complete their evaluations will have priority access to their grades.

Online evaluations will be available on or about:

Fall Regular Term 2023: November 15 – December 6, 2023