

## Course Syllabus

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### Contact Information

E-mail | [joshua.ege@tamuc.edu](mailto:joshua.ege@tamuc.edu)  
All e-mails will be answered within 48 hours.

### Class Information

Credit Hours | 4.0  
Meeting Times | Thursdays 11 AM-3 PM  
Meeting Location | Room 309

### Required Resources

Periodical | Communication Arts  
Book | Hey Whipple, Squeeze This, by Luke Sullivan

### Suggested Resources

Periodical | Lürzer's International Archive Magazine  
Book | Ogilvy on Advertising, by David Ogilvy

### Course Description

This course will be an introduction to printed advertising art direction. Students will study and explore creative ideation for target markets, type lock ups, headline writing and production of print advertising.

### Course Structure

This class will be a combination of assignments worked on outside of class and in-class which will be critiqued by peers as well as the instructor. **A commitment to many hours of homework is required to achieve the goals of this class and its completion.** The class will be broken into teams for out of class critiques and discussions throughout the week. The final is a presentation of your work to your peers and instructor. You will explain the pieces in detail giving insight to the decisions you made for the client. Final high resolution files of all your projects must be turned in on the last night of class. Failure to turn in these files will result in a letter grade of "F".

### Course Objectives

- ( 1 ) Examine the anatomy of a print advertisement.
- ( 2 ) Experiment with type lock-ups for headlines and body copy.
- ( 3 ) Practice writing smart and compelling copy for headlines and body copy.
- ( 4 ) Create print advertising campaigns

### Assignments & Grading (subject to change)

Headline Writing Exercise	5%
Lock-up Exercise	5%
Headline ad	20%
Non-profit ad	20%
Campaign 2	40%
Participation	10%

A lack of participation in weekly critiques can negatively affect your grade. Students will be given mini-deadlines for all projects. Each student is allowed to miss one mini-deadline for the semester. For each mini-deadline the student misses after the first, a full letter grade will be dropped from that assignment.

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### What to Bring to Class

- Paper, Pencils, 2 1/2" or 3" binder for research and process, paper or notebook to take notes, Black mat board is needed 15"x20"
- Prismacolor markers or colored pencils (recommended)

### Attendance

You may be absent from class twice.

On your first absence you will receive an e-mail warning, which is copied to Lee Whitmarsh.

On your second absence you will receive an e-mail and you will be contacted by Lee Whitmarsh.

On your third absence you will receive an F in the class. If you wish to drop the class you will receive a drop/fail.

Two tardies of 20 minutes or more equals an absence.

A tardy of 60 minutes equals an absence.

Two late returns from break of more than 10 minutes equals one absence.

If a student is OVER 10 MINUTES late for the final, a full grade will be deducted from his or her final grade. If a student does not show up for the final they automatically fail the class.

*There is no distinction between excused and unexcused absences.*

### Grade Evaluation

Grades will be assigned according to the following scale:

- A work well above the general class level, evidence of participation in related activities outside of the classroom, thoughtful participation in classroom discussion and critique
- B work above the general class level, participation in classroom discussion and critique
- C average work, minimal requirements met
- D work below class average, lack of participation and/or poor attendance
- F inferior work, work not turned in, failure to attend class

In addition to project, quiz and test grades, students final grade will also be based on critique participation and application, work ethic, and attitude.

**FINAL GRADES ARE NOT DEBATABLE.**

### 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.

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### Statement on Accommodations for ADA eligible students

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, Room 132**  
**Phone (903) 886-5150 or (903) 886-5835**  
**Fax (903) 468-8148**  
**StudentDisabilityServices@tamu-commerce.edu**

### Statement on Student Behavior

All students enrolled at the University shall follow the tenet of common decency and acceptable behavior conducive to a positive learning environment. (See Student's Guide Handbook, Policies and Procedures, Conduct)

All students must show respect toward the instructor and the instructor's syllabus, presentations, assignments, and point of view. Students should respect each others' differences. If the instructor determines that a student is not being respectful towards other students or the instructor, it is the instructor's prerogative to ask the student to leave, to refer the student to the department head, and to consider referring the student to the Dean of Students who may consider requiring the student to drop the course. Please refer to pages 42 – 46 of the Texas A&M University-commerce Student guidebook's Codes of Conduct for details.

### Student Conduct/Citizenship

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). Students are expected, at all times, to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time and effort toward the educational process.

**Be here because you want to be, do not waste the time of your instructor or fellow classmates, do not procrastinate and fall behind.**