

ART 472.301

ART DIRECTION

Thursday

12:30-4:30PM

Joshua Ege

OFFICE ELCOC317

OFFICE HOURS

*(Office hours can be
held through Zoom)*

Tuesday:

9:30AM-11:30AM

Wednesday:

9:30AM-11:30AM

Thursday:

9:30AM-11:30AM

Required Text:

Hey Whipple, Squeeze
This (5th Edition),
by Luke Sullivan and
Edward Boches

Communication Arts
Magazine

Recommended Text:

Lürzer's Archive
Magazine

Ogilvy on Advertising
by David Ogilvy

Required Software:

Adobe Creative Cloud

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. Your weekly progress will be posted to the Discussions section in D2L each week. On occasion you will be asked to bring printed copies of your work to class as well. A commitment to several 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.

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 effort, work not turned in, failure to attend class

GRADES WILL BE BASED ON:

- 5% Brand key word exercise
- 7% Onion exercise
- 7% Headline writing exercise
- 7% Lock up exercise
- 30% Non-profit campaign
- 30% Campaign 2
- 14% Weekly Discussion & Participation

FINAL GRADES ARE NOT DEBATABLE.

ATTENDANCE

You may be absent from class twice. On your first absence you will receive an e-mail warning. On your second absence you will receive an e-mail to notify you of your standing. On your third absence you will receive an "F" in the class.

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 join as quietly as possible without distracting the class.

All projects are due on the date and time given. You are responsible for turning in work on time regardless of attendance. ***Late work is only accepted if notified in advance, in writing. A new due date can be set at the discretion of the instructor with a deduction of points on the assignment grade.*** Final digital files of projects must be turned in on the last day of class. Failure to do so will result in a final grade of an "F".

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TECHNOLOGY REQUIREMENTS LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

NOTE: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace/D2L, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

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

Gee Library- Room 132

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

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: Office of Student Disability Resources and Services

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

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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 on-line forum: Netiquette <http://www.albion.com/netiquette/corerules.html>

NONDISCRIMINATION NOTICE

Texas A&M University-Commerce will comply in the classroom, and in on-line 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.

HANDBOOK & SAFETY

While the on-line 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 on-line Handbook: <https://sites.tamuc.edu/art/resources/healthandsafety/>

CAMPUS CONCEALED CARRY STATEMENT

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 the Carrying Concealed Handguns On Campus document and/or consult your event organizer.

Web url: <http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

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.

MASK REQUIREMENT

Dallas Health and Human Services issued a mask mandate for all public institutions of higher education in the county. It requires employees, students, and visitors to wear a mask at all Dallas College campuses.

SYLLABUS CHANGE POLICY

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. Any changes made to the syllabus will be announced in advance.

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. Emails will be responded to within 24 hours on the next business day.

joshua.ege@tamuc.edu

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SCHEDULE

This is a schedule of assignments and deadlines for the entire semester. Bring it with you to every class, as it will be reviewed at least once per class meeting. 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. Any changes made to the syllabus will be announced in advance. If you are absent, it is your responsibility to check with a classmate for schedule revisions. Failure to turn in work in accordance with the class schedule will negatively impact your final grade in the course.

All projects are due on the date and time given. You are responsible for turning in work on time regardless of attendance. Final digital files of projects must be turned in on the last day of class. Failure to do so will result in a final grade of an "F".

WEEK ONE: SEPTEMBER 2

- **Review:** Course syllabus
- **Lecture:** Print Ads
- **Lecture:** Onion Headlines
- **Lecture:** Brand Key words
- **Work in Class:** Brand Key word
- **Assign:** Advertising Examples
- **Assign:** Onion Headlines
- **Assign:** Chapter 1 & 2 (text)

WEEK TWO: SEPTEMBER 9

- **Discuss:** Chapter 1 & 2
- **Due:** Brand Key Word
- **Review:** Advertising Examples
- **Review:** Onion Headlines
- **Lecture:** Top Headlines
- **Assign:** Headline Exercise
- **Assign:** Chapter 3 & 4

WEEK THREE: SEPTEMBER 16

- **Discuss:** Chapter 3 & 4
- **Review:** Headline Exercise
- **Due:** Onion Headline
- **Assign:** Chapter 5 (text)

WEEK FOUR: SEPTEMBER 23

- **Discuss:** Chapter 5 (text)
- **Due:** Headline Exercise
- **Lecture:** Lock-ups
- **Work in Class:** Lock-up

- **Assign** Chapter 6 & 7 (text)

WEEK FIVE: SEPTEMBER 30

- **Discuss:** Chapter 6 & 7 (text)
- **Review:** Lock-up Exercise
- **Assign** Non-profit Campaign
- **Assign** Chapter 8 & 9 (text)

WEEK SIX: OCTOBER 7

- **Discuss** Chapter 8 & 9 (text)
- **Due:** Lock-up
- **Review:** Non-profit Campaign
- **Group Meeting**
- **Assign** Chapter 10 & 11 (text)

WEEK SEVEN: OCTOBER 14

- **Discuss** Chapter 10 & 11 (text)
- **Review:** Non-profit Campaign
- **Group Meeting**
- **Assign** Chapter 12 & 13 (text)

WEEK EIGHT : OCTOBER 21

- **Review:** Non-profit Campaign
- **Group Meeting**

WEEK NINE: OCTOBER 28

- **Discuss** Chapter 12 & 13 (text)
- **Review:** Non-profit Campaign
- **Group Meeting**
- **Assign** Chapter 14 & 15 (text)

WEEK TEN: NOVEMBER 4

- **Discuss** Chapter 14 & 15 (text)
- **Due:** Non-profit Campaign
- **Assign:** Campaign 2
- **Assign:** Chapter 16 & 17 (text)

WEEK ELEVEN: NOVEMBER 11

- **Discuss:** Chapter 16 & 17 (text)
- **Review** Campaign 2
- **Assign** Chapter 18 (text)

WEEK TWELVE: NOVEMBER 18

- **Discuss:** Chapter 18 (text)
- **Review:** Campaign 2
- **Assign** Chapter 19 (text)

WEEK THIRTEEN: NOVEMBER 25

No Class

WEEK FOURTEEN: DECEMBER 2

- **Discuss:** Chapter 19 (text)
- **Review:** Campaign 2
- **Assign** Chapter 20 & 21 (text)

WEEK FIFTEEN: DECEMBER 9

- **Discuss:** Chapter 20 & 21 (text)
- **Review:** Campaign 2

WEEK SIXTEEN: DECEMBER 16

- **All Updated Final Comps Due in D2L**
- **Class Discussion**