

ART 472
ART DIRECTION 1

TUESDAY
12:00-4:00PM
ROOM 418

JOSHUA EGE
OFFICE 416

OFFICE HOURS
By Appointment

MONDAY:
1:00-3:00PM

TUESDAY:
10:00-11:30AM

WEDNESDAY:
10:00-11:30AM

REQUIRED TEXT
HEY WHIPPLE SQUEEZE
THIS BY LUKE SULIVAN

COMMUNICATION ARTS
MAGAZINE

RECOMMENDED TEXT
LÜERZER ARCHIVE
MAGAZINE

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 OBJECTIVES

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

COURSE FORMAT

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".

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester

GRADING

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

GRADES WILL BE BASED ON:

- 10% Headline writing exercise**
- 10% Lock up exercise**
- 15% Headline ad**
- 25% Non-profit campaign**
- 30% Campaign 2**
- 10% Participation**

FINAL GRADES ARE NOT DEBATEABLE.

A lack of participation in weekly critiques can negatively affect your grade.

ATTENDANCE

You may be absent from class twice. **FIRST ABSENCE:** Aerielle will email the student and copy the instructor and Lee **SECOND ABSENCE:** Aerielle will email Lee and copy the instructor and the student. Lee will contact the student. **THIRD ABSENCE:** Lee emails the student that they have failed the course, the instructor and Aerielle are copied. Two tardies equals one absence. 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.

If you are late to class, I ask that you sit outside the class in plain sight without distracting the class. I will let you in at the next available moment that will not disrupt the class.

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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)

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.

- Scholastic dishonesty includes, but is not limited to, the submission of someone else's materials as one's own work.
- Scholastic dishonesty may involve one or more of the following acts: cheating, plagiarism, or collusion.
- Plagiarism is the use of an author's words or ideas as if they were one's own without giving credit to the source, including, but not limited to, failure to acknowledge a direct quotation. Cite your references.
- Cheating is the willful giving or receiving of information in an unauthorized manner during an examination, illicitly obtaining examination questions in advance, copying computer or Internet files, using someone else's work for assignments as if it were one's own, or any other dishonest means of attempting to fulfill the requirements of a course.
- Collusion is intentionally aiding or attempting to aid another in an act of scholastic dishonesty, including but not limited to, providing a paper or project to another student, providing an inappropriate level of assistance, communicating answers to a classmate during an examination, removing tests or answer sheets from a test site, and allowing a classmate to copy answers.
- Academic dishonesty could result in expulsion from the University

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

Gea Library- Room 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: Rebecca.Tuerk@tamuc.edu

Website: Office of Student Disability Resources and Services

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

STATEMENT ON STUDENT BEHAVIOR

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See current Student Guidebook).

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: Netiquette <http://www.albion.com/netiquette/corerules.html>

NONDISCRIMINATION NOTICE

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

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INSTRUCTOR CONTACT INFORMATION

Please email me any questions as well as your class project work at the email below. Note: E-mail should be used for brief verbal communications. If your e-mail is lengthy schedule an appointment

joshua.ege@tamuc.edu
214.752.9009

TEXAS SENATE BILL - 11

(Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.