
Syllabus

Course number: ADES 3545 - 501
Course name: Comm Design Studio:
Art Direction T & TH 3:00pm - 5:50pm
Room - Art 365

Semester: Spring 2024
Office Hours: T & TH 2:00pm - 3:00pm by appt.
Professor: Douglas D. May

Instructor Information

Instructor

Douglas D. May
Assistant Professor

Office Location

245F
douglas.may@unt.edu

Office Hours:

2:00pm - 3:00pm

Grading

30% Project 1
45% Project 2
20% Project 3
5% Participation &
Attendance
100% Total

Grading Scale

A 90% -100%
B 80% -89%
C 70% -79%
D 60% -69%
F below 60%

Art Direction

Overview:

This course familiarizes students with the standards, practice, and creative process of advertising art direction. We will discuss the role of the art director in the work environment in both large and small size agencies. We will develop campaigns for both large and small target audiences and advertisers. Those who complete this course will understand how to approach, construct and critique advertising campaigns through strategic thinking, crafting appropriate aesthetics, integrating meaningful copy, along objective analysis. Students are challenged to identify the unique offerings benefiting consumers (or business customers) by supporting the client's business objectives. This class will be demanding of every student's time and concentration.

Course Goals and Content:

Every client is different despite the sameness of a shared category, service type, or product offered. The Art Director's task is to find and communicate the client's competitive advantage through a differentiating benefit that connects them with consumers, business customers, or other end-user markets. This course challenges students to generate fresh, unique, and appropriate ideas distilled from creative briefs, strategy statements, communications objectives, or other forms of discovery.

Student Learning Objectives:

- Sensitize students to the creative team's role in the creative processes necessary to develop successful advertising campaigns in an ad agency or small design studio.
- Build upon available research and critical thinking related to art direction.
- Review methodologies for developing appropriate creative strategies, identifying the target audience, conducting market research, and creative problem-solving.
- Teach students how to formulate a written brief that a creative team can follow as they develop the various concepts and concept applications necessary to communicate the creative strategy.
- Help students build a thorough understanding of the qualitative differences between pioneering, competitive, and retentive advertising campaigns.
- Provide students the awareness of additional resources to seek employment as a professional Art Director.

Course Structure

This class will be highly demanding in mental focus and commitment, involving many hours of homework. You may expect 80–90% of class time to be spent in critique and discussion of work completed outside of class. The remaining time will consist of in-class work, lectures, or demonstrations.

Suggested Readings (resource room library)

Creative Advertising: Ideas and Techniques from the World's Best Campaigns by Mario Pricken

Suggested reading:

- <https://digiday.com/marketing/how-to-write-great-ad-headline/>
- other website resources provided in class

Handouts

- Various PDF and MS Word documents will be upload to Canvas throughout the semester

Materials and Skill Requirements:

- Laptop with a Web browser and Internet access for conducting research
- Microsoft Office Suite, Apple iWorks, or Google Docs
- Adobe CC Design Software Suite including Adobe Acrobat
- Sketchbook and drawing pencils, plotter output capabilities
- Canvas access plus DropBox, WeTransfer, or HighTail large online file transfer
- Photography, Illustration, typesetting, and tight comp capabilities

Syllabus

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Art Direction I

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Instructor Information**Instructor**

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Scholastic Dishonesty

Scholastic Dishonesty

UNT does not tolerate Scholastic dishonesty. Academic dishonesty could result in expulsion from the University.

Academic dishonesty includes, but is not limited to, the submission of someone else's materials as one's work. Academic 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 or artwork of others. Cite your references.

Art/design plagiarism is the act of reproducing the work of another artist/designer and claiming it as your original work of art. This includes the use of Artificial Intelligence generated imagery and text. If there is an academic reason for generating AI imagery or narrative for any reason discuss this with your professor for approval before using AI output in your projects.

Collusion is intentionally aiding or attempting to assist another in the act of academic dishonesty. This includes but is 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.

According to UNT Policy 18.1.16, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, concealing sources, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. Students caught cheating or plagiarizing in the Communication Design program will receive a "0" for that particular assignment or exam. Additionally, the incident will be reported to the Dean of Students, who may impose further penalties.

ADA Statement Students with Disabilities

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 Dallas College of Design

Located in: University of North Texas
Address: Sage Hall, 1167 Union Cir, Denton, TX 76203
Phone: (940) 565-4323
<https://disability.unt.edu/>

Nondiscrimination Notice

University of North Texas 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.

Absence Policy

Good attendance and punctuality are expected for this class and will strongly affect your grades. The instructor takes the role in every class. You will be considered late if you arrive at class after taking roll. If you are late, it is your responsibility during that class period to make sure that the instructor has you added to the roll. Only three (3) unexcused absences will be allowed. The fourth unexcused absence will lower your grade by one letter grade and so on. A total of six absences, excused or unexcused, will result in you receiving a grade of F for the class. No excused absences are granted except for verifiable death in the immediate family or illness with a doctor's note on their stationery with their telephone number. The doctor's note must be presented at the next class. A receipt is unacceptable. You will receive three (3) free tardies. Beyond that, every four tardies will equal one unexcused absence.

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100% Total**Grading Scale**

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B 80% -89%
C 70% -79%
D 60% -69%
F below 60%

Class Policy

Students' personal computers, tablets, and phones may not be used during class critiques. Mobile phones, headphones, or other personal devices may not be turned on or used during lectures or presentations. No eating in class; eat lunch before class or during break time.

Student Conduct

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 online forum: <http://www.albion.com/netiquette/corerules.html>

Risk Factor:

Risk Factor: 2. In level 2 courses, students are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class, those risks are related to X-cto knife usage, adhesives, fumes, and repetitive stress injuries related to extended computer use. Students will be informed of any potential health hazards or potential bodily injury connected with any materials or processes. They will be instructed how to proceed without danger to themselves or others."

Emergencies:

UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at my.unt.edu. Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

Sexual Harassment:

Sexual harassment means unwelcome sex-based verbal or physical conduct that unreasonably interferes with a student's ability to participate in or benefit from educational programs or activities. For purposes of this policy, conduct is sufficiently severe, persistent or pervasive if it is frequent, or threatening, or humiliating nature unreasonably interferes with or limits the student's ability to participate in or benefit from the University's educational program or activity, including when the conduct reasonably can be considered to create an intimidating, hostile, abusive or offensive educational environment. Conduct constituting sexual harassment, as defined herein, toward another person of the same or opposite sex is prohibited by this policy. Examples of conduct which might be considered sexual harassment under this policy may be found here: https://policy.unt.edu/sites/default/files/16.005SexualHarassment_0.pdf Page 2, Section 4, items a,b,c,d,e,f, and g.

Diversity and Inclusion:

A core value of the University of North Texas (UNT) is to "promote a culture of diversity, respect and dignity that values individuals and people's differences" and commits to "conduct ourselves in a respectful, courteous manner and treat people fairly and equitably".

Financial Aid

Each University of North Texas student is entitled to certain rights associated with higher education institutions. See unt.edu/csrr for further information.

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to completing a required number of credit hours based on total registered hours per term. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, they may lose their financial aid eligibility.

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C 70% -79%
D 60% -69%
F below 60%

If you consider dropping this or any other course at any point, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. Please visit financialaid.unt.edu/satisfactory-academic-progress-requirements for more information about financial aid Satisfactory Academic Progress. It may be wise to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course. You must use your UNT email address to communicate with professors. You may forward your UNT email to a private email address via your My UNT settings.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper authority. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act. (FERPA) laws and the university's policy in accordance with those mandates at the following link: essc.unt.edu/registrar/ferpa.html

Student Evaluation of Instruction

Student Evaluation Administration Dates. Student feedback is an essential part of participation in this course. The student evaluation of instruction is required for all organized classes at UNT. The survey will be made available during weeks 13 and 14 [insert administration dates] of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Click on the link and complete the survey. Once students complete the survey, they will receive a confirmation email that it has been submitted. For additional information, please visit the spot website at www.spot.unt.edu or email spot@unt.edu.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' learning opportunity is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in inappropriate behavior will be directed to leave the classroom. The instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at deanofstudents.unt.edu/conduct.

Succeed at UNT

UNT endeavors to offer you a high-quality education and provide a supportive environment to help you learn and grow. And, as a faculty member, I am committed to helping you be successful as a student. Here's how to succeed at unt: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused.

Plan to Entering Student Competitions

Having design work accepted into juried student competitions helps build credibility as a young designer. Plan to enter your student work in at least two (2) student competitions per academic year. Work with subject matter instructors to determine the most appropriate shows to enter. Always include winning accomplishments on your resume and feature this recognized work in your portfolio.

To learn more about campus resources and information on how you can achieve success, go to success.unt.edu.

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the contract // sign it! //

"I acknowledge that I have read the course syllabus. I understand the course structure, grading, attendance policies, as well as the risk factors involved. I hereby agree to the syllabus and its provisions."

"I agree to allow UNT and professors permission to reproduce my student work for any educational and promotional purposes without compensation."

and

"I give permission to UNT and professors to use my image and/or voice and/or words in video, photographic, and computer-generated presentations ("Digital Resources") as a part of electronic course delivery, without compensation for any lawful purpose in any form or media."

NAME (PRINT)

SIGNATURE

DATE

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100% Total

Grading Scale

A 90% -100% - Excellence
B 80% -89% Above Average
C 70% -79% Average
D 60% -69% Sub-par
F below 60% Fail

Assignments:

Class participation includes making active and thoughtful comments in critique, being prepared in class, making efficient use of class time, putting the necessary amount of time and effort into research and project development outside of class, and other appropriate academic behavior. Participation and Attendance will represent 10% of the final grade.

Making deadlines is part of becoming a design professional. Work turned in late will be lowered by one letter grade. Work turned in one week beyond the deadline will not be excepted and will receive a failing grade. All graded assignments will equal 90% of the final grade.

All creative briefs for each project must be approved prior to creative work to begin.

Project 1 - Headline Dominate Print Campaign for Small Client-30% of Grade

Begin Feb 18th and Due Week 6 - Feb 20th– Small client print campaign of 3 ads minimum. Select a small stand-alone business with one location and write a creative brief by utilizing their website and other industry online and trade resources. Students must identify key differentiators that can be the departure point to build a small ad in a typography-dominant campaign. This first assignment will be a type-driven ad campaign relying on the headline and existing logo to drive the main benefit to customers. It will help you identify the user category, demographic, psychographic profiles, experiences, and geographic considerations for brand difference and awareness. This research should give creative insight into what opportunities there could be to communicate the key benefit of this business. [Examples](#) More shown in class.

Project 2 - Consumer Campaign - 3 print ads -45% of Grade

Begin Feb 22nd and Due Week 11 – March 28th

Consumer products and clients will be assigned by your professor. Begin the discovery and conceptualization process that may include: research, mind-map, concepts, opportunity map, positioning, or other rationales for a consumer advertising campaign. Develop your creative brief using store visits, online reviews, product-use scenarios, and other resources. Deliver 3 high-level aesthetic print ads conceptually informed by a well-written creative brief. The brief should identify a point-of-differentiation about the product and clearly demonstrate that point in a well-informed solution. The results should be highly visual solutions and photo or illustrative dominant with corresponding creative headlines that support each concept. [Examples](#) More shown in class.

Project 3 - Print Business-to-Business Integrated Campaign-1 print ad-20% of Grade

Begin April 2nd and Due Week 16 - May 2

A Business-to-Business client to be assigned. Begin the discovery and conceptualization process that includes: research, mind-map, concepts, opportunity map, positioning, or other rationales for a consumer advertising campaign project. Develop a creative brief using websites, online reviews, user feedback, and any other resources (to be discussed in class)..

Final Deliverables for All Assignments:

- All creative briefs for each project turned in as accompanying PDFs
- All campaigns to be printed full-size to templates provided in class for final class critiques.
- All campaigns presented in class then uploaded to Canvas as full-size CMYK PDFs at 300 DPI
- **All PDF's must have this name configuration to be graded:**
 Lastname_Firstname_AssisnmentX_Clientname.pdf
 ex: Smith_Francis_Consumer_HomeDepot.pdf

Please build your files to yield the most reasonably efficient file sizes.

<https://www.greennet.org.uk/support/understanding-file-sizes>. there is a 2GB limit on individual files uploaded to Canvas

Recommended Methodology:

1. Begin by researching your client and developing a creative brief.
2. Ideation using cognitive associations such as metaphors, juxtapositions, benefits... etc.
3. Multiple thumbnails at least 10 different ideas and refinement of layout.
4. Full-size tight computer supercomps using royalty free images or original artwork
6. Turn in of Canvas full-size 300dpi CMYK color PDF files of your final campaign.
7. Print for final in-class critique and hallway gallery display