Course Description

This studio course will teach students how to develop creative strategies for problem solving in a client-based environment. This studio focuses on advertising design as it applies to print, multimedia, outdoor, and direct mail design for a chosen target audience. Prerequisites: GRDS 1301, 1302, 2301, 2302, 3301, 3302

Student Learning Outcomes

• The student will identify the principles of advertising by recognizing how much design and art direction is becoming even more of a leading force in the communications industry.
• The student will demonstrate proficiency in the skills associated with advertising research, problem solving/strategy development, and writing and presenting a proposal.
• The student will develop techniques to plan, explore, and utilize a broad range of media, techniques, and technology in the launching of an advertising campaign.
• The student will create campaigns and concepts with special emphasis on a unified advertising campaign.

Required Texts

Advertising: Concept and Copy (Third Edition) by George Felton

Required Materials

1. Portable Hard Drive (recommended).
2. DropBox Account (free)

Email

You are required to use your University email address. You can always forward this address to one that you check on a more regular basis.
• Please consider e-mail as official correspondence and be sure to keep copies of e-mails that are sent and received for records purposes.
• Efforts will be made to address your e-mail within 48 hours. If you do not receive an email within 48 hours, please send a follow-up email.
• E-mail communications should be about class business.
• Please use the subject line in a way that indicates the content of the message. Please also use professional language and include your full name and a complete inquiry in the body of the message. Unprofessional emails will result in non-response.

Attendance, Participation, & Grading

Attendance is recommended for your success and will be recorded during each class session.
• Four (4) absences will result in the drop of a single letter grade for the semester.
• Arriving late to class on three (3) occasions will result in the recording of one (1) absence.
• Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
• Leaving early will result in a half absence.

Your attendance and participation reflects on you as a student and your final grade will be an indication of that.

How will I grade?

Each project will be graded on three factors:
1) discussions, critiques, and other class participation;
2) your creative process; and 3) the final artifact.

Please see last page of this syllabus to see the projects you will be completing this semester.
Grading Scale

Attendance
Four (4) absences results in a drop of a single letter grade and arriving late (without notice) to class on three (3) occasions will result in the recording of one (1) absence.

Late Work
No late work is accepted. If you are unable to make the final critique of a project, please make arrangements with me to turn in and present to the class on an earlier date.

Plagiarism
Plagiarism of concept, imagery, layout, or copy (text) of any kind is not tolerated and will result in a failing grade. In the event of an act of plagiarism, you will be reported to the University for academic review.

Professionalism
Cell Phones
Cell phones are to remain off or in silent mode during the full class session. Please do not text message or use your phone in the classroom, except for emergencies. In the case of an emergency phone call please take the call outside.

Music/Headphones
Headphones are not permitted during lectures/presentations by either the professor or your classmates.

Studio Work Time
We share Bay Hall 234 with a number of other classes. You are encouraged to stay until the end of each class to work on your projects.

Academic Advising
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College’s Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

Grade Appeal Process
Students who feel they have not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website (http://cla.tamucc.edu/about/student-resources.html). For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean.

Disabilities Accommodations
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 believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.
class schedule: this schedule is tentative and is subject to change

Week One
In Class
- Introduction, Syllabus, Project Overview
- Video: Design & Thinking
Homework (due Monday)
- Purchase books
- Choose a local, Coastal Bend Corporation whose ad campaign you wish to redesign. Bring in photos of that company’s advertising on Monday and be prepared to discuss why you think it needs to be changed.

Week Two
In Class
- Assignment: Presentation
- Assignment: Major Project 1
- Lecture
Homework
- Reading Assignment

Week Three
In Class
- Monday
- Video
- Lecture: The importance of non-digital exploration
- Quiz
- Lesson
- Lecture
- Working Day: Sketches
Homework
- Sketches
- Reading Assignment

Week Four
In Class
- Monday
- Class Review of Sketches
- Discussion: What is Graphic Design?
- Discussion: What is our potential as designers?
- Wednesday
- Quiz
- Discussion: What are the problems with technology?
- Working Day
Homework
- Continue Work on Major Project 1
- Reading Assignment

Week Five
In Class
- Monday
- Presentations
- Wednesday
- Quiz
Homework
- Continue Work on Major Project 1
- Prepare for WIP Critiques

Week Six
In Class
- Quiz
- WIP Class critique of vector solutions
- Working Week: Finalize Major Project 1
Homework
- Finalize and produce Major Project 1

Week Seven
In Class
- Monday
- Class Critique
- Lecture/Lesson
- Wednesday
- Quiz
- Assignment: Major Project 2
- Lecture
- Working Day
Homework
- Sketches

Week Eight
In Class
- Monday
- Class Review of Sketches
- Discussions
- Wednesday
- Discussion
- Working Day
Homework
- Continue Work on Major Project 2
class schedule: this schedule is tentative and is subject to change

Week Nine

In Class
- Monday
- Individual Critiques
- Discussions
- Wednesday
- Discussion
- Working Day

Homework
- Continue Work on Major Project 2

Week Ten

In Class
- Monday
- Small Group Critiques
- Discussions
- Wednesday
- Discussion
- Working Day

Homework
- Continue Work on Major Project 2

Week Eleven

In Class
- Discussions
- Working Week

Homework
- Continue Work on Major Project 2

Week Twelve/Thirteen

In Class
- Working Week

Homework
- Continue Work on Major Project 2

Week Fourteen

In Class
- Working week with individual critiques

Homework
- Finalize and produce Major Project 2

Week Fifteen

Class Critique
Grading Opportunities

**Quizzes (15%)**
Students will be given a comprehensive quizzes on the required reading assignments and lectures.

**Presentation (15%)**
Select one topic from *Advertising: Concept and Copy*, research and prepare a 10–15 minute presentation on the topic of your choice.

**Major Project 1 (35%)**
In this project students explore and discover how they work when approaching a design project. Students are to create a visual representation of their creative process and are encouraged to create non-traditional artifacts to best display their processes.

**Major Project 2 (35%)**
This project focuses on the design process and how it can be applied to non-traditional problems that are present in our society. Students will examine articles, examples, and selected readings to better understand the application of design processes. The project will ask students to define a problem, create and review options, refine the selected direction, and execute a desired solution.