School of Human Sciences  
HUMAN SCIENCES 204.001: AESTHETICS (CRN 22668)  
Spring 2016

Please note: With the new roll out of mySFA and the email process in spring 2016, titan mail will be changing from ____@sfasu.edu to ____@jacks.sfasu.edu.

Instructor: Rebecca Greer, Ph.D.  
Course Time & Location: TR 12:30-1:45 p.m., EDAN Room 123  
January 19, 2016-May 13, 2016

Office: EDAN Room 131  
Office Hours:  M 10:00-11:00 a.m.  
T 2:00-3:00 p.m.  
W 10:00-11:00 a.m.  
R 2:00-3:00 p.m.  
F 10:00-11:00 a.m.

Office Phone: 936-468-2209  
Credits: Three semester credit hours

Other Contact Information: None  
Email: Use D2L course mail

Prerequisites: Sophomore standing

I. Course Description:
Study of aesthetics and related concepts with application to fashion merchandising; development of skills in evaluation of aesthetic components in merchandising activities; development of skills in manipulation of aesthetic components to create appealing merchandising environments. Major topics in the course include: defining aesthetics, the aesthetics experience, branding and value derived, factors which influence aesthetic evaluation and preference, visual elements of design (color, light, line, shape, texture, space, & movement), auditory and olfactory elements of design, and principles of design (complexity, order, novelty, Gestalt, perception, rhythm, balance, proportion, & emphasis).

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):

Faculty, staff, alumni and students of Stephen F. Austin State University believe in doing things "The SFA Way," by expecting the best from ourselves and each other. We hold each other accountable when we fail to maintain these standards. Five “root principles” upon which the SFA Way are grounded, and that the members of the SFA community use to strive for personal excellence in all that we do are: respect, caring, responsibility, unity, and integrity. More information about these principles can be found at http://www.sfasu.edu/universityaffairs/182.asp

The objectives of this course support the University Vision to be “a high quality, student-focused, comprehensive university whose graduates are productive citizens and successful leaders” and the University Mission to “provide students a foundation for success, a passion for learning and a commitment to responsible global citizenship.” Understanding the global nature of the fashion industry is particularly important for professionals in fashion merchandising to develop commitment to responsible global citizenship.

The objectives of this course support the James I. Perkins College of Education (PCOE) Vision, Mission, Goals and Core Values to "prepare competent, successful, caring, and enthusiastic professionals dedicated to responsible service, leadership and continued professional and intellectual development." The PCOE values and goals are: 1) Academic excellence through critical, reflective, and creative thinking, 2) Lifelong learning, 3) Collaboration and shared decision-making, 4) Openness to new ideas, to cultural diverse people, and to innovation and change, 5) Integrity, responsibility, diligence, and ethical behavior, and 6) Service that enriches the community.

Student learning outcomes for fashion merchandising courses are aligned with International Textiles and Apparel Association (ITAA) Four-Year Baccalaureate Program Meta-Goals–Industry Processes; Appearance and Human Behavior; Aesthetics and the Design Process*; Global Interdependence; Ethics, Social Responsibility, and Sustainability; Critical, Creative, and Quantitative Thinking*; and Professional Development.
*Asterisks indicate the goals addressed specifically by this course.

This course supports Fashion Merchandising Program Learning Outcomes (PLOs) listed below:
- The student will display the professional dispositions (academic excellence, life-long learning, collaboration, openness, integrity and service) relative to the field of Human Sciences.*
- The student will exhibit the professional behavior (strong communication skills, a professional image, a good work ethic and adequate preparation for employment in his/her specific discipline) expected in the field of Human Sciences.*
- The student will demonstrate competence in his/her specific discipline (using oral and written forms.).*
- The student will be knowledgeable of the trends in fashion merchandising.

* Asterisks indicate the PLOs addressed specifically by this course.

**Student Learning Outcomes:**
Upon completion of the course, the student will have had the opportunity to:
- Develop awareness of aesthetic aspects of the human experience
- Define, explain and apply the elements and principles of design
- Comprehend the interrelationship between the elements and principles of design
- Apply elements and principles of design to one's environment, life and the products that enhance them
- Demonstrate skill in using the elements and principles of design for problem-solving in the creative process
- Evaluate elements and principles to make wise selections of products to be merchandised
- Use elements and principles to enhance product presentation and merchandising techniques

**III. Course Assignments, Activities, Instructional Strategies, Use of Technology:**
Methods of instruction will include lecture, discussion, and visual media. The course syllabus, course calendar, assignments, mail and grades will be available on D2L course page. Students are expected to check the Desire to Learn (D2L) course page, web mail and course calendar regularly. In-class activities and a design project will require hands-on application of course concepts by students. There are no assignments in this course related to accountability and accreditation which require submission in LiveText.

**IV. Evaluation and Assessments (Grading):** The final course grade will be based on the percent of total possible points for the following:
- Unit Exam #1 having 50-100 objective questions covering Weeks 1-3, Aesthetics & Branding, 100 possible points.
- Unit Exam #2 having 50-100 objective questions covering Weeks 4-8, Elements of Design, 100 possible points
- Unit Exam #3 having 50-100 objective questions covering Weeks 10-13, Principles of Design, 100 possible points
- Comprehensive Final Exam having 67-100 objective questions, 100 possible points
- Design Project/Poster Presentation based on aesthetic applications for a merchandising environment, 100 possible points
- Daily Assignments, periodic activities designed to enrich instruction, variable points each for a total of 100 possible points

Total possible – 600 points; no grades/points are dropped.

Students must supply NCS PEARSON-ANSWER SHEET Form No. 30423 and number two lead pencils for each exam.

Completing an assignment does not automatically merit a grade of A. Average work will receive a grade of C. To receive a grade of B or A, student must go above and beyond basic requirements of the assignment. Remember--“if you hit a home run, you can walk the bases.” Students are advised to do their best work rather than scraping by with minimal effort.

Students are advised to plan ahead for the comprehensive final exam. Study materials should be saved from each unit exam. It may be helpful to highlight or underline the concepts one recalls being on each exam shortly after taking the exam. Reviewing exams is also recommended. An exam may be reviewed in the instructor's office ONLY during office hours from the time the exam grades are posted until the next scheduled exam.

**Grading scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
<th>Description</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100%</td>
<td>537-600 points</td>
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<tr>
<td></td>
<td></td>
<td>A (represents exceptional work—above &amp; beyond expectations)</td>
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<tr>
<td>B</td>
<td>80-89%</td>
<td>477-536 points</td>
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<tr>
<td></td>
<td></td>
<td>B (represents above average work)</td>
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<tr>
<td>C</td>
<td>70-79%</td>
<td>417-476 points</td>
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<tr>
<td></td>
<td></td>
<td>C (represents average work)</td>
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<tr>
<td>D</td>
<td>60-69%</td>
<td>297-416 points</td>
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<tr>
<td></td>
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<td>D (represents somewhat unacceptable work—not up to expectations)</td>
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<tr>
<td>F</td>
<td>59% or below</td>
<td>296 or fewer points</td>
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<td>F (represents unacceptable, failing work)</td>
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Grading Rubric for Design Project/Poster Presentation - Worth 100 Points

Format (20 points)
- 2 – 15” x 20” boards
- Taped accordion style to stand alone

Craftsmanship (20 points)
- Neatness and professionalism of finished project/boards
- Achievement of principles of design in board
  - Balance
  - Emphasis
  - Rhythm
  - Proportion/Scale
  - Harmony (Unity/Variety)

Content - Design of Space (50 points)
- Evidence on boards of selection of variation(s) of elements to achieve desired effect:
  - Color-Variation/Effect/Image
  - Line-Variation/Effect/Image
  - Shape or Form-Variation/Effect/Image
  - Texture-Variation/Effect/Image
  - Space-Variation/Effect/Image
- Evidence on boards of selection of components to appeal to each of the senses
  - Design Component Appealing to Sight/Visual Image
  - Design Component Appealing to Sound/Visual Image
  - Design Component Appealing to Touch/Visual Image
  - Design Component Appealing to Taste/Visual Image
  - Design Component Appealing to Smell/Visual Image

Exhibition of Presentation Boards (10 points)
- Exhibited Promptly on Assigned Date
- Evaluation of Classmates’ Boards

V. Tentative Course Outline/Calendar:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics</th>
<th>Reading Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Course Overview &amp; Introduction</td>
<td>Ch 1</td>
</tr>
<tr>
<td></td>
<td>Defining Aesthetic Experience; Review of Human Senses</td>
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<tr>
<td>2</td>
<td>Branding</td>
<td>Ch 2</td>
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<tr>
<td></td>
<td>Branding – cont’d./SYLLABUS QUIZ (20 point daily grade)</td>
<td>Ch. 3</td>
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<td>3</td>
<td>Aesthetic Evaluation or Preference; Review for Exam</td>
<td>Ch. 4</td>
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<td><strong>EXAM #1 covering Ch. 1-4</strong></td>
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<td>4</td>
<td>Elements of Design: Color</td>
<td>Ch. 5</td>
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<td>Color – cont’d.</td>
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<td>5</td>
<td>Light</td>
<td>Ch. 6</td>
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<td>Line</td>
<td>Ch. 7</td>
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<td>6</td>
<td>Shape</td>
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<td></td>
<td>Texture</td>
<td>Ch. 8</td>
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<tr>
<td>7</td>
<td>Space &amp; Movement</td>
<td>Ch. 9</td>
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<td>Auditory Elements-Sound</td>
<td>Ch. 10</td>
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<td>8</td>
<td>Olfactory Elements-Smell; Review for Exam</td>
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<td><strong>EXAM #2 covering Ch. 5-10</strong></td>
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<td></td>
<td><strong>SPRING BREAK</strong></td>
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<td>9</td>
<td>Project/Poster Presentation Assigned</td>
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<td></td>
<td>EASTER BREAK</td>
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<td>10</td>
<td>Complexity, Order, Novelty</td>
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<td></td>
<td>Human Perception</td>
<td>Ch. 11</td>
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<td>11</td>
<td>Principles of Design: Gestalt Principles</td>
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<td>Rhythm &amp; Emphasis</td>
<td>Ch. 12</td>
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<td>12</td>
<td>Balance</td>
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<td>Proportion &amp; Scale</td>
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<tr>
<td>13</td>
<td>Contrast, Isolation &amp; Placement; Review for Exam</td>
<td>EXAM #3 covering Ch. 11-12</td>
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<tr>
<td>14</td>
<td>PROJECT/POSTER PRESENTATION DUE; Exhibit &amp; Evaluate posters</td>
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<td>Additional Design Applications</td>
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<tr>
<td>15</td>
<td>Additional Design Applications</td>
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<td></td>
<td>Wrap-up &amp; Review; Online Course Evaluations Due</td>
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<td>16</td>
<td>COMPREHENSIVE FINAL EXAM, Thursday, May 12, 10:30 a.m. – 12:30 p.m.</td>
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VI. Readings
Regular reading assignments from the required textbook below are listed on the course calendar above and may be supplemented by occasional assigned reading of short essays related to topics covered or for daily assignments.

Required:

LiveText Statement:
This course uses the LiveText data management system to collect critical assessments for students who are Perkins College of Education majors (undergraduate, graduate, and doctoral) or majors in other colleges seeking educator certification through the Perkins College of Education. Students who do not have an existing LiveText account will receive an access code via the SFA email system within the first week of class. You will be required to register your LiveText account, and you will be notified how to do this via email. If you forward your SFA e-mail to another account and do not receive an e-mail concerning LiveText registration, please be sure to check your junk mail folder and your spam filter for these e-mails.

If you have questions about obtaining or registering your LiveText account, call ext. 1267 or e-mail SFALiveText@sfasu.edu. Once LiveText is activated, if you have technical questions, call ext. 7050 or e-mail livetext@sfasu.edu. Failure to activate the account and/or submit the required assignment(s) within the LiveText system may result in course failure.

Additional Note: There are no assignments in this course related to accountability and accreditation which require submission in LiveText.

VII. Course Evaluations:
Near the conclusion of each semester, students in the Perkins College of Education electronically evaluate courses taken within the PCOE. Evaluation data is used for a variety of important purposes including:
1. Course and program improvement, planning, and accreditation;
2. Instruction evaluation purposes; and
3. Making decisions on faculty tenure, promotion, pay, and retention.

As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the PCOE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!

In the Perkins College of Education, the course evaluation process has been simplified and is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the survey, all ratings...
Additional Note: Students will receive an email stating the time frame during which evaluations will be available for completion. **Students who complete the course evaluation process will receive four extra credit points on the final examination.** Students who fail to complete the course evaluations on-line during the announced time forfeit the opportunity to provide an evaluation.

VIII. Student Ethics and Other Policy Information: Found at https://www.sfasu.edu/policies

**Class Attendance and Excused Absence: Policy 6.7**
Regular, punctual attendance, documented participation, and, if indicated in the syllabus, submission of completed assignments are expected at all classes, laboratories, and other activities for which the student is registered. Based on university policy, failure of students to adhere to these requirements shall influence the course grade, financial assistance, and/or enrollment status. The instructor shall maintain an accurate record of each student’s attendance and participation as well as note this information in required reports and in determining final grades. Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. However, students are responsible for notifying their instructors in advance, when possible, for excusable absences. Whether absences are excused or unexcused, a student is still responsible for all course content and assignments. Students with accepted excuses may be permitted to make up work for up to three weeks of absences during a semester or one week of a summer term, depending on the nature of the missed work. Make-up work must be completed as soon as possible after returning from an absence.

Additional Note: This course is a web-enhanced face-to-face course. Regular, punctual attendance is required on regularly scheduled class days and is important for success in the course. Students are expected to attend for the full class period and are required to be responsible for any information or materials given in class. Supplemental materials or handouts given in class will only be distributed one time in class—students who are not in attendance cannot receive these at a later time. The course syllabus, course calendar, assignments, mail and grades will be posted on the Desire to Learn (D2L) course web page. Web-directed activities or assignments may substitute for class attendance only on days specified on course calendar, in web-page email, or announced in class. Students are expected check the home page, web mail and course calendar prior to each class and to be prepared for each class meeting by reading the assigned materials.

**Academic Accommodation for Students with Disabilities: Policy 6.1 and 6.6**
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 936-468-3004 as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

**Student Academic Dishonesty: Policy 4.1**
Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

**Definition of Academic Dishonesty**
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:
- using or attempting to use unauthorized materials on any class assignment or exam;
- falsifying or inventing of any information, including citations, on an assignment; and/or;
- helping or attempting to help another in an act of cheating or plagiarism.

Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to:
- submitting an assignment as one’s own work when it is at least partly the work of another person;
- submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or,
- incorporating the words or ideas of an author into one’s paper or presentation without giving the author credit.

**Penalties for Academic Dishonesty**
Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university

**Student Appeals**
A student who wishes to appeal decisions related to academic dishonesty should follow procedures outlined in Academic Appeals by Students (6.3).

Additional Note: Students will receive an email stating the time frame during which evaluations will be available for completion. **Students who complete the course evaluation process will receive four extra credit points on the final examination.**
examination. Students who fail to complete the course evaluations on-line during the announced time forfeit the opportunity to provide an evaluation.

**Withheld Grades: Policy 5.5**

At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy [i.e., Active Military Service (6.14)]. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Student Code of Conduct: Policy 10.4**

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program. Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This policy applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare: Early Alert Program at SFA. Information regarding the iCare program is found at [https://www.sfasu.edu/judicial/earlyalert.asp](https://www.sfasu.edu/judicial/earlyalert.asp) or call the office at 936-468-2703.

Additional Note: Professional conduct, including common courtesy towards the instructor and fellow students, is expected of all students at all times. Remember, students are establishing the reputation in this class on which any future reference requested from the instructor will be based.

**IX. Other Relevant Course Information:**

**University Policies and Information**—This class will adhere to all applicable university policies. Students should read and be familiar with policies in the General Bulletin.

**Assignments**—To receive points for an assignment, it must be submitted AS INSTRUCTED, through D2L Dropbox or in class. To receive credit, any work must have student name prominently displayed on the first page, or if in a folder or notebook, on the outside as well. Any work submitted to the instructor for grading must be neat and professional. Late work will be penalized 10 percent of point value per class day. ABSOLUTELY NO STUDENT WORK WILL BE ACCEPTED AFTER THE LAST SCHEDULED CLASS MEETING TIME, in other words, no work may be submitted for grading during final exam week or thereafter.

**Exams**—Students must bring an NCS PEARSON ANSWER SHEET—Form No. 30423 and number two lead pencil(s) for each exam. Students are expected to be on-time to begin each exam. Those arriving late will not be granted additional exam-taking time. Those arriving after any other students have completed the exam and left the room will not be allowed to take the exam and will receive zero points for the exam. To begin the exam and during the exam period, the student work area must be cleared of all materials except the computer answer sheet and pencil. All books and papers must be closed and stowed out of sight beneath the seat. Cell phones must be turned off and stored out of sight during exams. No caps with bills are allowed to be worn during exams. No electronic listening devices of any kind may be used during exams. If a student leaves the exam room, his/her exam must be turned in at that time--students may not leave and then return to continue on the exam. Students must read and follow directions in filling in the computer answer sheet correctly. Failure to fill out the form correctly may result in a penalty of up to 10 points.

**Missing an Exam**—According to university policy, serious personal illness or death in one's immediate family are acceptable reasons for an exam to be missed. Zero points will be recorded for an exam when missed for unacceptable reasons. When an acceptable reason arises, to receive points, the student must notify the instructor PRIOR TO THE EXAM and provide written documentation/proof for the reason upon returning to class. Only if these two requirements are met, the grade earned on the comprehensive final examination will be counted twice to replace the missed exam grade. This procedure applies to missing one exam only. All students must take the final exam at the official university-scheduled final examination time. Any requests for other times for the final exam must be for a legitimate reason and must be submitted in writing at least two weeks in advance to allow approval through appropriate university channels. NO MAKE-UP UNIT EXAMS ARE OFFERED. Any extenuating circumstances must be discussed individually with the instructor during office hours or by appointment.

**Facilities**—According to the Department of Human Sciences Building Policy, eating and drinking of beverages, and the use of tobacco products are prohibited in all classroom and instructional laboratories unless these are part of the instructional process. This policy will be enforced.
Cell Phones—Cell phone use is not allowed during class or examinations. Cell phone must be turned off and stored out of sight when class begins and remain off and out of sight until class is dismissed at each class meeting.

Laptops Computers & Tablets—Laptop computers & tablets may be used in class for class purposes ONLY, except during exams (see exam policy above), unless banned by the instructor. Instructor has the right to ban computers for the remainder of the semester in the class if students are observed during any class meeting time to be using devices for inappropriate purposes unrelated to class.

Dress—Modest, comfortable dress is expected of all students for regular classes. For class presentations, professional dress is required of students. In general, professional dress includes: a jacket or jacket substitute such as a vest or cardigan, modest full-length pant or knee-to-calf length skirt, modest shirt with sleeves, and closed-toe shoes. Hair of shoulder-length or longer should be pulled up or back. Common professional dress errors to avoid are denim clothing, tennis shoes, flip-flops, sleeveless clothing, underwear that shows, tight-form-fitting clothing, bare midriffs, and low-cut tops which reveal male chest or female cleavage, low-rise pants which reveal naval, abdomen or upper hips.

Honors Contracts—Any requests for honors contracts must be presented to the instructor, discussed, approved and submitted to the Honors office before the end of the third week of classes.