



**Art 472.801: Art Direction
COURSE SYLLABUS: Fall 2014**

Instructor: Justin McCormick & Jeff Hodgson
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COURSE INFORMATION

Fall 2014, Thursday 6:30, UCD 309
Credit Hours: 4.

Materials – Textbooks, Readings, Supplementary Readings:

Hey Whipple, Squeeze This.
A Guide to Creating Great Ads.
by Luke Sullivan

It's not how good you are. It's how good you want to be. By Paul Arden

Also you are required to purchase ONE of the following:

1. The One Show Annual
2. CA Ad Annual
3. Graphis Ad Annual
4. Lurzer's Archive magazine

Every week, you are required to bring the following:

LOOSE CLEAN PAPER.
A THICK BLACK MARKER.

Course Description:

This class is about conceptual thinking as it applies to advertising. The crafts of Art Direction and Copywriting, which are applied to a concept to create an Ad.

We will attempt to cover the following:

Understanding of what makes good, creative advertising. Understanding of what makes bad, uninspired advertising.

Develop creative, smart and applicable concepts to solve advertising problems. Also, applying your design and typography skills, as well as knowledge of photography and illustration, to create clear, communicative layouts for your concepts.

Finally, to develop writing skills to craft interesting and captivating headlines, as well as clear, concise body copy to communicate the desired message for each of your ads.

Student Learning Outcomes:

COURSE REQUIREMENTS

Class format:

This is a combination lecture and critique class. You will do much of your work outside of class. During class, you will evaluate your classmates' work, and they will evaluate yours. This class relies on your fair and honest input. Your participation is a requirement of the class.

We will critique you as well. We will judge your work against the best student work in the country. We will be very hard on your work.

Assignments:

The class will revolve around three major assignments that will be given throughout the semester. There will be other minor assignments like reading assignments, quizzes, in class concepting, writing assignments, etc. which may generate the fourth piece.

Final Critique:

At the end of the semester, you will bring all of the ads you've completed throughout the semester to the Final Critique. Much like the final Exams of your other classes, the Final Critique is the most important class of the semester.

Usually, we try to get prominent creative directors from the Dallas area come in and critique your work. They will be brutally honest. They will be harsh. They will judge your work against the best student portfolios in the country. The grade you receive for your final critique will be worth 40 percent of your final grade.

IMPORTANT:

If you fail your final critique you will fail the class. As 40% of your final grade, it doesn't take a rocket scientist to see how important that is.

ALSO, if you are late to final critique, you will not be allowed into the final critique. If you are not allowed in, you will not pass the final critique. As a result, you will not pass the class. We cannot

stress this point enough. Printing problems are no excuse for being late. By now you should understand that printing problems can and do occur at the worst times. You must prepare for this by printing out your work in advance.

Traffic is no excuse for being late. Please understand that there will be accidents and construction on the highways. And there will be a lot more of it on Final Critique night. Plan on being at the Final Critique early. Maybe an hour early.

WORK ON THE MAJOR ASSIGNMENT.

Do not come into class without work. If you are having trouble, give us a call. Coming to class without work is a waste of the class's time.

How the major assignments work:

On week one, you will be given the name of your client. The ultimate goal is to finish with a campaign of three ads for each client. The following week you will be asked to bring in 30 rough sharpie layouts for your client, as well as a finished creative brief for that assignment. The purpose of these layouts will be to communicate the concepts behind the ads.

Class critique will evaluate the merits of your work.

The next week, you will return with rough computer layouts of any work from the first week that was deemed to have potential. At this point, an early draft of the body copy (if any is necessary) is due. You are required to show two different layout directions. This means two separate visual looks for your campaign. The work should show progress in the use of typefaces. The layouts should show placement options for images, headlines, body copy, borders, etc. If the headlines from week one needed work, you will have options for these as well.

The following week, the ads should be finished for presentation. You will then receive the next assignment.

How the minor assignments work:

Sometimes we will have in-class assignments and other miscellaneous homework assignments. If we give a reading or research assignment, there will likely be a quiz. There may or may not be a few pop quizzes as well. There will also be final test at the end of the semester. This is not your final exam, the critique is your final exam.

Program participation requirements and progress assessment:

Everyone who is participating in the program here at school is required to enter work into specific shows. This can be work from any of your classes, but it is a requirement of progressing through the program.

Also, there will be a progress assessment at the end of this semester. It is YOUR responsibility to contact the Art Office for a list of the requirements for this.

If you fail to pass the assessment, you will not be allowed to progress in the program. Unfortunately, we will not kick anybody out of the program yet, as other schools do, but you will likely be required to retake classes where you need work, before you can take more advanced classes. Making a C in the class does not mean you will automatically progress, in fact it's probably an indicator that you still need work.

Grades:

If you will be unable to attend class on a day when a major assignment is due, you can bring your work to us during the week BEFORE class.

Anyone who fails to turn in their major assignment on the due date will receive an F. See the next subhead for information on how you can improve your major assignment grades.

Your major assignment grades will be worth 40% of your final grade. The remaining 20% will come from tests, quizzes, random assignments and your participation in class. The final critique is worth 40%.

How to improve your grade on a major assignment.

So, you're not happy with a grade you received on a major assignment? Well, fear not. Continue working on that assignment (it's part of the final critique anyway) and turn in your improvements. If you have addressed problems and concerns that were mentioned during the critique of the assignment, we will improve your grade. The amount of improvement is at my discretion. You can resubmit work as many times as you would like, up until class time during dead week. You can also improve your grade if you are turning in a late major assignment. If it is turned in during the week following the due date, you will be docked one letter grade. I will not grade major assignment work that is two weeks late, the F will stand. However, it is still in your best interests to continue working on your major assignments as they will be part of the final critique.

Grade Breakdown Overview:

Final Critique	40%
Major Assignment total	40%
Other Assignments	20%

What your grades mean:

A Perfect, ready for your book

B Idea is in place & art direction is heading in the right direction, needs major finessing

C Average. Idea is weak, needs a serious boost OR totally inappropriate art direction

D Failing, below average. lack of participation and/or poor attendance

F Fail. Inferior work, work not turned in, failure to attend class

TECHNOLOGY REQUIREMENTS

You are required to join the Facebook group: TAMUC Art Direction
We will use it often to share updates and information.

COMMUNICATION AND SUPPORT

JUSTIN MCCORMICK
Art director, The Richards Group
Justin_mccormick@richards.com

JEFF HODGSON
Copywriter, The Richards Group
Jeff_Hodgson@richards.com

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Attendance:

University Specific Procedures:

Academic Integrity and Plagiarism

Texas A&M University-Commerce does not tolerate plagiarism and other forms of academic dishonesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material.

ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library 132
Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

StudentDisabilityServices@tamu-commerce.edu

[Student Disability Resources & Services](#)

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See *Code of Student Conduct from Student Guide Handbook*).

COURSE OUTLINE / CALENDAR

Art 472.801: Art Direction

Fall 2014

(Calendar is subject to change)

Sep 2014

4	Class begins, Campaign 1 assigned
11	Campaign 1: 30 Pencils
18	Campaign 1: More pencils, 2 layout directions
25	Campaign 1: Finished; Campaign 2 assigned

OCT 2014

2	Campaign 2: 30 Pencils
9	Campaign 2: More pencils, 2 layout directions
16	Campaign 2: Finished; Campaign 3 assigned
23	Campaign 3: 30 Pencils
30	Campaign 3: More pencils, 2 layout directions

Nov 2014

6	Campaign 3: Finished; Poster assigned
13	Poster: 10 ideas
20	Finesse all work
27	Thanksgiving

Dec 2014

4	Finesse all work
12	Final Critique