

What 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.

What this class will attempt to cover:

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.

Required Text:

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

Whatever you think, think the opposite. 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

Contact Information:

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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.

I will critique you as well. I will judge your work against the best student work in the country. I 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, assignments, quizzes, in class concepting, writing assignments, etc. which may generate the fourth piece.

The first assignment will be The One Club Student Competition, which will have an individual and a group component.

And you need to maintain a journal of bits and bobs that inspire you. It will be graded.

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. *I 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.

If you doubt my sincerity on these points, I would encourage you to talk to people who have had my class before.

Be warned.

Attendance policy:

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.

At the beginning of class, a roll sheet will be on the instructors desk.

IT IS YOUR RESPONSIBILITY TO SIGN THAT SHEET.

Failure to sign the roll sheet will result in an absence. If you are late to class, do not forget to sign the roll sheet. Again, this is your responsibility, not the instructors'.

This is the policy of the entire department. Certainly, each instructor has the power to adjust this, but I follow it to the letter.

As I'm a working professional I may conduct some classes electronically, and require you to submit your work electronically.

Failure to do so by the stated deadline will be treated as an absence.

Weekly supplies:

Every week, you are required to bring the following:

LOOSE CLEAN PAPER.
A THICK BLACK MARKER.
YOUR TEXT BOOK.
YOUR ADVERTISING ANNUAL.
WORK ON THE MAJOR ASSIGNMENT.
YOUR JOURNAL.

Do not come into class without work. If you are having trouble, give me 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 type-faces. 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 I 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 me 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, I 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

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.

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
Email: 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.

MOBILE PHONE POLICY

All mobile phones must be put on vibrate mode and placed out of sight during class. Students checking their phones while class is in session will result in a negative grade for the entire class for that day. Policies and Procedures, Conduct)