

ART 474: Campaign Concepts

Thursday 6:30, ELCOC330 / Credit Hours: 4

Facebook Group: **TAMUC/Art Direction/Spring20**

Skype: **live:6121ebe952682922**

Addendum

Due to the situation with the Covid 19 pandemic our class format will change as follows:

1. You will not be meeting at UCD to Skype together. Instead, you will log in individually using the YouSeeU system available through MyLeo.
2. You will submit work in PDF form via the class Facebook group. I expect you to look at everyone's work and pay heed to my comments on all the work.
3. The final review will be a PDF submission of your 3 projects, finished.
4. You can keep improving your One Show project for your portfolio till the end of the semester.
5. I will be available for one-on-one sessions via phone or video chat.

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What this class is about:

Conceptual thinking, creation, and execution of advertising campaigns.

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 using the video medium.

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:

Kiran Koshy
Director, Slash Dynamic
Kiran.Koshy@tamuc.edu

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. As I am a working professional, based in California, the class will be

a combination of in-person visits and video conference calls. Try not to miss any in-person classes, and pay attention to the work of others on the video calls.

Assignments:

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

And you need to maintain a journal of bits and bobs that inspire you. It will be graded. I would urge you to not take notes digitally in class, but to use a notebook. It makes a difference.

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

FIRST ABSENCE: Lee will email the student and copy the instructor and Lee
SECOND ABSENCE: The office 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 office are copied.
Two tardies equals one absence
optional attendance notes:
A tardy of 60 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. 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.

No eating in the classrooms. Please direct students to the gallery or 3rd floor space.

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 based in California, most classes will be conducted electronically, and will 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.**
- **YOUR ASSIGNMENT WORK**
- **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 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 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%

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.

Student Learning Outcomes:

—strengthen application skill set to include software concept understanding, correct tool usage correct document authoring
—exhibit comping skills and an understanding of branding
—gain understanding of professional expectations, presentations and processes through assignment work flow
—incorporate visual vocabulary into critiques and project conversations
—deepen students visual well

Grading Guidelines:

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. These specifications are applied with the following percentages:

Example:

- 80% projects
- 10% quizzes/tests
- 10% class participation

The Department of Art reserves the right to discontinue enrollment of art major students at any time if satisfactory academic progress is not being made. Students who have accumulated three unsatisfactory grades (D or F) in studio art or visual communication courses taken for college credit at Texas A&M University-Commerce or elsewhere will not be permitted to continue, be readmitted, or graduate with a major in studio art or visual communication. Courses in which a grade below the minimum is received may only be repeated once.

Instructor response time:

Communication from students will be responded to within 24 hours during the work week. Weekend communication will be handled the next business day unless noted by the instructor.

Scholastic Dishonesty:

- Scholastic dishonesty will not be tolerated in any class-related activity.
- 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

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 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>

ADA Statement

Students with Disabilities:

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: Rebecca.Tuerk@tamuc.edu
 Website: Office of Student Disability Resources and Services
<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/NondiscriminationNotice>

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.

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.

Handbook & Safety

While the online manual covers specific issues related to the Department of Art, Texas A&M University-Commerce policies must also be followed. All users of Department of Art (DOA) classrooms and facilities are required to follow the health and safety guidelines outlined in this manual at all times. Report any safety issues IMMEDIATELY to your instructor(s), Teaching Laboratory Specialist, or to the DOA Health and Safety Liaison. Each course instructor will discuss their area's inherent risks, procedures and policies to provide the student with informed consent. These will be reviewed verbally at the start of each semester. A link to the online Handbook: <http://sites.tamuc.edu/art/resources/healthandsafety/> While the online manual covers specific issues related to the Department of Art, Texas A&M University-Commerce policies must also be followed. All users of Department of Art (DOA) classrooms and facilities are required to follow the health and safety guidelines outlined in this manual at all times. Report any safety issues IMMEDIATELY to your instructor(s), Teaching Laboratory Specialist, or to the DOA Health and Safety Liaison. Each course instructor will discuss their area's inherent risks, procedures and policies to provide the student with informed consent. These will be reviewed verbally at the start of each semester. A link to the online Handbook: <http://sites.tamuc.edu/art/resources/healthandsafety/>

Students that meet in face-to-face Department of Art courses must complete the online form for each course they attend. A link to the online form: <http://dms.tamuc.edu/Forms/ArtLabPolicy>
**This must be completed on-campus while using the University wifi or ethernet connections.*

Calendar

(subject to change)

ART 474 Campaign Concepts

JANUARY

16 Class begins
23 One Show
30 One Show

FEBRUARY

6 One Show
13 One Show
20 One Show
27 One Show

MARCH

5 One Show
12 Spring Break/One Show Deadline week
19 Assignment 2
26 Assignment 2
29 Assignment 2

APRIL

2 Assignment 2/3
9 Assignment 3
16 Assignment 3
23 Assignment 3
30 Final prep

MAY

7 Final critique TBD

Wisdom.

You are never truly done finessing your work. Ever. To be true to your craft, and your book, you must keep perfecting each piece...over and over, even when the semester is done.

Never give up. Don't let your grades bum you out. Keep going and you WILL get an A.

It's only advertising. You're not a surgeon who screwed up and killed somebody. Don't apologize for your work...take pride in it.

**YOU'RE ONLY AS GOOD AS YOUR BOOK.
IT'S YOUR PASSPORT, YOUR CREATIVE DNA.
TAKE PRIDE IN BUILDING IT.
YOU WILL NEVER REGRET IT.**

TAMUC : CREATIVE BRIEF

1. Client:

2. Why are we advertising?

3. Whom are we talking to?

4. What do they currently think?

5. What would we like them to think?

6. What is the SINGLE most persuasive idea we can convey?

7. Why should they believe it?

8. Describe the brand personality.

MY IDEA IS: