<table>
<thead>
<tr>
<th>Date</th>
<th>Syllabus Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TUESDAY 6:00PM - 10:00PM</strong></td>
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<tr>
<td><strong>AUG 26</strong></td>
<td>Welcome/Syllabus &amp; overview WHO AM I? my background IN CLASS ASSIGN - SELF AD ROUGH FILM: Art and Copy = 20 questions ASSIGNMENT: 5 Conceptual ads and paragraphs - Due 9/2</td>
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<tr>
<td><strong>SEP 2</strong></td>
<td>LECTURE: AGENCY STRUCTURE/PROCESS/CREATIVE BRIEF Concepting Assignment #1: Your Passion/Hobby Reading: Hey Whipple CH 1-2</td>
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<td><strong>SEP 9</strong></td>
<td>ART DIRECTOR/CREATIVE DIRECTOR Concepting Assignment #2: Consumer Product Reading: Hey Whipple CH 3-4</td>
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<td><strong>SEP 16</strong></td>
<td>GUEST LECTURE: ACCOUNT EXECUTIVE Concepting Assignment #3: Lesser known National Parks Reading: Hey Whipple CH 5-6</td>
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<td><strong>SEP 23</strong></td>
<td>GUEST LECTURE: WRITER Concepting Assignment #4 TBD Reading: Hey Whipple CH 7-8</td>
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<td><strong>Sept 30</strong></td>
<td>LECTURE TV/VIDEO: STORYTELLING Concepting Assignment #5: Ziplock Reading: Hey Whipple CH 9-10</td>
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<td><strong>OCT 7</strong></td>
<td>GUEST LECTURE: MEDIA PLANNER/STRATEGY Concepting Assignment #6: TBD Reading: Hey Whipple CH 11-12</td>
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<td><strong>Oct 14</strong></td>
<td>FALL BREAK</td>
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<td><strong>Oct 21</strong></td>
<td>GUEST LECTURE: TV/VIDEO PRODUCER Digital Banners/Online Strategy - Major Campaign Assignment Reading: Hey Whipple CH 13-14</td>
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<td><strong>Oct 28</strong></td>
<td>GUEST LECTURE: PHOTOGRAPHER Review Roughs for Major Campaign Assignment</td>
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<tr>
<td><strong>NOV 4</strong></td>
<td>Mini Agency Team Rotation: #1 Assignment TBD</td>
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<tr>
<td><strong>NOV 11</strong></td>
<td>Mini Agency Team Rotation: #2 Assignment TBD</td>
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<tr>
<td><strong>NOV 18</strong></td>
<td>MAJOR CAMPAIGN DUE (3 print ads, 3 outdoor execution, 6 frame TV storyboard, 3 different sizes of digital media, non traditional media execution</td>
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<td><strong>NOV 25</strong></td>
<td>Mini Agency Team Rotation: #3 Assignment TBD</td>
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<tr>
<td><strong>DEC 2</strong></td>
<td>Mini Agency Team Rotation: #4 Assignment TBD</td>
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<tr>
<td><strong>DEC 9</strong></td>
<td>Individual Portfolio Review</td>
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ART 4605 ADVANCED GRAPHICS STUDIO:
ADVERTISING DESIGN

COURSE SYLLABUS: FALL 2014 (3 CREDITS)
Department of Art and Art History / Graphic Design Program

MEETS: TUESDAY 6:00PM - 10:00PM
CLASS: M LIB 1170
INSTRUCTOR: MIKE ROSS

REQUIRED TEXT:
HEY WHIPPLE SQUEEZE THIS: THE CLASSIC GUIDE TO CREATING GREAT ADS: 4TH EDITION. Luke Sullivan with Sam Bennett
WILEY PUBLISHER ISBN: 978-1-118-10133-9

Other reference books for your library:

COURSE DESCRIPTION
Exploration of the methods, processes and fundamental skills integral to advertising design. Students will gain an understanding of conceptually driven messages, copywriting, art direction, and visual communication. Specific focus will be brain storming, idea generation, and rough sketches. Students will be required to develop at least one major finished advertising campaign, and be willing to present their ideas to the class.

PREREQUISITES
Prerequisites: Successful completion of all 3000 level Graphic Design classes: Art 3600, 3610, 3620, 3630, 3640, 3650, 3680.

SCHEDULE OF TOPICS & DUE DATES: SEE ATTACHED SCHEDULE

TEACHING AND LEARNING METHODS
Class time is devoted to lecture, discussion, critique, demonstration, conferences between student and instructor, and studio/computer lab work. Attendance and use of class time is important. This is a studio class, always bring the appropriate tools to work on projects during class time. Discussions and lectures listed on semester calendar supplement the information provided on assignment sheets. Participation in discussions and note taking during lectures are critical for success in the class.

MATERIALS (bring supplies to all class periods). Initial materials needed are 8.5x11 copy paper and black sharpie pens for generating rough concepts. For campaign presentation final color copies need to mounted on foam core or black board. Final layouts should be done in Indesign with a final PDF submitted as well. Other materials as needed will be listed on the individual project assignment sheets.

EVALUATION METHODS / GRADES
Grades will be given on the basis of good design, that is, the integration of design concept and technique or craft. Grades will also be influenced by attitude, attendance and participation, individually and in group critiques. Students are getting graded throughout every step of the design process. Therefore, a large portion of the cumulative grade reflects the student’s commitment to the process. Students will be graded on exploration and process, presentation and craftsmanship and the final solution.

A letter grade will be calculated at the end of the semester.

This is a studio lab class. In a studio lab class it is expected that a minimum of 4 hours are spent during each class and a minimum of 4 hours of work outside of class per week for each credit hour awarded (12 hours per week for this course). Projects are due at the beginning of the class. Due to the fact that we only meet once a week, work not completed by the due date will receive a grade and then be marked down a full letter grade. For example: a project receiving an “A” grade will be recorded as a “B”. Quizzes that are not completed by the due date (the beginning of class) will receive no credit.

IMPORTANT DATES: FALL 2014 SEMESTER
Last day to drop classes: Wed, Sep 3
Labor Day (no class): Mon, Sept 1
Last day to add, elect CR/NC, or audit classes: Mon, Sept 8
Tuition payment due: Mon, Sep 8
Fall Break (no class): Mon–Fri, Oct 12-19
Last day to withdraw from classes: Fri, Oct 24
Thanksgiving Break (no class): Thurs.-Fri., Nov. 27-28
Classes end: Fri, Dec 12

GRADE DESCRIPTIONS
Plus or minus is added to the grade when submitted work falls slightly below or above the letter grade criteria listed.

A Excellent work that meets the highest standards of the class; superior comprehension and integration of course materials; outstanding commitment to class objectives. “A” work exhibits creativity and insight.

B Quality and quantity of work is above average and exhibits clear focus; demonstrates improvement over the duration of the course; solid comprehension of course material and commitment to course objectives. “B” work meets all course requirements.
C Satisfactory work that meets the minimum requirements, but may exhibit a lack of initiative, commitment, or significant improvement; Comprehension of basic concepts material is satisfactory, with further integration or exploitation encouraged.

“C-” is considered the minimum grade for passing this class.

D Work that in one or more ways fails to meet the course requirements; initiative and commitment are seriously lacking. Comprehension of course material and competencies is below average and needs considerable improvement.

“D” is NOT a passing grade for this class.

E Quality and quantity of work is unacceptable. Course requirements and competencies have not been met.

INCOMPLETE “The mark I (incomplete) shall be given and reported for work incomplete because of circumstances beyond the student’s control (such as illness or enforced absence). The grade of I should be used only for a student who is passing the course and who needs to complete 20% or less of the course.” – University of Utah PPM, III. Policy 6-100-3-G2. Students receiving an I should be able to complete the coursework for the class without needing to attend any additional classes.

MINIMUM GRADE REQUIREMENT FOR CONTINUATION IN THE DESIGN PROGRAM AND GRADUATION

All Art major students must pass required courses with a C- or better in order to graduate. In the Graphic Design program, if a student receives a grade lower than a C- they will need to repeat the course prior to graduation. Receiving less than a C- in any design course will require the student to wait until the next time the course is offered to continue on with the rest of their design courses. If not successful in achieving a C- or higher in this second attempt, the student will be dismissed from the program. Upper-level Advanced Graphic Studio courses must also be passed with a C- or higher. However, if a student does not receive a passing grade in a particular AGS course, a different AGS course may be substituted for another in order to fulfill requirements.

ATTENDANCE

Attendance is a required part of this course and essential for learning. All students are expected to attend class on a regular basis. Consistent and prompt attendance develops responsible, professional behavior and insures that student have access to the full range of experiences and information necessary to complete class assignments and acquire the skills and knowledge emphasized in a university education. Punctuality is expected and attendance is required until the end of each class period. Leaving class early will be regarded as an absence.

Absences should only occur due to unforeseen circumstances associated with illnesses or unexpected emergencies. In anticipation of this, students are allowed no more than 2 absences during the semester to account for unforeseen circumstances. Further absences will lower your cumulative grade 1 full letter for each absence. For example: if you have a A in the course, a third absence will lower the grade to a B, a fourth absence will lower it to a C and a fifth absence will lower to a D. This will result in a non-passing grade, since a C- is the lowest passing grade for the Graphic Design Program and a BFA degree.

Activities such as doctor appointments, advisor conferences, trips to supply stores and labs, employment, should not be scheduled in conflict with class time. Faculty cannot be placed in the position of determining which student’s absences are excusable and which are not. Prolonged illness should be verified by a physician and may require the student to withdraw from class if the student cannot complete work in a comprehensive and timely manner.

FACULTY AND STUDENT RESPONSIBILITIES

According to the University Student Code, outlined in the Student Handbook; students are expected to maintain professional behavior in the classroom setting. Students should understand and be responsible for the content mentioned in the Student Code. The design program faculty will strive to maintain a classroom environment that is conducive to learning.

ADA STATEMENT

The University of Utah seeks to provide equal access to its programs, services and activities for people with disabilities. If you will need accommodations in the class, reasonable prior notice needs to be given to the Center for Disability Services, 162
Union Bldg, 581-5020 (V/TDD). CDS will work with you and the instructor to make arrangements for accommodations. All written information in the course can be made available in alternative format with prior notification to the Center for Disability Services.

ACCOMMODATIONS POLICY
The policy for this course is to NOT make accommodations for content. Some of the films, presentations, or lectures in this course may include material that may be in conflict with the individual values of some students. Please review the syllabus carefully to see if the course is one that you are committed to taking. Discussions held in class and individual student work may include topics and/or imagery that may make some students uncomfortable. Although your classmates and the instructor have no way of making an informed decision about which topics or imagery might be a problematic, every effort will be made to foster an environment of mutual respect. If you have a concern, please discuss it with your instructor at your earliest convenience.