Instructor
Bill Ford MS, Senior Lecturer
Strategic Communications
Mayborn School of Journalism
University of North Texas

Email:
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Office
GAB 109

Office Hours:
I'll be in my office from 1 to 3 p.m.
Tuesdays & Thursdays. Other office hours are available by appointment. (Please email for an appointment)
My virtual office is always open; just email me, and I promise to respond within 24 hours, except on weekends.

Course Description
Welcome to Visual Strategy. In this course you will learn about communicating visually as you gain hands-on experience producing art directed advertising designs intended for specific audiences in a diverse society. Strategy will be stressed, as well as positioning and target markets. These are basics that every art director or anyone who works with an art director must know in order to formulate good ads.

This class will be unique. You will work on projects alone and in teams of two or more. None of the work you produce will be taken to finish in this class. If you wish to complete concepts for your portfolio, you can do that on your own. If you would like direction in completing the work beyond this class, I will be available to assist you after the class is over or during the semester.

Every project is an opportunity for you to produce a monumental ad or campaign. You will present your ideas and you will be critiqued not only by the instructor, but by your peers. Look at every critique comment as an opportunity to get better in your thinking.

This class will require you to draw, and draw a lot. Some students will draw better than others. You will learn techniques for drawing such as perspective and gestures so you can draw more accurately. Your ability to draw is not as important as your ability to think, but if you plan on becoming an art director, drawing is a necessity. You will be critiqued on your concepts and rationale not your drawing ability. If you aspire to be a copywriter, it is important that you understand aesthetics more than knowing how to draw. You will be required to keep a sketchbook and draw in it. Think of it as a visual journal. Ideas can come in a visual form as well as written words. Use both in the journal. You will hand in your sketchbook on a particular day near the end of the semester. After mid-term, bring it with you to every class. The instructor may ask for it at any time. If you do not have it to hand in, points will be taken off of your grade.

* Reading - There is a lot of drawing/visualizing work for this class, and there is a lot of reading required for this class. It is imperative that you keep up with the reading in class to be successful. You will be required to write five reaction papers on the readings during the semester. The readings have valuable information with regard to visual strategy and art direction techniques. Not only does the material need to be read, but it must be studied along with the visuals presented in the books. ONLY by absorbing this information will your projects – and your knowledge – be strong enough to produce valuable and effective work.

What you will learn
Advertising is a highly strategy-oriented industry. It’s not about creating ads that are cute and funny for the sake of cute and funny. The job of advertising is to sell a product, not win awards (but awards are nice). This course is designed to develop visually strategic thinking skills necessary to be successful in the advertising world. The course is divided into hands-on visual thinking (drawing your ideas), classroom

REQUIRED TEXTS:
1) The Advertising Concept Book by Pete Barry - 2nd Edition
   (There is a third edition but it came out after the deadline to order books.

Textbook policy
The Mayborn School of Journalism doesn’t require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

REQUIRED SUPPLIES
• Graphics 360 paper by Bienfang (9” x 12” - 100 sheet)
• Parchment pad by Bienfang (9” x 12” - 50 sheet)
• Black Sharpies – Twin Tip – 6-10
• Small stapler (with staples)
• Mechanical Pencils - #2 with erasers
• Six (6) 10” x 14” clasp envelopes

NOTE: These materials may be purchased as a set from Asel Art Supply on Avenue C.
JOUR 3055.1 & 3 – Visual Strategy – Mon./Wed. 10 – 11:30 am & 1:00 – 2:20 pm – Spring 2017

discussion and concept theory. The classroom discussion will focus on, design, audience understanding and engagement, and ethics.

Your objectives for the semester are to:

• Recognize visuals, type and space as the building blocks of composition as visual communication
• Learn basic drawing techniques that will allow you to display your visualizations accurately and within the frame of reference you need to accomplish your goals.
• Approach functional design as capturing attention, control eye flow, conveying information and evoking emotion.
• Practice the researching, brainstorming, conceiving and sketching that go into effective design work
• Demonstrate basic design and layout skills as well as correct formatting that properly and effectively communicate your ideas on paper
• Effectively present your work in a persuasive manner with confidence and poise.

The only software you will for this class is your brain (and Microsoft Word – Google docs will have type font conflicts)

In addition to the aforementioned objectives, you will also develop professional skills necessary to your survival and success in both the academic and business worlds. These skills include:

- Organization
- Deadline awareness
- Drawing
- Presentation skills
- Project assessment
- Time management
- Project concept development
- Project revision
- Constructive criticism

Email & Class Communication
Communicating with students using the UNT student email account is part of the university’s contract with students. Electronic communication with students in this class will be through the students’ my.unt accounts rather than personal email accounts.

• Please communicate with me by email if you cannot see me during class or office hours.

Emergency Notification & Procedures
UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of 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 www.my.unt.edu. Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

Attendance (I’m very serious about this)
First Class Day Attendance
Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

• There are no unexcused absences in this class. I will allow one absence without penalty to your final grade only if you have communicated with me about the absence.
• This is a hands-on, skills based course, therefore, it is important to attend every class and to be on time. Being late may cause a disruption of the timing of the lecture and understanding of the work done outside of class, especially within a group
• If you have an extraordinary circumstance (visit to the emergency room, auto wreck, death in the family) that will prevent you from attending class, you must communicate with the instructor prior to class time or as soon as you are able. Email will be checked 30 minutes prior to class, but not after class has started. Bring a note from a doctor if you are absent due to illness. Understand that illness is not an excused absence.
• If you’re late to class, it is your responsibility to make sure that you weren’t counted absent.
• Three late arrivals to class will be counted as an unexcused absence.
JOUR 3055.1 & 3 – Visual Strategy – Mon./Wed. 10 – 11:30 am & 1:00 – 2:20 pm – Spring 2017

- If you miss class, it is your responsibility to keep up with any changes in this syllabus and additional assignments. Get to know a classmate as the instructor is not responsible for you catching up on the lecture notes.
- Any in class work missed due to an unexcused absence may result in a grade of 0. That will have an impact on your final grade.
- One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

Class Protocol
Once in the classroom, silence your cell phone and keep it packed inside your purse or backpack. When class instruction is occurring, you may not surf the web or check email; if you do, you may be asked to leave that class and you'll be counted absent.

Neatness
You are going to have to learn it sooner or later. If you are predisposed to being neat with your work, you will not find this as challenging as if you are not so neat. I expect ALL work to be presented and handed in neatly. Sloppiness is laziness.

Evaluation
Late assignments will be accepted. A grade will be assessed and a points penalty of will be deducted for every class period the project is late. If any element of a project is omitted, the project will be considered as late until the missing element is handed in. This includes group grades. Every member of a group will be held accountable for a late element so double check that every element is in the packet handed in.

- All late work is to be handed in as a hard copy, no emailed work will be accepted.
- If you encounter difficulties meeting a deadline on any project, you need to communicate with your instructor before the project is due.
- Extra credit may be given in this course by attending an event suggested by me.

Grading
Most grading will be given on a rubric that will show strengths and weaknesses in project categories. Grades are not negotiable. Careful consideration is given to each element of the evaluation. You are free to discuss evaluations with me during office hours.

Note that while a rubric is created for most assignments as a way to quantify grades, Much of the evaluation is done subjectively, based on the instructor’s years of experience as an art director, creative director and illustrator.

If a student wishes to review their grade during the semester, they may review their grade during office hours. It is a good idea to set an appointment for this so that the professor will have all materials needed. This may be done a maximum of two times during the session.

Student Perceptions of Teaching (SPOT)
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. The short SPOT survey will be made available April 18th – May 1st to provide you with an opportunity to evaluate how this course is taught. For the spring 2016 semester you will receive an email on April 18th (12:01 a.m.) from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the spot website at www.spot.unt.edu or email spot@unt.edu.

Final Exam Policy
Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.
Access to Information
As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: http://eagleconnect.unt.edu/

Courses in a Box
Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to insure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

Academic Dishonesty
Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase 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.

Students found to plagiarize work in this class will be subject to failure of the class and further discipline by the University of North Texas at the discretion of the instructor.

Penalties for academic dishonesty may range from failure of the individual project to failure of the class.

Mayborn School of Journalism Academic Integrity Policy
The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school’s policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

Classroom Policies & 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 Center for Student Rights and Responsibilities 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 http://www.unt.edu/csr/student_conduct/index.html.
The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

**SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT**
UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT’s Dean of Students’ website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: [http://deanofstudents.unt.edu/resources](http://deanofstudents.unt.edu/resources). Renee LeClaire McNamara is UNT’s Student Advocate and she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students’ office at 940-565-2648. You are not alone. We are here to help.

**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.

**Academic Organizational Structure**
Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:

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  Individual Faculty Member/Advisor
  Director, Mayborn School of Journalism
  Dean, Mayborn School of Journalism
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**Special Needs**
If you require an accommodation based on disability, we would like to meet with you privately during the first week of the semester to ensure that you are properly accommodated.
Office of Disability Accommodation

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation 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 Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.

Enrollment Guidelines

For journalism majors, not minors: This is a pre-major class. Enrollment in this class means that you are in pre-major status, not major status. (JOUR 2320 is considered a pre-major course for students under any catalog year prior to 2009.) When you have completed this course and others in your pre-major, then you must apply to become a major and therefore have access to upper-level journalism courses. If you have questions about what counts in your pre-major, please see an advisor.

Journalism Course Registration

1. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
2. By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven’t taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor
3. A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all foundational courses, and Math 1680/1681. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

Re-taking Failed Journalism Classes

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

Financial Aid Satisfactory Academic Progress (SAP) Undergraduates

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 semester. 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 financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility. Please visit http://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 your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.
**Academic Advising**

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student’s responsibility to ensure all payments have been made.

**IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES**

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student’s responsibility to do the following:

1. Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

2. Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

**Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.**

**DROPPING AN ONLINE COURSE**

A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. This must be done prior to the UNT deadline to drop a course.

If approved, the instructor will contact the MSOJ Undergraduate Office in GAB 102 where you may obtain a signed drop form. **It is your responsibility to turn in the completed drop slip to the UNT Registrar’s office before the deadline to make sure you have been dropped from the course with a “W”.** If you are taking only online courses and your instructor approves the drop, please contact the MSOJ head advisor for instructions.

**IMPORTANT FALL 2016 DATES**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>January 16, 2017</td>
<td>MLK Day (university closed)</td>
</tr>
<tr>
<td>January 13–20, 2017</td>
<td>Student-requested schedule changes may be made during add/drop.</td>
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<tr>
<td>January 17, 2017</td>
<td>First class day</td>
</tr>
<tr>
<td>January 20, 2017</td>
<td>Last day for change of schedule other than a drop. (Last day to add a class.)</td>
</tr>
<tr>
<td>January 31 – April 4, 2017</td>
<td>Student may drop a course with written consent of instructor.</td>
</tr>
<tr>
<td>February 24, 2017</td>
<td>Last day for change in pass/no pass status.</td>
</tr>
<tr>
<td>February 24, 2017</td>
<td>Last day to drop a course or withdraw from the university with a</td>
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</tbody>
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grade of W for courses a student is not passing. After this date a grade of WF may be recorded.

February 25 – April 21, 2017  Instructors may drop students with a grade of WF for nonattendance.
March 13-19, 2017  Spring break (no classes)
April 17, 2017  Beginning this date a student who qualifies may request a grade of I, incomplete. (See "Grading system" in the Academics section of this catalog.)
April 21, 2017  Last day to withdraw from the semester. Process must be completed by 5 p.m. in the Dean of Students Office.

May 3–4, 2017  Pre-finals days
May 4, 2017  Last class day
May 5, 2017  Reading day (no classes)
May 6–12, 2017  Final examinations
May 12, 2017  End of term
May 12–13, 2017  Graduation ceremonies

For other important dates please visit http://registrar.unt.edu/registration/fall-registration-guide
Statement of Student Learning Outcomes, UNT Journalism

Since 1969, the UNT School of Journalism effective has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master’s program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences. This course, JOUR 3055 in Fall 2016 will help to meet the student learning outcomes that have been checked by your instructor, Bill Ford.

Each graduate must:

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and image of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate and understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply tools and technologies appropriate for the communications professions in which they work.
Syllabus Agreement and Class Contact Form      Spring 2017

By signing this form, I agree that I have read and understood the policies laid out in this syllabus for
JOUR 3055 during the Spring Session of 2017. **I agree to follow these policies.**

Printed Name: ___________________________      EUID #: __________________
Signature: _______________________________      Section: __________________

E-mail: ___________________@unt.edu
Classes

Week #1 - TAKE NOTES! – GET YOUR SUPPLIES!
Class 1 – Jan. 18
- Lecture - Visual Strategy – What’s it all about and how does it work?
- Research and ideas – You can’t have too much of either
- Go over Syllabus - It was emailed and is on Blackboard
  - Assign reading, TACB – Introduction, Chapters 1, 2 & 3 - Write reaction paper (guidelines in email) Due next class
  - Assign reading – Positioning (on Blackboard) + Reaction Paper

Week #2
Class 2 – Jan. 23
- Hand in - Reaction Paper for Positioning
- Hand in – Reaction Paper - TACB –Introduction, Chapters 1, 2 & 3
- Are you Art or Copy? (Or do you know?)
- Lecture & Discussion - Positioning
  - Assign reading – The Brief Package (On Blackboard)

Class 3 – Jan. 25
- Lecture – Understanding the sequence of creating an ad – The Funnel
  - Assign – Ad you like – Write a Critique Paper – Due next Class
- Lecture - Typography & using type in your ads

Week #3
Class 4 – Jan. 30
- Hand In – Ad you like Critique Paper
- Lecture & Discussion – The importance of Strategy
  - Assign – Reading & Reaction paper TACB – Ch. 4, 6 & 12
  - BRING ALL SUPPLIES EXCEPT ENVELOPES TO NEXT 2 CLASSES

Class 5 – Feb.1
- Hand in – Reaction paper TACB – Ch 4, 6 & 12
- Lecture & Demonstration - “I can’t draw.”
  - A - Understanding perspective – PowerPoint & Demo
  - B - Drawing thumbnails, roughs, and final layouts – Demo
  - Assign – Reading & Reaction paper TACB – Ch 5, 8 & 13

Week #4
Class 6 – Feb.6
- Hand In – Reaction paper TACB – Ch 5, 8 & 13
- Lecture/Demo/Powder Points – Composition & Grids
  - Assign – Reading & Reaction paper Creative Advertising (CA) – Parts 1 & 4

Class 7 – Feb.8
- Hand In – Reaction paper Creative Advertising (CA) – Parts 1 & 4
- Lecture & Demo – Cartooning Techniques – Gestures & Expressions (on Blackboard)
  - Assign - Reading & Reaction Paper – TACB Chapter 10

Week #5
Class 8 – Feb.13
- Hand In - Reading & Reaction Paper – TACB Chapter 10
- Lecture - Copywriting – Headlines and Taglines
JOUR 3055.1 & 3 – Visual Strategy – Mon./Wed. 10 – 11:30 am & 1:00 – 2:20 pm – Spring 2017

Class 9 – Feb. 15
• Assign – Reading & Reaction Paper – CA Part 2
• Lecture – The Brief Package – On Blackboard so you can see how it is done

Assign Project 1 – Single Magazine Ad – Brief Package

Week #6
Class 10 – Feb. 20
• Hand In – Reaction Paper – CA Part 2
• Hand In Project 1 – Brief Package
• Lecture & Power Point – Magazine & Consumer advertising – What makes a great ad

Class 11 – Feb. 22
• Assign – Thumbnails & Roughs for Project 1
• Lecture - Getting to the core of an idea – Critical thinking drills
• Assign – Reading & Reaction paper TACB – Ch 9, 11 & 14

Week #7
Class 12 – Feb. 27
• Hand In – Thumbnails & Roughs for Project 1
• Hand In – Reaction paper TACB – Ch 9, 11 & 14
• Lecture – Composition – Arranging elements on a page

Class 13 – Mar. 1
• Assign – Comps – Round 1 – Project 1
• Assign Teams for Team Project 2 – Consumer Ad Campaign - Exchange Information

Assign Project 2 – Consumer Ad Campaign with digital (Team)
• Assign - Brief Package – Consumer Ad Campaign – Due Class 16, Mar. 8

Week #8
Class 14 – Mar. 6
• Guest Lecturer – What it takes to work in Advertising
• Hand In – Comps – Round 1 – Project 1

Class 15 – Mar. 8
• Hand In – Brief Package - Project 2 — Go Over in Class
• Assign – Thumbnails & Roughs – Project 2 – Due Class 16, Mar. 20
• Assign – Finals for Project 1 – Round 2 In Envelope

Week #9 – SPRING BREAK – NO CLASSES

Week #10
Class 16 – Mar. 20
• Hand In – Final comps for Project 1 – Round 2 – In Envelope
• Hand In – Thumbnails & Roughs – Project 2
• Assign – Comps for Project 2 – Round 1

Class 17 – Mar. 22
• Hand In – Project 2 – Comps – Round 1
• Assign – Comps for Project 2 – Round 2
• Assign - Project 3 and new teams – Durable Goods Campaign – Brief Package
JOUR 3055.1 & 3 – Visual Strategy – Mon./Wed. 10 – 11:30 am & 1:00 – 2:20 pm – Spring 2017

Week #11
Class 18 – Mar. 27
- Hand In – Project 3 – Brief Package
- Hand In – Comps for Project 2 – Round 2
- Assign – Finals for Project 2 – Round 3 For Envelope
- Assign – Project 3 – Thumbnails & Roughs

Class 19 – Mar. 29
- Hand In – Finals for Project 2 – Round 3 In Envelope
- Hand In – Project 3 – Thumbnails & Roughs
- Assign – Project 3 – Comps Round 1

Week #12
Class 20 – Apr. 3
- Hand In – Project 3 – Comps Round 1
- Assign – Reading & Reaction paper – TACB – Chapter 15
- Assign – Project 3 – Comps Round 2

Assign - Project 4- Single – Shopping Mall or Hotel Campaign – Brief Package

Class 21 – Apr. 5
- Hand In – Project 3 – Comps Round 2
- Hand In – Reading & Reaction paper – TACB – Chapter 15
- Hand In – Project 4– Brief Package
- Assign – Project 3 – For Envelope

Week #13
Class 22 – Apr. 10
- Hand In – Project 3 – In Envelope

Assign Final Team Project - Project 5 – Service Campaign - Choose Client
- Assign – Project 4– Thumbnails & Roughs

Class 23 – Apr. 12
- Hand In – Project 4– Thumbnails & Roughs
- Lecture & Power Point - Ambient Advertising
- Hand In – Brief Package for Final Project
- Assign – Thumbs & Roughs for Project 5– All Elements

Week #14
Class 24 – Apr. 17
- Hand In – Thumbs & Roughs for Project 5 – All Elements
- Assign – Project 5 Comps – Round 1 – All Elements
- Assign – Project 4 – Comps Round 1

Class 25 – Apr. 19
- Hand In – Project 4 – Comps Round 2
- Hand In – Project 5 Comps – Round 1 – All Elements

Week #15
Class 26 – Apr. 24
- Hand In – Finals for all elements of Project 5 – Round 1
- Assign – Finals for all elements of Project 5– Round 2
- Assign – Project 4 – Comps Round 3 In Envelope

Class 27 – Apr. 26
- Hand In – Project 4 Envelope
- Hand In – Finals for all elements of Project 5 – Round 2
- Assign – Finals for all elements of Project 5 – Round 3
Week #16

Class 28 – May 1
• Hand In – Finals for all elements of Project 5 – Round 3
• Assign – Final tweaks for Project 5
• Lecture & Discussion on presenting effectively

Class 29 – May 3 – (Last Class)
• Dress Rehearsal - Final Elements of Project 5 – Last Regular Class
• Ford’s Final Thoughts

Class 30 – Final Presentations (Final Exam):

Section 1 – Saturday, May 6, 8:00 – 10:00 am

Section 3 – Saturday, May 6, 10:30 – 12:30 am

Your group will present to a panel of professionals and professors and will receive on-the-spot critiques. Hand in all elements in your envelope along with your 360º evaluations.

Grading weights

Single Magazine Ad 6%
Reaction papers (average of all Papers) (8 Papers, 3% each) 24%
Magazine Campaign (team) 15%
Durable Goods Campaign (team) 15%
Mall or Hotel Campaign 10%
Final Presentation/Pitch (Team) 20%
Instructor Evaluation 10% (Attitude, participation, commitment, teamwork, General Assignments, etc.)