ART 472

ART DIRECTION

Wednesday
12:30-4:30PM

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Joshua Ege
OFFICE: 1914

OFFICE HOURS

Monday:
3:00 - 4:00 PM

Tuesday:
9:30 - 11:30 AM

Wednesday:
9:30 - 11:30 AM

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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

**EAST TEXAS
—A&M—**

COURSE DESCRIPTION

This course introduces students to the development of conceptual solutions for client based advertising problems. Relationships between design and copy with an emphasis on contemporary advertising trends will be studied and critiqued.

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, Cause-based Campaign
- 28% Product or Service Campaign
- 20% Mini Deadlines & Participation (quality of progress)

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 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. *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".

STUDENT RESPONSIBILITIES FOR COURSE

CWID AND PASSWORD

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@etamu.edu.

TECHNOLOGY-RELATED ISSUES

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.

TECHNOLOGY REQUIREMENTS AND SUPPORT

Students will need reliable computer and internet access for this course. Students must be able to effectively use myLeo email, myLeo Online D2L, Adobe Suite (Illustrator, Photoshop, InDesign, etc…)

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

LMS Browser Support:
https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.html

COMMUNICATION AND SUPPORT
If you have any questions or are having difficulties with the course material, please contact your instructor. Correspondence will always be through university email (your "myLeo" mail) and announcements in myLeo online (D2L). You will not RECEIVE email through D2L, so be sure to check your ETAMU email for communication. Students are encouraged to check university email daily.

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

Include the Following in Emails with Instructor:

Course name and subject in the subject line

Salutation (Good afternoon, Mr. Ege or Josh)

Proper email etiquette (no "text" emails – use proper grammar and punctuation)

Student name and CWID after the body of the email (possibly add to student signature on email)

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 online in the Student Guidebook.

Students should also consult the Rules of Netiquette Webpage for more information regarding how to interact with students in an online forum.

ACADEMIC INTEGRITY

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

Undergraduate Academic Dishonesty University Procedure 13.99.99.R0.03

Undergraduate Student Academic Dishonesty Form

Graduate Student Academic Dishonesty University Procedure 13.99.99.R0.10

Graduate Student Academic Dishonesty Form

ARTIFICIAL INTELLIGENCE POLICY

East Texas A&M 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 sources.

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
Velma K. Waters Library Rm 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: studentdisabilityservices@etamu.edu
Website: Office of Student Disability Resources and Services
https://www.etamu.edu/student-disability-services/

NONDISCRIMINATION NOTICE

East Texas A&M University 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 STATEMENT

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M 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 East Texas A&M 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.

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

EAST TEXAS A&M SUPPORTS STUDENTS' MENTAL HEALTH – COUNSELING SERVICES

The Counseling Center at East Texas A&M University, 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 https://www.etamu.edu/counseling-center/

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@etamu.edu

OFFICE HOURS

Office Hours are meant to help if you fall behind or miss a class. They can be held via Zoom or in-person during posted times. It is strongly encouraged to pursue in-person appointments whenever possible. Office Hours must be scheduled at least 24 hours in advance. Any remaining appointments are first come, first serve in-person during posted Office Hours. If you can not meet during scheduled office hours, reach out via email for additional availability.

Schedule an office appointment https://calendly.com/joshua-ege/office-hours

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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 and updated in D2. 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 and weekly mini-deadlines are due at 11 AM on the due date. You are responsible for turning in work on time and in the correct module within D2L regardless of attendance. Final digital files of projects must be turned into D2L. Failure to do so will result in a final grade of an "F".

WEEK ONE: JANUARY 14

- **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 21

- **Due**: Exercise 1

- **Discuss:** Chapter 1 & 2

- **Review:** Exercise 3

- **Lecture:** Headlines
- **Lecture:** Taglines

- **Assign:** Exercise 4
- **Assign:** Chapter 3 & 4

WEEK THREE: JANUARY 28

- **Due:** Exercise 3
- **Due:** Exercise 2

- **Discuss:** Chapter 3 & 4

- **Review:** Exercise 4

- **Assign:** ART & COPY
- **Assign:** Chapter 5 (text)

WEEK FOUR: FEBRUARY 4

- **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 11

- **Due:** Exercise 5

- **Discuss:** Chapter 6 & 7 (text)

- **Review:** Exercise 6

- **Assign:** Non-profit Campaign
- **Assign:** Chapter 8 & 9 (text)

WEEK SIX: FEBRUARY 18

- **Due:** Exercise 6

- **Discuss:** Chapter 8 & 9 (text)

- **Review:** Non-profit Campaign

- **Assign:** Chapter 10 & 11 (text)

WEEK SEVEN: FEBRUARY 25

- **Discuss:** Chapter 10 & 11 (text)

- **Review:** Non-profit Campaign

- **Work in Class:** Group Meeting

- **Assign:** Chapter 12 & 13 (text)

WEEK EIGHT : MARCH 4

- **Review:** Non-profit Campaign

- **Work in Class:** Group Meeting

WEEK NINE: MARCH 11

- **Spring Break, No Class**

WEEK TEN: MARCH 18

- **Discuss**: Chapter 12 & 13 (text)

- **Review:** Non-profit Campaign

- **Work in Class:** Group Meeting

- **Assign:** Chapter 14 & 15 (text)

WEEK ELEVEN: MARCH 25

- **Due:** Non-profit Campaign

- **Discuss:** Chapter 14 & 15

- **Assign:** Campaign 2

- **Assign:** Chapter 16 (text)

WEEK TWELVE: APRIL 1

- **Discuss:** Chapter 16

- **Review:** Campaign 2

- **Assign:** Chapter 17 (text)

WEEK THIRTEEN: APRIL 8

- **Discuss:** Chapter 17

- **Review:** Campaign 2

- **Assign:** Chapter 18 (text)

WEEK FOURTEEN: APRIL 15

- **Discuss:** Chapter 18

- **Review:** Campaign 2

WEEK FIFTEEN: APRIL 22

- **Review:** Campaign 2

WEEK SIXTEEN: APRIL 29

- **Review:** Campaign 2

WEEK SEVENTEEN: MAY 6

- All Updated Final Comps Due in D2L

- Class Discussion