

ART 473: Advertising Concepts

301 / 84914 / Koshy, Kiran / Meets 8/30/2021 through 12/17/2021

THURSDAY 6:30 PM - 10:30 PM CST Location: ELCOC330

Facebook Group: **TAMUC/Art Direction/473Fall21**

Pandemic Protocol

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 Zoom.
2. You will submit work in PDF form via the D2L system discussion 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 submission in Spring 2022.
5. I will be available for one-on-one sessions via phone or video chat.
6. As a working director, I often travel to remote parts of the world. I will have internet access and will adjust our schedule and my responses accordingly. You just need to stay the course, stay focussed and get your work done...one class to the next.

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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. The class will be conducted electronically via video chat. It's important to pay attention to the work of others on the video calls because that's how you learn, so it's important to not miss any classes.

Class Parameters:

- The class methodology will be synchronous learning through Zoom.
- You will need to incorporate checking your email with the frequency equal to your social media interaction, adding notifications for email receipts from the instructor is suggested.
- Class meetings, discussion and instruction will take place via Zoom at the published class

day and time. The class will manage projects via D2L within MyLeo. Chrome works best.

Assignments:

The class will revolve around four 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 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.

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%
Weekly deadlines	10%
Class/critique participation	10%

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.

Instructor contact and response time:

Communication from students will be responded to within a reasonable time during the work week.

Weekend communication will be handled the next business day, unless noted. Due to the high volume of email that is received, an important message may be missed. If an important email has not been responded to within 2 days, please send again.

Please use your university email as your primary source of contact. If your email is more than a short paragraph, please consider making a Zoom appointment.

If you have an emergency, please feel free to email me: kiran.koshy@tamuc.edu

Attendance

FIRST ABSENCE: The student will receive an email and a copy goes to Lee

SECOND ABSENCE: The student will receive an email and a copy goes to Lee
Director Lee will contact the student.

THIRD ABSENCE: Director Lee emails the student that they have failed the course.

Two tardies equals one absence

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.

Syllabus Update 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.

Grading Guidelines

Grades will be assigned according to the following scale:

A — 90-100

Work well above the general class level, evidence of participation in related activities

Outside of the classroom, thoughtful participation in classroom discussion and critique

Superlative work: careful attention to craft and presentation. Originality of idea and execution work together. Goes beyond merely solving the problem – one who performs at this level is visibly outstanding, work is outstanding in every respect.

B — 80-89

Work above the general class level, participation in classroom discussion and critique

Fine work. A few minor changes could have been considered and executed to bring piece together. Goes beyond merely solving the problem. Above average: solution to the problem and idea well planned. Execution is well done.

C — 70-79

Average work, minimal requirements met

Average or a bit above: slipping in levels of originality, craft and presentation. The piece does not work well as a unified whole or statement yet effort was made. You have solved the problem but in a relatively routine way.

D — 60-69

Work below class average, lack of participation and/or poor attendance

You have solved the problem but there is much room for improving your skills and developing your concepts further.

You have neglected the basic craftsmanship skills and breadth and depth of idea development. You were unable to meet mini deadlines. Represents careless and/or incomplete effort. Work is substandard.

F — 0-59

Inferior or unacceptable work and effort, work not turned in, or failure to attend class.

Technology

- Please use headphones during class. You are required to have a camera and a microphone. You must have your camera on at all times and your mic on according to the situation. Not having your camera on can result in an absence or tardy at the instructors discretion.

- The University is providing you with the Creative Cloud.
- A reliable internet connection is suggested for successful classroom participation.

D2L/Brightspace

- 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

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

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, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here: <https://community.brightspace.com/support/s/contactsupport>

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook.

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

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

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

Undergraduate Academic Dishonesty 13.99.99.R0.03

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

Students with Disabilities-- ADA

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 162
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/>

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.

Campus Concealed Carry

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. <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.

A&M-Commerce Supports Students' Mental Health

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

Calendar

(subject to change)

ART 473 Advertising Concepts

SEPTEMBER

- 2** Assignment 1 given
- 9** Assignment 1 pencils
- 16** Assignment 1 executional approaches
- 23** Assignment 1 completed; Assignment 2 given
- 30** Assignment 2 pencils

OCTOBER

- 7** Assignment 2 executional approaches
- 14** Assignment 2 completed; Assignment 3 given
- 21** Assignment 3 pencils
- 28** Assignment 3 executional approaches

NOVEMBER

- 4** Assignment 3 completed
- 11** Assignment 4 : One Show pencils
- 18** Assignment 4 : One Show pencils
- 25** Thanksgiving week; No class

DECEMBER

- 2** Polish all the work
- 9** Polish all the work
- 16** Final critique

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: