

MAYBORN SCHOOL OF JOURNALISM
ADVG 3100.501
Advertising Art Direction for Brands

T/TH – 11:00 AM to 12:20 PM
Frisco Campus - Room FRLD 456
August 17, 2026 - December 11, 2026
Final Week/Final Exams – Week of December 14

Adjunct Professor
Troy Scarlott

Email:
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Office Hours:
Tues or Thurs (before or after class) - by appointment only

I am available for 1-1 appointments on Tues/Thurs - before or after class. To make a 1-1 appointment, please contact me via UNT email and request 1-1 appointment with specific date/time. I will respond via email to confirm the appointment (date/time).

Course Syllabus
The syllabus and assignments are subject to change due to class progress, schedule conflicts, guest speakers, weather and/or contingencies

Before each class, review and complete the class readings and assignments in Canvas. Course is a lab-based format that will include lecture, discussion, class critiques, small group discussions, in-class demos and instruction, and in-class assignments/design exercises.

Course Description

The primary goal of this Art Direction course is to develop strategic, big ideas (that are visually driven) for advertising campaigns. You will learn how to create powerful ideas that grab attention, communicate the message(s) and persuade the audience. Emphasis will be placed on strategy, concept development (ideas) and design. Even though the emphasis is on advertising design, the methods taught in this class are useful in the concept and creative development of a wide variety of communication media including traditional, digital, social and emerging.

The secondary course goal is to help you develop your page layout skills as well as learn and leverage the creative process; translate creative strategies into sound advertising concepts; and to turn advertising concepts into well-designed rough layouts; and utilize the software programs (InDesign, Photoshop, Illustrator) to execute comprehensive/finished layouts.

Learning Objectives and Outcomes

To successfully complete this course, students must be able to:

- Understanding of typography design
- Comprehension of advertising terminology and its relevance to creative development
- Ability to interpret creative strategy, develop concepts and translate them into visual executions
- Utilize the creative process(es) including research, brainstorming, mindmapping, thumbnails, roughs, and comprehensive layouts
- Understanding and applying the basic principles of good design
- Ability to critique advertising (and peer work) based on strategy, concept, design, and execution
- Proficiency in the use of Adobe Creative Cloud to develop finished comprehensive layouts

Lectures will focus on Strategy, Concept Development and Art Direction.

Format:

The course format is an interactive “seminar.” The success of a seminar is dependent upon the *participation of the students* — the presentation of their points of view and reactions and challenges to them. Students will get out of a seminar only what they put into it by way of preparing, attending, and participating in class presentations and discussions. The role of the instructor is primarily to lecture, guide discussions and debates, and evaluate student performance.

Required Textbooks:

The Advertising Concept Book 3rd edition

Think Now, Design Later

ISBN: 0500292671

ISBN-13: 9780500292679

Authors: Pete Barry

Creative Advertising, New Edition

ISBN 10: [0500287333](https://www.amazon.com/dp/0500287333)

ISBN 13: [9780500287330](https://www.amazon.com/dp/9780500287330)

Authors: [Mario Pricken](#)

Publisher: Thames & Hudson, 2008

Required Supplies

- Pens, markers, pencils
- Sketchbook
- Computer with Adobe Creative Cloud

Course Technology & Skills

Minimum Technology Requirements

- Computer/Laptop with Video Camera
- Reliable internet access
- Speakers
- Microphone
- Plug-ins
- Adobe Creative Cloud (InDesign, Photoshop, Illustrator)
- Microsoft Office Suite
- Apple Keynote or Microsoft PowerPoint
- Canvas Technical Requirements
(<https://clear.unt.edu/supportedtechnologies/canvas/requirements>)

Computer Skills & Digital Literacy

List of course-specific technical skills learners must have to succeed in the course:

- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using spreadsheet programs
- Using presentation and graphics programs

Adobe Creative Cloud for UNT Students

UNT has a contract with Adobe - the following link has the information students need to purchase a subscription and opt-out of an existing agreement that is at a higher price: <https://cvad.unt.edu/cvad-it-services/adobe-student-subscriptions.html>Links to an external site.

For questions or problems with your Adobe Creative Cloud subscription, email: adobe@unt.edu

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT, we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

UIT Help Desk: UIT Student Help Desk site (<http://www.unt.edu/helpdesk/index.htm>)

Email: helpdesk@unt.edu

Phone: 940-565-2324

In Person: Sage Hall, Room 130

Walk-In Availability: 8am-9pm

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

Laptop Checkout: 8am-7pm

For additional support, visit Canvas Technical Help ([https://community.canvaslms.com/docs/DOC-](https://community.canvaslms.com/docs/DOC-10554-4212710328)

10554-4212710328)

Computers are required for each class meeting.

Software & Apps

[LinkedIn Learning](#) (formerly Lynda.com) – Accessible for FREE via your UNT EUID

COURSE GRADES

Grades

Based on the course format, in-class and out of class assignments, you can earn up to 1,000 points for the entire course based on the following criteria (below). Please note that your professor will make the determination of your final grade.

Final course grades will be awarded as follows:

Total Points	Letter Grade Received
900 – 1,000	A
800 – 899	B
700 – 799	C
600 – 699	D
500 – 599	F

Grade Criteria

In this course you will demonstrate the growth of your hard and soft design skills, including:

- **Attendance:** (100 points max) Attendance points can only be earned by being in class and completing and submitting in-class lab assignments. Everyone in this class has an extremely important role.
- **Participation and Engagement** (100 points max): It is important to participate and engage in each and every class – to get the most out of the course format. Doing the work in-class and contributing to discussions and helping other students is essential to the creative process.
- **Design Proficiency - Adobe Creative Suite** (100 points max)
You will leverage Adobe Creative Suite, including InDesign, Photoshop, and Illustrator and other design tools (Canva, Keynote, PPT) and have the opportunity in-class and out of class to expand knowledge and proficiency.
- **Assignments** (500 points max): Throughout the course, you will be given a series of design assignments focused on developing art direction knowledge and skills – and creating big, visually driven ideas.
- **Quizzes/Exams** (2 @ 100 points each; 200 points max): You will be given 2 quizzes/exams based on the course textbook and in-class lectures/presentations.

Notes and Tips

- Attend class each week - and participate!
- Be prepared with computer and assignment for in-class assignments
- Your computer must have Adobe Creative Suite (InDesign, Photoshop, Illustrator) installed and ready to use in class
- Keep your laptop fully charged for class and bring your charger, mouse etc as needed
- Allocate enough time outside of class for design assignments (3+ hours) as design requires play time and experimentation

- Complete each assignment - to the best of your ability- each week; export all assignments as a static file (PDF, JPG or PNG) and then submit both the static file and the source file (photoshop, illustrator, indesign)
- Use Canvas to submit course assignment

Course Assignments – Overview

Please note that the course schedule may change throughout the semester – it's important to attend class to stay up to date on topics and assignments.

- Each week, the course will include a mix of in-class lectures, in-class design assignments, large group and breakout group discussions with peer feedback and critiques
- Each week, course assignments will include textbook reading and art direction focused design assignments using Adobe Creative Cloud.

Policies

Excused Absences for University Extracurricular Activities. Students participating in an officially sanctioned, scheduled University extracurricular activity will be given the opportunity to make up class assignments or other graded assignments that they missed as a result of their participation. However, it is the responsibility of the student to plan in advance with the instructor prior to any scheduled examination or assignment to arrange for making up the work.

Religious Observance. Students wishing to observe religious occasions that require missing class should notify the instructor in writing at the beginning of the semester, and should discuss with the instructor in advance, acceptable ways of making up any work missed because of the absence.

COVID

Students are expected to attend class meetings regularly and to abide by the attendance policy established for the course. It is important that you communicate with the professor and the instructional team prior to being absent, so you, the professor, and the instructional team can discuss and mitigate the impact of the absence on your attainment of course learning goals. Please inform the professor and instructional team if you are unable to attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community. If you are experiencing any [symptoms of COVID](https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html) (https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Team at COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.

Academic dishonesty will not be tolerated. This includes cheating, plagiarism, fabrication, unauthorized possession of examinations, changing of grades, records, etc. or helping another student commit an act of academic dishonesty. For example, plagiarism is the paraphrasing or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the University. This is explained in the UNT Student Handbook. When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety. Plagiarism, fabrication, copyright infringement, and similar uses of other people's work are unacceptable. Plagiarism, in a nutshell, is using other people's written words or published ideas as your own. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people's writing, because plagiarism is a serious offense in any discipline, especially in journalism. It is a firing offense in the professional world.

The procedures for disciplinary action will be in accordance with the rules and regulations of the University governing disciplinary action. See details at <https://policy.unt.edu/policy/06-003>.

Artificial Intelligence (AI) Academic Integrity Policy

Unauthorized use of AI programs beyond explicit assignments constitutes academic dishonesty and violates integrity. Violators will receive a grade of "0" and be subject to disciplinary action from [UNT Integrity Council](#).

Original Thinking Emphasis: AI is not a replacement for original thinking. All work done in this class should begin with personal research followed by insights and strategic planning. AI usage, if applicable, should be an outgrowth of this process.

Guided AI Application: Generative AI tools may be occasionally used for assignments to teach effective technology utilization, especially for agency and client projects. Similar to using programs like GPS, AI serves as a tool to help users reach a destination, but the user must always determine and verify the final destination.

Seeking Guidance; Students uncertain about AI tool usage may directly consult the instructor or seek advice from the [University Policy Office](#).

Maintaining Academic Integrity With AI:

- Prioritize personal research and strategic planning.
- Use AI tools under guided circumstances.
- Unauthorized AI usage will result in "0" grade and reporting to the UNT Integrity Council.

Students Needing Academic Accommodations

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will

provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the [Office of Disability Access](http://www.unt.edu/oda) website (<http://www.unt.edu/oda>). You may also contact ODA by phone at (940) 565-4323. Begin the registration process at: <https://studentaffairs.unt.edu/office-disability-access>.

Inclusion

Every student in this class should have the right to learn and engage within an environment of respect and courtesy from others.

Course Safety Statements

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

Office of Disability Accommodations

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodations for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time. However, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class.

Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student.

For additional information see the website for the [Office of Disability Accommodation](http://www.unt.edu/oda) (<http://www.unt.edu/oda>). Students may also contact them by phone at 940.565.4323