Course number: ADES 3545 - 501
Course name: Comm Design Studio: Art Direction I
Semester: Spring 2019
Hours: Tues. & Thurs. 3:00pm - 5:50pm
Professor: Douglas D. May

Art Direction I

Overview:
This course exists to familiarize students with the standards, practice and creative process of advertising art direction. We will examine 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 with objective analysis. Students will be challenged to identify the unique offerings that benefit consumers (or business customers) by supporting the business objectives of their client. This class will be demanding of every student’s time and concentration.

Course Goals and Content:
This course challenges students to generate fresh, unique, and appropriate ideas that are distilled from creative briefs, strategy statements, communications objectives, and other forms of discovery. Every client is different despite the sameness of a shared category, service type, or product offered. It is the agency’s task to find and communicate client differences through the big idea that connects them to B2C consumers, B2B customers, or other markets of end-users.

Student Learning Objectives:
• Sensitize students to the role the creative team fulfills in the creative processes necessary to develop a successful advertising campaign in an ad agency or small studio.
• Build upon already acquired research and strategy skills as they relate to art direction.
• Review target audience identification, market research, and creative problem solving methodologies for developing appropriate creative strategies.
• Teach students how to formulate a written brief that a creative team can follow as they work toward developing the various concepts and concept applications necessary to communicate the creative strategy.
• Help students build a thorough working understanding of the qualitative differences between pioneering, competitive, and retentive advertising campaigns.
• Give student a list of additional resources to seek employment as a professional Art Director.

Course Structure
This class will be extremely demanding in mental focus and commitment involving many hours of homework. You may expect that 80–90% of class time will be spent in critique and discussion of work completed outside of class. The remaining 10–20% will be spent in in-class work, lecture and demonstration.

Required Textbook
Creative Advertising: Ideas and Techniques from the World’s Best Campaigns by Mario Pricken

Suggested reading:
• Website resources provided in class

Handouts
• HBR Paper (or Pod-Cast): The New Psychology of Strategic Leadership – Giovanni Gavetti

Materials Requirement:
• Laptop with Web browser and Internet access
• Microsoft Office Suite, Apple iWorks, or Google Docs
• Adobe CC Design Software Suite including Adobe Acrobat
• Sketchbook and drawing pencils, plotter output capabilities
### Instructor Information

**Instructor**
Douglas D. May  
Assistant Professor of Art

**Office Location**
by appointment

douglas.may@unt.edu

**Office Hours:**
T-TH 3-4pm

### Grading

#### Grading Scale

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

### Out of Class Projects

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 20% of the final grade.

Making deadlines is part of becoming a professional. Work turned in late will be lowered by one letter grade. Work turned in one week beyond week deadline will not be excepted and will receive a failing grade. All graded assignments will equal 80% of the final grade.

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

#### Project 1 - All Type Ad Campaign for Local Client

Due Week 4 – Small Client Print Campaign 3 to 5 ads total. Feb 7th.

Select a small restaurant no more than 25 locations and write a creative brief by using an in-store visit, manager interview, customer questionnaire, and any on-line resources. Students must identify key differentiators that can be the departure point to build a small ad campaign from. This first assignment with be an all type ad campaign relying on the headline and existing logo to drive the benefit to the end user. It will help to identifying categories, demographics, user psycho-graphic profiles and location for building a brand difference. The research should give creative insight to what new opportunities there could be to communicate key benefits of this business.

#### Project 2 - Large Format Print Consumer Ad Campaign

Due Week 11 – March 26th

Consumer clients or products to be assigned. Begin the discovery and conceptualization process that include: research, mind-map, concepts, opportunity map, positioning, or other rationale for a consumer advertising campaign project. Develop a creative brief by using stores visits, on-line reviews, product use, and any other resources (to be discussed in class). Deliver 3 high-level aesthetic print ads that are informed by well written creative brief, The brief should identify a point-of-differentiation about the product and then demonstrate that in a visual manner. Solutions can be photographic based or illustrative based visuals.

#### Project 3 - Print Business to Business Magazine Campaign

Due Week 16 - May 2

Business to Business client to be assigned. Begin the discovery and conceptualization process that include: research, mind-map, concepts, opportunity map, positioning, or other rationale for a consumer advertising campaign project. Develop a creative brief by using stores visits, on-line reviews, product use, and any other resources (to be discussed in class).

### Final Deliverables:

- All creative briefs for each project turned in as PDF
- All ad campaigns to be printed full-size to specifications provides in class.
- All ad campaigns to be provided as full-size CMYK PDF files at 300 DPI.

### Recommended Methodology:

1. Begin by researching your client and developing a creative brief.
2. Ideation and development of headlines and visuals.
3. Thumbnails and refinement of layout.
4. Full-size tight roughs
5. Production phase (image photography, illustration, file production, etc.)
6. Turn in full-size color prints and PDF’s of campaign.
Syllabus

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30% Project 2
40% Project 3
10% Participation and Attendance
100% Total

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

Scholastic Dishonesty

Scholastic dishonesty will not be tolerated in any class-related activity.

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 or artwork of others. 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 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.

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. Roll will be taken at every class. You will be considered late if you arrive at class after roll has been taken.
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. There are no excused absences for anything but a verifiable death in the immediate family or with a doctor’s note on his/her stationery with a 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.

Class Policy

Cell-phones, head-phones, beepers or other PDA devices may not be turned on or used in class at any time. Computers may not be used in class without the permission of the instructor. No eating in class, eat lunch before coming to class or at 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
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20% Project 1  
30% Project 2  
40% Project 3  
10% Participation and Attendance  
100% Total

### 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-acto 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 the use of any materials and/or processes and 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.

### 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 successfully 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, the student may lose their financial aid eligibility.

If at any point you consider dropping this or any other course, 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 for you 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 being done so.

You must use your UNT email address to communicate with professors. You may forward your UNTt email to a private email address via your My UNT settings.

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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 Blackboard online system, including grading information and comments, is also 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 written consent. 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

Retention of Student Records
Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide you with an opportunity to evaluate how this course is taught.

Acceptable Student Behavior
Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and 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 classroom, 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 to 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.

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