

ART 472.301

**ART DIRECTION**

Wednesday

12:30-4:30PM

Joshua Ege

OFFICE: 1914

**OFFICE HOURS**

**Monday:**

4:00 - 5:30 PM

**Tuesday:**

9:30 - 11:30 AM

**Wednesday:**

9:30 - 11:30 AM

**Required Text:**

Hey Whipple, Squeeze  
This (6th Edition),  
by Luke Sullivan

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:** Student Learning Outcomes

**Analyze the structure and components** of print, ambient, guerrilla, and social media advertisements, identifying key design and messaging elements.

**Experiment with type lock-ups** for both headlines and body copy to enhance visual hierarchy and communication effectiveness in advertising.

**Apply best practices in Artificial Intelligence (AI) prompt writing** to generate text-to-image outputs, testing and refining techniques to optimize direction provided during the production of an advertising campaign.

**Study and practice copywriting techniques** for advertising, gaining an understanding of the copywriter's role and contributions to the development and execution of an advertising campaign.

**Concept, design and execute advertising campaigns**, demonstrating proficiency in concept development, visual design, and messaging strategies.

**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 Assignments 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 Assignment 1, out of class critiques and discussions. The final class meeting 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, significant weekly progress, participation in classroom discussion and critique
- B** work above the general class level, meets expectation of weekly progress, participation in classroom discussion and critique
- C** average work, inconsistent weekly progress, minimal requirements met
- D** work below minimal expectation, and/or lack of participation and/or poor attendance
- F** inferior effort, and/or work not turned in, and/or failure to attend class

**GRADES WILL BE BASED ON:**

- 24% Exercises
  - 1: Brand Key Word
  - 2: Advertising Examples
  - 3: Onion Headline Writing
  - 4: Advertisement Headline Writing
  - 5: AI Prompt Writing
  - 6: Lock-up & Layout Design
- 28% Non-profit campaign
- 28% Product or service campaign
- 10% Mini Deadlines (quality of progress)
- 10% Weekly Discussion & Participation

**ATTENDANCE**

You may be absent from class twice. On your first absence you will receive an e-mail acknowledging the absence. 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. More than 4 tardies of any kind will result in an absence. A tardy of 60 minutes equals an absence. Two late returns from break of more than 10 minutes equals one absence.



EAST TEXAS  
—A&M—

Wednesday  
12:30-4:30PM

***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. ***All week-to-week progress is due in D2L no later than 11 AM on the day of class. 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".

#### OFFICE HOURS

Office Hours are meant to help if you fall behind or miss a class. They are not meant to act as a replacement for class critique do to a student continuously failing to complete the weekly homework expectations.

Office Hours must be scheduled at least 24 hours in advance.

A link to schedule an Office Hour is in D2L under Announcements. or use this URL:  
<https://calendly.com/joshua-ege/office-hours>

#### 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](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](mailto: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 ETAMU 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

East Texas A&M University 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

Wednesday

12:30-4:30PM

**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  
 East Texas A&M University  
 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/>

**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**

East Texas A&M University 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, East Texas A&M University 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.

**ARTIFICIAL INTELLIGENCE POLICY**

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text and image, or suggest replacements for text and image, as determined by the instructor of the course. Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented

ART 472.301

**ART DIRECTION**

**Wednesday**  
12:30-4:30PM

sources.

#### **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

Wednesday

12:30-4:30PM

**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 and updated in D2L. If you are absent, it is your responsibility to check with a classmate, or professor 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: JANUARY 15**

- Lecture: Print Ads
- Lecture: Brand Key words
- Lecture: Onion Headlines
- Work in Class: Exercise 1
- Assign: Exercise 2
- Assign: Exercise 3
- Assign: Chapter 1 & 2 (text)

**WEEK TWO: JANUARY 22**

- Due: Exercise 1
- Due: Exercise 2
- Discuss: Chapter 1 & 2
- Review: Exercise 3
- Lecture: Headlines
- Lecture: Taglines
- Assign: Exercise 4
- Assign: Chapter 3 & 4

**WEEK THREE: JANUARY 29**

- Due: Exercise 3
- Discuss: Chapter 3 & 4
- Review: Exercise 4
- Assign: ART & COPY
- Assign: Chapter 5 (text)

**WEEK FOUR: FEBRUARY 5**

- Due: Exercise 4
- Discuss: Chapter 5 (text)
- Discuss: ART & COPY
- Lecture: Lock-ups
- Work in Class: Exercise 5
- Assign: Exercise 6
- Assign: Chapter 6 & 7 (text)

**WEEK FIVE: FEBRUARY 12**

- Due: Exercise 5
- Discuss: Chapter 6 & 7 (text)
- Review: Exercise 6
- Assign: Non-profit Campaign
- Assign: Chapter 8 & 9 (text)

**WEEK SIX: FEBRUARY 19**

- Due: Exercise 6
- Discuss: Chapter 8 & 9 (text)
- Review: Non-profit Campaign
- Assign: Chapter 10 & 11 (text)

**WEEK SEVEN: FEBRUARY 26**

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

**WEEK EIGHT: MARCH 5**

- Review: Non-profit Campaign
- Work in Class: Group Meeting

**WEEK NINE: MARCH 12**

- Spring Break, No Class

**WEEK TEN: MARCH 19**

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

**WEEK ELEVEN: MARCH 26**

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

**WEEK TWELVE: APRIL 2**

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

**WEEK THIRTEEN: APRIL 9**

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

**WEEK FOURTEEN: APRIL 16**

- Discuss: Chapter 18
- Review: Campaign 2

**WEEK FIFTEEN: APRIL 23**

- Review: Campaign 2

**WEEK SIXTEEN: APRIL 30**

- Review: Campaign 2

**WEEK SEVENTEEN: MAY 7**

- All Updated Final Comps Due in D2L
- Class Discussion