Graphic Design Program Standards

Professionalism
Professional communication is critical to projecting a professional image, establishing positive, professional relationships and is an expected element within the curriculum. All projects, as well as written and verbal correspondence, should be appropriate for a professional setting in content, tone, and format. Professional expectations include timeliness, respectfulness, preparation, attentiveness, and compliance.

Late Work
As in Professional Practice, NO late work is accepted. Assignments turned in after the due date will receive a zero. Incomplete assignments will be graded as is. Exceptions to this policy for family tragedy or medical emergency are decided by the instructor on a case-by-case basis. Late submissions or deadline extensions will typically carry a grade deduction. No incompletes will be given for this course.

Project Resubmission
One to two projects, not to exceed 20 percent (20 points) of the total grade points allotted in the course, may be resubmitted for a new grade(s) at any time prior to the last regular class meeting (before finals week). The course final cannot be resubmitted. Resubmitted projects must show evidence of improvement. The new grade(s) will replace the old grade(s). In the unlikely event that the new grade is lower than the old one, the higher of the two grades will be counted. Original project submissions must be included with new project submissions. The new grade(s) can elevate the student’s final grade a maximum of one complete letter grade higher. Arrangements for resubmission must be made with the instructor. The syllabus will outline the resubmission opportunities for the specific course.

Plagiarism
Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review. Plagiarism is the presentation of the work of another as one’s own work.

Studio Work Time
We share BH 234 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects unless dismissed by the instructor. There is very little opportunity to work outside of class in BH 234. Therefore, you must make the most of your time in the studio. The Think Tank is also available with 5 computers. Corpus Christi Hall 209 is equipped with mac computers and Adobe Creative Cloud. A schedule of availability for this lab will be posted and provided at the start of the semester.
Attendance
Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible.

Attendance is mandatory for your success, will be recorded during each class session and is considered as part of the professionalism element of your final grade.
- You will lose a single letter grade on your fourth (4) absence.
- Five (5) absences will result in the drop of another letter grade.
- Six (6) absences will result in the failure of the course.
- Three (3) late arrivals or early departures will result in the recording of one (1) full absence.
- Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
- Attending critiques are mandatory.

Cell Phones
You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.

Email Addresses
You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

Social Networking
Accessing social media as well as email is not allowed during lecture or studio work time, only on breaks.

College of Liberal Arts Standards

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.

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. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Dropping a Class
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services
Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. The Dept. of Art & Design student advisor is Jennifer Arnold Jennifer.Arnold@tamucc.edu.

Grade Appeal Process
believes that he or she has 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. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C0.03, Student Grade Appeal Procedures. For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost. These documents are accessible through the University Rules Web site at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.c0.03_student_grade_appeals.pdf.

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, multi-media, outdoor, and direct mail design for a chosen target audience.

Course Outcomes & Purpose
- 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 e-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.

Course Pre-Requisites
Must have experience in Adobe Creative Suite software
Prerequisites: GRDS 1301, 1302, 2301, 2302, 3301, 3302

Required Texts
1. Advertising: Concept and Copy (Third Edition) by George Felton

Suggested Texts
A Designer’s Research Manual (Second Edition), Jenn + Ken Visocky O’Grady

Required Materials
- Portable media: Jump drive/USB drive. (At least 1 GB)
- Dropbox account (Free)
Design in Advertising Graded Activity

Grading Scale
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F
Outlined projects and quizzes will total 100 points of your final grade.

Grading Opportunities:

Quizzes (10 pts)
Students will be given 2 comprehensive quizzes on the required reading assignments and lectures.

Felton Presentation (10 pts)
Select one topic from Advertising: Concept and Copy (Topics list provided for sign-up in BB), research and prepare a 5 to10-minute presentation on your chosen topic.

Assignment 1 :: 6 Compelling Advertising Samples (5 pts)
Find and compile 6 compelling advertisements. Support your findings with a rationale outlining why the ad is effective.

Assignment 2 :: 6 Compelling Headline Samples (5 pts)
Find and compile 6 advertisements with compelling headlines. Support your findings with a rationale outlining why the headline copy is effective.

Assignment 3 :: Print Ads Overhaul (5 pts)
Find 2 examples of print ads that are ineffective. Outline why the ads do not work (copy, theme, tone, design). Choose one example to redesign. Format your improved design in 3 print ad sizes.

Project 1 :: Ad Campaign

Project 1/ Part 1 :: Research Summary Reports & Creative Brief (5 pts)
Outline client needs and campaign objectives guided by formatted research documents.

Project 1/ Part 2 :: Ad Campaign (20 pts)
The student will execute creative touchpoints for broadcast, print, digital and social medias that achieve the advertising goals identified from their primary research.

Project 1/ Part 3 :: UPI/GMT (10 pts)
Students will expand their advertising campaign from Part 2 by developing a Unique Promotional Item and a Guerilla Marketing Tactic with support visuals.

Project 1/ Part 4 :: E-mail Marketing / Digital Advertising (10 pts)
Students will expand their advertising campaign from Part 2 by developing an email marketing campaign and digital advertising set.

Project 1/ Part 5 :: Pitch (10 pts)
Students will compile their research and touchpoints from their multi-media advertising campaign into a formatted Deck for a pitch-style presentation to their client.

Resubmission Opportunities:
One to two projects, not to exceed 20 percent (20 points) of the total grade points allotted in the course,
may be resubmitted for a new grade(s) at any time prior to the last regular class meeting (before finals week). Arrangements for resubmission must be made with the instructor.

Eligible Assignments:
- Project 1/ Part 2 :: Ad Campaign (20 pts)
- Project 1/ Part 3 :: UPI/GMT (10 pts)
- Project 1/ Part 4 :: E-mail Marketing/Digital Advertising (10 pts)

Class Schedule
This schedule is tentative and may change at any time. Always check Blackboard for any schedule revisions or updates. The course schedule is outlined by week and will note topics for each course unit, homework assignments and DUE dates for assignments.

WEEK 1 JAN 22 Introduction, Syllabus, Course Overview.

Wednesday
- Review :: Syllabus, Course Outcomes
- Lecture :: Intro to Advertising
- Assignment :: Felton Presentation, DUE Week 4

Homework
- Purchase book

WEEK 2 JAN 27/29

Monday
- Lecture :: Copywriting in Advertising / Themes / The Sell
- Exercise :: Messaging Studies and Research Workshop
- Assignment :: Assignment 1 :: 6 Compelling Advertising Samples

Homework
- Read :: Copywriting Techniques in Advertising on Blackboard

Wednesday
- Lecture :: Headlines That Connect
- Exercise :: Headline Workshop

Homework
- Read :: Felton, pp.185-231

WEEK 3 FEB 3/5

Monday
- DUE :: Assignment 1 :: 6 Compelling Advertising Samples
- Lecture :: Writing Support Copy & Defining Features
- Assignment :: Assignment 2 :: 6 Compelling Headline Samples

Homework
- Read :: Felton, pp. 8-31, pp. 32-66

Wednesday
- DUE :: Assignment 2 :: 6 Compelling Headline Samples
- Lecture :: Writing Taglines
- Lecture :: Wag the Tagline
- Exercise :: Tagline Workshop

Homework
- Felton Presentation Next Class

WEEK 4 FEB 10/12

Monday
DUE :: Assignment :: Felton Presentations

**Homework**
- Read :: Felton, pp. 67-92, pp. 93-128

**Wednesday**
- Lecture :: Advertising vs. Marketing vs. Branding
- Assignment :: Assignment 3 :: Print Ads Overhaul

**WEEK 5** FEB 17/19

**Monday**
- **DUE :: Assignment 3 :: Print Ads Overhaul**
- Lecture :: Advertising in Practice

**Wednesday**
- Lecture :: Design Research & Guiding Documents
- Exercise :: Advertising Messaging by Category
- Assignment :: Project 1 :: Ad Campaign (Overview)
- Assignment :: Project 1/ Part 1 :: Research Summary Reports & Creative Brief

**Homework**
- Read :: Design Research on Blackboard

**WEEK 6** FEB 24/26

**Monday**
- **DUE :: Felton Reading Quiz 1**
- Workday :: Project 1/ Part 1 :: Ad Campaign :: Research Worksheet, Creative Brief

**Wednesday**
- Lecture :: Advertising Agencies (Internal Structure & Roles, Field Trip Announcement)
- Workday :: Project 1/ Part 1 :: Ad Campaign :: Research Worksheet, Creative Brief

**Homework**
- Read :: Felton, pp.129-166, pp.167-184, pp.185-231

**WEEK 7** MAR 2/4

**Monday**
- **DUE :: Project 1/ Part 1 :: Ad Campaign :: Research Worksheet, Creative Brief**
- Assignment :: Project 1/ Part 2 :: Ad Campaign (Deliverables)
- Workday :: Advertising Deliverables (Brand)

**Homework**
- Read :: Advertising Case Studies on Blackboard

**Wednesday**
- Field Trip :: MDR Advertising
- Workday :: Project 1/ Part 2 :: Advertising Deliverables (Copy Points/Messaging/Touchpoints)

**WEEK 8** MAR 9/11 SPRING BREAK

**Homework**
- Look Ahead :: Workday :: Project 1/ Part 2 :: Advertising Deliverables (Touchpoints)

**WEEK 9** MAR 16/18

**Monday**
- Workday :: Project 1/ Part 2 :: Advertising Deliverables (Touchpoints)

**Wednesday**
- Progress Check :: Workday :: Project 1/ Part 2 :: Advertising Deliverables (Touchpoints)

**Homework**
Read :: Felton, pp.185-231

WEEK 10 MAR 23/25
Monday
DUE :: Project 1/ Part 2 :: Ad Campaign
Homework
Read :: Guerilla Marketing on Blackboard
Monday
Lecture :: Guerilla Marketing
Lecture :: The UPI or Leave Behind
Assignment :: Project 1 / Part 3 :: UPI/GMT
Homework
Project 1 / Part 3 :: UPI/GMT (Planning/Concepts)

WEEK 11 MAR 30/APR 1
Monday
DUE :: Felton Reading Quiz 2
Workday :: Project 1 / Part 3 :: UPI/GMT
Wednesday
Progress Check :: Project 1 / Part 3 :: UPI/GMT

WEEK 12 APR 6/8
Monday
DUE :: Project 1 / Part 3 :: UPI/GMT
Wednesday
Lecture :: Advertising & Digital Media
Demo :: Mailchimp
Assignment :: Project 1 / Part 4 :: E-mail Marketing / Digital Advertising

WEEK 13 APR 13/15
Monday
Demo :: Animate for Digital Banner Ads
Workday :: Project 1 / Part 4 :: E-mail Marketing/ Digital Advertising
Wednesday
Workday :: Project 1 / Part 4 :: E-mail Marketing/ Digital Advertising

WEEK 14 APR 20/22
Monday
Progress Check :: A Project 1 / Part 4 :: E-mail Marketing/ Digital Advertising
Wednesday
Workday :: Project 1 / Part 4 :: E-mail Marketing/ Digital Advertising

WEEK 15 APR 27/29
Monday
DUE :: Project 1 / Part 4 :: E-mail Marketing/ Digital Advertising
Wednesday
Lecture :: The Art of the Pitch (Delivery & Deck)
Assignment :: Project 1 / Part 5 :: Pitch
Workday :: Project 1 / Part 5 :: Pitch (Research Slides)
WEEK 16 MAY 4/6

Monday
  Workday :: Project 1 / Part 5 :: Pitch (Touchpoint Refinement, Deck Layout, Presentation Aids)
Wednesday
  Progress Check :: Pitch Dry Run

FINAL DATE

DUE :: Live Pitch Presentation to Client
DUE :: Project 1/ Part 5 :: Pitch Deck PDF upload to BB