

ADES 3545: GRAPHIC DESIGN STUDIO | ART DIRECTION

Wayne Geyer, MFA
Adjunct Faculty

In-person

Tuesdays and Thursdays 8:00 AM - 10:50 AM

Office hours:

T/TH 2:30 – 3:00 PM

or by appointment via Zoom

To schedule any meeting outside of class, please email John.Geyer@unt.edu

Overview:

This course familiarizes students with the standards, practices, and creative process for advertising art direction. We will discuss the role of the art director in the work environment of both large and small agencies. We will develop campaigns for both large and small organizations. Those who complete this course will understand how to approach, construct, and critique advertising campaigns through strategic thinking, crafting appropriate imagery, and integrating meaningful copy. Students are challenged to identify the unique offerings benefiting consumers (or business customers) in support of their client's business objectives.

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 positioning: identifying and claiming a unique benefit that connects them with consumers, business customers, or other audiences. 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 already acquired research and critical thinking related to art direction and communication design.
- Review methodologies for developing appropriate creative strategies, identifying the target audience, conducting market research, and creative problem-solving.
- Teach students 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.
- 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.

During the semester, up to 4 classes may shift to online sessions depending on the progress of the class projects. Any shift in class venue will be discussed in class before this request.

Suggested Textbook (not required)

Advertising Concept and Copy by George Felton

Suggested reading:

<https://digiday.com/marketing/how-to-write-great-ad-headline/>

Other website resources provided in class

Hey, Whipple, Squeeze This by Luke Sullivan

Positioning by Al Reis and Jack Trout

Handouts

Various PDF and MS Word documents will be uploaded 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
- Large sketchbook, tracing paper pad and drawing pencils, plotter output capabilities
- Canvas access plus DropBox, WeTransfer, or HighTail large online file transfer

Photography, Illustration, typesetting, and tight comp capabilities

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 not disclosing the use of Artificial Intelligence

generated imagery or text. If there is an academic reason for generating AI imagery or narrative for any reason, discuss this with your professor for approval before relying upon these technologies in your projects.

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

The University of North Texas will comply in the classroom, and online courses, with all federal and state laws prohibiting discrimination and related retaliation based on race, color, religion, sex, national origin, disability, age, genetic information, or veteran status. Further, an environment free from discrimination based on 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 roll in every class. You will be considered late if you arrive at class after roll is taken. If you are late, it is your responsibility during that class period to make sure that the instructor has added you 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. Three (3) tardies are allowed. Beyond that, every four tardies will equal one unexcused absence.

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-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 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 sure 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, behavior 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 behavior that 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 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.

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. You have a right to view your records; however, information about your documents will not be divulged to other individuals without the proper authority. All documents such as exams, answer sheets (with keys), and written papers submitted during the course duration are kept for at least one calendar year after course completion. Coursework completed via the Canvas online system, including grading information and comments, is stored in a safe electronic environment for one year. 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 following 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 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 your 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.