ART 4091.501: Advanced Campaigns in Graphic Design
Professor: Eric Ligon
Room 209, Art Building
Office e-mail: eric.ligon@unt.edu
Office Hours: MW 11:00–12:00

COURSE DESCRIPTION
Advanced development of graphic design skills with emphasis placed upon conceptual development, research, visual and written messages, multi-task time and materials management, and production. Assignments will include positioning, branding, concept, design, layout and electronic media with expanded emphasis on creative teamwork, group and personal production scheduling, team critiques and time management, studio procedures, and presentations.

PREREQUISITES
Successful completion of ART 3080: Advertising, ART 3082: Packaging and ART 4082: Publication Design (a grade of C or better is required in these classes).

REQUIRED TEXTBOOKS
None

COURSE OBJECTIVES
1. Preparation for a career in graphic design
2. Review of the creative team
3. Portfolio preparation
4. Major branding client
5. Identity development

The professor will provide a daily meeting schedule but will not produce a daily work schedule of what is due, how much is due and when it is due. This is a major group responsibility and will be required immediately after each group has reviewed class requirements.

EXAM SCHEDULE
There are no exams in this course.

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.

GRADE
Assignment 1: Major Campaign 75%
Assignment 2: Identity Marks
   Mark #1 with complete stationery system 11%
   Mark #2 7%
   Mark #3 7%

Your final grade will be based on an average of all exercises, and assignments in the given percentages, and affected by attendance (as described in the attendance policy – attached), daily deadline performance and participation.

SEMESTER SCHEDULE
WEEK ONE
Fri. 8/27 Course Introduction

WEEK TWO
Mon. 8/30 Assignment #1: client assignment/studio assignment
Wed. 9/1    BRANDING LECTURE  
Fri. 9/3    ASSIGNMENT #1: PHASE I CLIENT RESEARCH 

WEEK THREE  
Mon. 9/6    Labor Day—no class  
Wed. 9/8    ASSIGNMENT #1: PHASE I CLIENT RESEARCH DUE; PHASE II BRAND STRATEGY & BRIEF  
Fri. 9/10    ASSIGNMENT #1: PHASE II BRAND STRATEGY & BRIEF—STUDIOS A, B, C 

WEEK FOUR  
Mon. 9/13    ASSIGNMENT #1: PHASE II BRAND STRATEGY & BRIEF—STUDIOS D, E, F  
Wed. 9/15    ASSIGNMENT #1: PHASE II BRAND STRATEGY & BRIEF—ALL STUDIOS  
Fri. 9/17    ASSIGNMENT #1: PHASE II BRAND STRATEGY & BRIEF PRESENTATIONS DUE: STUDIOS A, B AND C 

WEEK FIVE  
Mon. 9/20    ASSIGNMENT #1: PHASE II BRAND STRATEGY & BRIEF PRESENTATIONS DUE: STUDIO D, E AND F  
Wed. 9/22    ASSIGNMENT #1: PHASE III BRAND LOOK & FEEL  
Fri. 9/24    ASSIGNMENT #1: PHASE III BRAND LOOK & FEEL—STUDIOS A, B, C 

WEEK SIX  
Mon. 9/27    ASSIGNMENT #1: PHASE III BRAND LOOK & FEEL—STUDIOS D, E, F  
Wed. 9/29    ASSIGNMENT #1: PHASE III BRAND LOOK & FEEL DUE: STUDIO A, B, C (ALL STUDENTS PRESENT)  
Fri. 10/1    ASSIGNMENT #1: PHASE III BRAND LOOK & FEEL DUE: STUDIO D, E (ALL STUDENTS PRESENT) 

WEEK SEVEN  
Mon. 10/4    ASSIGNMENT #1: PHASE IV VISUAL IDENTITY DEVELOPMENT—STUDIOS A, B, C  
Wed. 10/6    ASSIGNMENT #1: PHASE IV VISUAL IDENTITY DEVELOPMENT—STUDIOS D, E, F  
Fri. 10/8    ASSIGNMENT #1: PHASE IV VISUAL IDENTITY DEVELOPMENT—STUDIOS A, B, C, D, E, F 

WEEK EIGHT  
Mon. 10/11    ASSIGNMENT #1: PHASE IV VISUAL IDENTITY DEVELOPMENT—STUDIOS A, B, C  
Wed. 10/13    ASSIGNMENT #1: PHASE IV VISUAL IDENTITY DEVELOPMENT—STUDIOS D, E, F  
Fri. 10/15    ASSIGNMENT #1: PHASE IV VISUAL IDENTITY DEVELOPMENT—STUDIOS A, B, C, D, E, F 

WEEK NINE  
Mon. 10/18    ASSIGNMENT #1: PHASE IV VISUAL IDENTITY DEVELOPMENT DUE: STUDIOS A, B, C, D, E  
Wed. 10/20    ASSIGNMENT #1: PHASE V BRAND PITCH BOOK—STUDIOS D, E, F  
Fri. 10/22    ASSIGNMENT #1: PHASE V BRAND PITCH BOOK—STUDIOS A, B, C 

WEEK TEN  
Mon. 10/25    ASSIGNMENT #1: PHASE V BRAND PITCH BOOK—STUDIOS D, E, F  
Wed. 10/27    ASSIGNMENT #1: PHASE V BRAND PITCH BOOK—STUDIOS A, B, C  
Fri. 10/29    ASSIGNMENT #1: PHASES V & VI EXTENDED COLLATERAL—STUDIOS D, E, F 

WEEK ELEVEN  
Mon. 11/1    ASSIGNMENT #1: PHASE V & VI EXTENDED COLLATERAL—STUDIOS A, B, C  
Wed. 11/3    ASSIGNMENT #1: PHASE V & VI EXTENDED COLLATERAL—STUDIOS D, E, F  
Fri. 11/5    ASSIGNMENT #1: PHASE V & VI EXTENDED COLLATERAL—STUDIOS A, B, C 

WEEK TWELVE  
Mon. 11/8    ASSIGNMENT #1: PHASE V & VI EXTENDED COLLATERAL—STUDIOS D, E, F  
Wed. 11/10   ASSIGNMENT #1: PHASE V & VI EXTENDED COLLATERAL—STUDIOS A, B, C  
Fri. 11/12   ASSIGNMENT #1: PHASE V & VI EXTENDED COLLATERAL—STUDIOS D, E, F 

WEEK THIRTEEN  
Mon. 11/15   ASSIGNMENT #1: PHASE V & VI EXTENDED COLLATERAL—STUDIOS A, B, C
WEEK FOURTEEN
Mon. 11/22  Assignment #1: due—Studios A, B, C, D, E, F
Assignment #2: Identity Development—client assignment
Wed. 11/24  Assignment #2: Identity Development
Fri. 11/26  No class (Happy Thanksgiving)

WEEK FIFTEEN
Mon. 11/29  Assignment #2: Identity Development—Studios A, B, C
Wed. 12/1  Assignment #2: Identity Development—Studios D, E, F
Fri. 12/3  Assignment #2: Identity Development—Studios A, B, C

WEEK SIXTEEN
Mon. 12/6  Assignment #2: Identity Development—Studios D, E, F
Wed. 12/8  Assignment #2: Identity Development—Studios A, B, C, D, E, F
Fri. 12/10 No class

WEEK SEVENTEEN
Mon. 12/13 1:30 pm Assignment #2: Identity Development due—Studios A, B, C, D, E, F

GRADING SYSTEM
Your grades will be based on a strict average of the assignment scores. (I only round to the nearest 10th of a point in grades.) Attendance will affect student’s grade as outlined in the attached attendance policy.

GRADE DISTRIBUTION
A=100–90, B=89.9–80, C=79.9–70, D=69.9–65, F=64.9–0

EXTRA CREDIT
There is no extra credit in this course.

CELL PHONE AND LAPTOP USAGE POLICY
Cell phones and texting will not be tolerated in this class. Please turn off your cell phones at the beginning of the class.

EMAIL CONTACT WITH THE PROFESSOR
Please use eric.ligon@unt.edu for contact with me. While I may use Blackboard to send you notifications, I rarely check that email for incoming mail.

ATTENDANCE POLICY
Good attendance and punctuality are expected for this class (and all Communication Design classes) and will strongly affect your grades. Roll will be taken at every class. You will be considered late if you arrive after class has begun. Any student arriving more than 20 minutes late will be counted absent. (The clock in the classroom will mark official time for this class). Students who are late are responsible for signing in and should take any seat in the back four rows. You will receive three (3) free tardies. Beyond that, every four (4) tardies will equal one (1) unexcused absence.

Only two (2) unexcused absences will be allowed. The third unexcused absence will lower your final semester grade by one letter grade. The fourth unexcused absence will lower your grade by two letter grades. The fifth unexcused absence will lower your grade by three letter grades, etc. A total of seven absences, excused or unexcused, will result in you being dropped from the class (if the absences occur before the last day to drop a course), or result in 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 (unless you have visited the UNT Health Clinic where they will only give you a receipt and no note). Please bring a photocopy of any note for the professor to keep.

If you are absent, you are responsible for contacting a class member in order to get any information, lecture or
otherwise, that has been given. The instructor will not have any class or office time to repeat missed lectures.

PLAGIARISM
Plagiarism is literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person’s mind and presenting it as one’s own. Copying someone else’s writing or art, intact or with inconsequential changes, and adding one’s name to the result constitute plagiarism. Plagiarism will result in immediate failure of the class and may result in expulsion from the university.

DISCIPLINARY PROCEDURES
Disciplinary Probation, Suspension from the University, Expulsion (permanent), or Revocation of Degree. (See student guidebook.)

DISABILITIES ACCOMMODATION
Please notify the instructor if you have a disability that requires accommodation. It is also recommended that you register with the UNT Office of Disability Accommodation, Student Union, Room 318. The College of Visual Arts and Design policy on accommodation is available upon request in the CVAD Dean’s offices, Room 107. Further questions and problems on accommodation may be addressed to Associate Dean Marian O’Rourke Kaplan, School Accommodation Liaison, Art Building, Student Advising, Room 111.

COURSE RISK RATING
This course has a RISK RATING of Level 2.
Level 2—Courses in which 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 and fumes, and repetitive stress injuries related to extended computer use.

EMERGENCY PROCEDURES
In case of emergency (alarm will sound), please follow the building evacuation plans posted on each floor of your building and proceed to the nearest parking lot. In case of tornado (campus sirens will sound) or other weather related threat, please go to the nearest hallway or room on your floor without exterior windows and remain there until an all clear signal is sounded. Follow the instructions of your teachers and act accordingly.

STUDENT RIGHTS AND RESPONSIBILITIES
As a student you have rights and responsibilities within the academic community. See http://www.unt.edu/csrr for more information.

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PERMISSION TO USE STUDENT WORK

1. Grant of Permission. I, the undersigned, am a student at the University of North Texas (UNT) and I am enrolled in ___________________________(name of course). By my signature below I hereby grant permission to UNT to use, copy, reproduce, publish, distribute or display any and all works created to comply with the requirements of this course in accordance with the terms set forth below. Additionally I consent to the disclosure of the work created in this class as may be accompanied by my name and other personally identifiable information for purposes as set forth below.

2. Scope of Permission. This permission extends to the use of the described work and images of such work: (1) for academic purposes in order to demonstrate examples of student work to current and future UNT students; (2) for public display in the galleries or on the campus of the UNT or on the UNT website; (3) for promotional materials created by UNT in all forms of media now known or later developed, including but not limited to exhibition catalogues, direct mail, websites, advertising and classroom presentations. My permission is on-going and will continue until such time as I revoke it by giving UNT three months written notice of revocation to the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

3. Certificate of Ownership. I am the owner of all work submitted in accordance with the requirements of the named course and the work is not subject to any grant or restriction that would prevent its use consistent with this permission. All aspects of the work are original to me and have not been copied. I understand that as owner of the work I have the right to control all reproduction, copying and use of the work in accordance with U.S. copyright laws.

4. Privacy Release. I hereby authorize and consent to the release, maintenance and display of my name if
necessary and any other personally identifiable information that I have provided in connection with the work and its use in accordance with the terms of this Agreement.

5. Signature. By signing the contract for this course I hereby grant the permissions indicated above. I understand that this grant of permission relates only to the use of the described work. This is not an exclusive right and I may sell, give or otherwise transfer the rights to such work to others on a non-exclusive or exclusive basis. However, in the event that I do sell, give or otherwise transfer ownership or the exclusive right to use my work to another party, I will notify UNT immediately in writing through the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

MODEL RELEASE: WAIVER OF LIABILITY AND HOLD HARMLESS AGREEMENT

In consideration for the expectation of publicity and acknowledgement for __________________ (property) and any valuable consideration, I hereby release, waive, discharge and covenant not to sue the University of North Texas, the Board of Regents of the State of Texas, their officers, servants, agents, or employees of UNT from any and all liability, claims, demands, actions, and causes of action whatsoever arising out of or related to any loss damage, injury including death that may be sustained by me, or to any property belonging to me, whether caused by the negligence of UNT, or otherwise for the use of images of property which I own and or have full authority to license for such uses, regardless of whether said use is made in conjunction with my own name, company name, or with a fictitious name, or whether said use is made in color, black and white, video, or otherwise, or other derivative works made thought any medium. I waive any right that I may have to inspect or approve the photos or finished versions incorporating the photos, including written copy that may be used in connection therewith.

Voluntary Assumption of Risk of Loss

To the best of my knowledge, I can fully participate in any publicity. I am fully aware of the risks and hazards connected with the activity including, but not limited to, the risks as noted herein, and I hereby elect to voluntarily participate in publicity and to engage in publicity may be hazardous to me and property. I voluntarily assume full responsibility for any risks of loss, property damage, illness or personal injury, including death, that may be sustained by me, or any loss or damage to my property, as a result of being engaged in publicity.

I agree to indemnify and hold harmless UNT from any loss, liability, damage, or costs, including court costs, and attorney’s fees that may be incurred due to my participation in publicity.

I understand that UNT will not be responsible for any medical costs associated with any injury that I may sustain while participating in publicity.

I understand that I should and am urged by UNT to obtain adequate health and accident insurance to cover any personal injury or property loss to myself or property that may be sustained during publicity.

It is my express intent that this agreement shall bind the members of my family and spouse, if I am alive, and my heirs, assigns, and personal representative, if I am not alive, shall be deemed as a release, waiver, discharge, and covenant not to sue UNT and that this agreement shall be construed in accordance with the laws of the State of Texas.

In signing this release as a participant in publicity, I certify that I have read the foregoing waiver of liability and hold harmless agreement, I understand it, and I sign it voluntarily as my own free act and deed; no oral representations, statements, or inducements, apart from the foregoing written agreement, have been made.

I am at least 18 years of age, and fully competent; or if under 18 years of age, my parent or legal guardian’s approval and signature has been obtained; and I execute this release for full, adequate, and complete consideration fully intending to be bound by the same.

IN WITNESS THEREOF, I have hereunto set my hand on this _____day of _____________, 20__
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*The right to change this syllabus with or without notice remains at the discretion of the professor of this course.*