

COURSE LOGISTICS (3-CREDIT HOURS)

Schedule:
Tuesdays & Thursdays 9:30AM – 10:45AM, Thaw 210, Fall/Mid-Term 2023

Instructor:
Prof. Adrienne Schwarte, Professor of Design and Coordinator of Sustainability Studies Minor, Clayton Center for the Arts, Room A308; 865.981.8154; adrienne.schwarte@maryvillecollege.edu;
Guest Instructor (for a few class visits): Dr. Mark O'Gorman, Professor of Political Science and Coordinator of Environmental Studies Program Thaw Hall, Room 203D; 865.981.8048; mark.ogorman@maryvillecollege.edu;

Office Hours:
Prof. Adrienne Schwarte: Tuesdays from 11:40AM-12:40PM & Fridays from 10AM-11AM (in person) and virtually on GOOGLE CHAT: adrienne.schwarte@maryvillecollege.edu), and by appointment;

COURSE DETAILS

US Pluralism Goals:

- Demonstrate understanding of the development and creation of socio-cultural identities in America.
- Explore relationships and power dynamics between various socio-cultural identities and the nation-state.
- Demonstrate understanding of and respect for the experiences of diverse and socially marginalized groups.

Course Description:
This course explores the history, social and political impacts of American political design forms since the American Revolutionary War, with specific focus on contemporary political design. Analysis of formal elements of art/design within political advertising and campaigns will be considered, including subliminal marketing, iconography, color perception/psychology, and typography. Discussion of both positive and negative visual political communication will be addressed, including visual encouragement of citizen action (e.g. War Bonds, Victory Gardens). Intentional and unintentional disinformation campaigns within political design will be scrutinized and students will participate in creating their own visual campaigns to educate the public on how to differentiate effective and accurate visual political communication.

Prerequisites or Corequisites
None

Texts and Course Materials:

- Textbook: Scott Myers-Lipton, CHANGE! A Student Guide to Social Action, 2018, Routledge, https://www.routledge.com/CHANGE-A-Student-Guide-to-Social-Action/Myers-Lipton/p/book/9781138297296
- Additional Readings & Materials: Readings found on DSN149/PLS149 Google Drive Site: https://drive.google.com/drive/folders/0AP59U-S-2XaaUk9PVA

Online sites to scan before each class:

1. Online web logs (blogs): Politico, Real Clear Politics or Talking Points Memo, www.politics1.com along with current political print or broadband media sites.
2. Headline Scanning: Check the headlines of these national newspapers: www.nytimes.com, www.washingtontimes.com, www.washingtonpost.com, www.wsj.com
3. Design Resources: https://www.aiga.org/ https://eyeondesign.aiga.org/ https://direct.mit.edu/desi https://designaction.org/ https://www.artforactioncorp.org/

COURSE REQUIREMENTS

The course will consist of the following assignments/activities:

1. Quizzes (4 at 10 points each)
2. Campaign Journal (5 Weekly Submissions – 20 Points each)
3. Campaign Log (1 at 75 points)
4. Final Portfolio/Presentation – Campaign Deliverables (1 at 50 Points)
5. Film Attendance & 300-Word Reflection (1 at 35 Points)

Quizzes (10 points each, 40 Points Total)
There will be occasional reading quizzes during the semester (4 of them). If you keep up with the reading, they will be relatively easy to successfully complete. The quizzes will occur at the start of that day's class and dates for the quizzes are on the course schedule.

Campaign Journal (20 Points Each, 100 Points Total)
Tell me and I forget. Show me and I remember. Involve me and I understand.

– Xun Kuang 312-230 BC E Confucian Philosopher (modern interpretation)

This will not be a traditional lecture-in-the-classroom course. You will individually, and will as part of a group, take on a real-world, in-the-field social action campaign. Therefore, you will need to document what you are learning in class that will make your student campaign successful; and document your work (what you are actually doing) to make your campaign successful.

There will be 5 weekly submissions (See calendar for dates) and each student will submit a reflection document (campaign journal) that completes the following tasks:

1) Answer questions about what you are learning about specific aspects of a social action campaign, based upon class discussion and readings.
2) Asks you to reflect on specific questions assigned in the weekly journal. One week's questions will be in the form of you completing a short essay (700 words) in which you reflect upon a historical example of a social action in the US; discussing how it reveals issues of power, access and (in)equality in American political society. That week's campaign journal will ONLY be completing this short essay. The due date will be **Tuesday, November 21st**

Campaign Log (75 points)
Requires you to specifically document your campaign work, and what you are doing to help your campaign (doing e.g.: tabling, poster designing, postering, meeting with stakeholder allies and opponents, marching, holding rallies). *Each student is required to complete 15 hours of campaign work this semester in order to earn an A; 12 hours to earn a B, 9 hours to earn a C and 6 hours to earn a D; Below 6 hours and you will not earn a passing grade for the Campaign Log.*

Final Portfolio/Presentation - Campaign Deliverables (50 points)
This is a group activity, where you and team members working on your social action campaign, will compile a notebook and/or digital folder at the end of the semester, which can be used for future students in DSN/PLS149. It will contain items related to the following topics:

1. Issue Development
2. Research
3. Building Power
4. Group Dynamics and Leadership
5. Strategies and Tactics
6. Media Outreach
7. Timeline
8. Campaign

It is due at the final exam time: **December 11th at 3:30PM**

Film Attendance & Reflection (35 points)
There will be a few films screened in the weekday evenings over the course of the semester

(films dates/times TBA) and you are expected to attend at least 1 of them in order to receive credit for viewing. After viewing the film, you will be required to submit to the instructor via email a 300-word reflection on the film (due by the next class session after the film viewing). The film(s) will be related to social action issues within a variety of topics covered in the course.

Grading Scale

Grading : Out of 300 possible points:

94% - 290 points and above = A
90% - 279 points and above = A-
87% - 270 points and above = B+
83% - 258 points and above = B
80% - 249 points and above = B-
77% - 239 points and above = C+
73% - 226 points and above = C
70% - 217 points and above = C-
67% - 208 points and above = D+
63% - 195 points and above = D
60% - 186 points and above = D-
Below 186 points = F

Grading and Academic Standards: Maryville College: (from the Maryville College Catalog)

A - Excellent (above minimum requirements, exhibits quality in craft, cleanliness and adherence to project requirements);
B - Good (more than minimum was fulfilled, lacks the mark of excellence);
C - Satisfactory (minimum requirements fulfilled);
D- Passing;
F - Failed

COURSE RULES

Incompletes:
There are no incompletes given in this class except for situations of medical emergencies. An official letter from a physician must be submitted for an incomplete grade to be considered. Incompletes must be made up within the following semester, otherwise, a failing grade will result.

Academic Dishonesty:
Academic dishonestly in any portion of the academic work for a course shall be grounds for awarding a failing (F) grade for the entire course and will be pursued to the highest course possible.

Writing Center:
Located both online and in the Academic Support Center COL.LAB during select times this spring semester, the Writing Center is a high-quality resource for all MC students. The consultants there are trained to help with all stages of the writing and speech preparation process, including brainstorming for topics, developing ideas, evaluating organization, revising

final drafts, and practicing delivery. While consultants will NOT edit your essays, they can help you to identify problems with grammar and mechanics, organization and development, and delivery. More information and hours can be found here: https://www.maryvillecollege.edu/campus-life/student-services/academic-services/writing-center/.

Academic & Student Support Resources:
If you are looking for academic and student support resources, please visit the link to Maryville College Cares: https://www.maryvillecollege.edu/campus-life/mccares/

Disability Resources & Accessibility:
Students with a disability requiring accommodations or any student who believes that they will require accommodations should contact (via phone or email) the Office for Disability Resources and Accessibility, disabilityresources@maryvillecollege.edu, 865.981.8124, located in the lower level of Thaw Hall. Students are encouraged to make contact before or during the first week of classes. Additional information can be found on their website: https://www.maryvillecollege.edu/campus-life/student-services/disability-resources/

Academic Misconduct, Harassment:
This course follows College policies and procedures regarding academic misconduct and harassment. To review these policies, please see the Maryville College Handbook.

Attendance (Including COVID guidance):
Attendance is essential and is your responsibility, as are the consequences of your actions. Attendance for every class and staying for the entire class is expected. The student is required to be on time for each class and is expected to work in class for the entire period. Students with more than four unexcused absences will receive a reduction of one letter grade from their earned grade (i.e. an "A" becomes a "B") and more than six absences will result in failure of the course. Any student who feels ill/exhibiting symptoms of COVID-19 should not attend class in person until their illness resolves. Please review the current MC policy regarding COVID-19 pandemic protocols/guidance here: https://www.maryvillecollege.edu/news/info-regarding-covid19/ This information includes recommendations on testing, vaccination, isolation, and resources available to you. If you develop COVID-19 symptoms or test positive for COVID-19, you can complete a COVID-19 Self-Reporting form.

If you are ill, please contact the instructor as soon as possible to coordinate make-up work and how to stay on track with the course while you are not attending in-person (COVID-19 positive diagnosis is an excused absence for the class for the duration of the isolation). Please comply with current MC masking policies, if they are enacted at any time and student(s) are encouraged to wear a mask at any time(s) they wish to do so. If you wish to mask, but do not have a mask, please contact the instructor and one will be provided to you.

Preparation rule(s): The reading and work listed on the day in the syllabus is due ON THAT DAY. Please come prepared.

Artificial Intelligence (AI):
AI is permitted in this course, but ONLY for brainstorming and research purposes on visual projects, not for actual development of image-making/illustrative generation, etc. as this has copyright implications. For any written assignments in the class, AI is permitted for initial

research generation but not for production of the written work and only authorized with attribution. Remember, AI can provide inaccurate information just as much as it provides accurate information, so always fact-check what you find from other sources.

CLASS SCHEDULE (TENTATIVE)

DATE	SCHEDULE	READINGS/ACTIVITIES
Tuesday 17 October	Syllabus, Attendance, Discuss Textbook & Resources Social Action History	*Chapter 1: Issue Development*
Thursday 19 October	Finish Social Action History Social Action Topics (Issue Development); Discuss Campaign Journal & Log	*Chapter 2: Setting the Tone And pages 133-134*;
Tuesday 24 October	Introduction to Art & Social Action; Think and Act Local – groups assigned and group 'divines' their best topics; - Begin to build Campaign Plan	*Chapter 9: Campaign Plan;*
Thursday 26 October	Privilege & Power, Understanding and Embracing our own power; Examples of Power and Privilege in Design;	*Chapter 3 & 4: Building Power;* ***1st Campaign Journal Entry Due;***
Tuesday 31 October	**Quiz 1;** Power Mapping Activity, Group Discussion Time;	Chapter 5: Research;
Thursday 2 November	Case Studies: War Propaganda Design; Group Work Session;	Chapter 6: Strategy & Tactics **2nd Campaign Journal Entry Due;**
Tuesday 7 November	Case Studies: Health Communication Campaign Designs (AIDS – Silence = Death, Polio, COVID-19, Malaria, Smoking, Veneral Diseases, Pregnancy Prevention); Group Work Session - Updates;	Chapter 7: Campaign Kickoff
Thursday 9 November	Tactics & Strategies & Writing Your Organizational Rap; Timeline & Implementation Plan; Group Work Session;	***3rd Campaign Journal Entry Due;***
Tuesday 14 November	**Quiz 2;** Guest Instructor (Dr. Mark O'Gorman): Case Studies: Campaign Messaging, Media Relations;	Campaign Work
Thursday 16 November	Case Studies: Environmental Campaign Designs (Pro-Environment, Climate Change Awareness); Culture of Accountability, Successful group facilitation and how to manage challenges;	Campaign Work

Tuesday 21 November	Watch "Obey Giant: The Art & Dissent of Shepard Fairey" (2017)	Chapter 8: Group Dynamics ***4th Campaign Journal Entry Due (This is the ISSUE ESSAY);***
Thursday 23 November	Thanksgiving T'Giving Break	Campaign Work
Tuesday 28 November	**Quiz 3;** Case Studies: Social Movements (#LoveWins, Black Lives Matter, The Women's March, Afro-American Solidarity)	*Chapter 10: Evaluation: Passing It On*
Thursday 30 November	Guest Instructor (Dr. Mark O'Gorman): Case Studies: Political Issues (Candidate designs, election design, anti-war, nuclear disarmament, immigration)	***5th Campaign Journal Entry Due;***
Tuesday 5 December	**Quiz 4;** Where Will You Campaign Go From Here? What Do You Pass On? To Whom? What's Next?	*Chapter 11: The Hero's & Shero's Journey: You Are the Chosen One;*
Monday, December 11th at 3:30PM (Final Exam Time)	Final Group Presentations!	**Final Portfolios Due; Campaign Log Due;**