

THE ART INSTITUTE OF WASHINGTON

COURSE SYLLABUS

<i>Course Title</i>	Media and Advertising Design
<i>Session/Year</i>	Winter 2011
<i>Course Number</i>	AD222 A
<i>Day/Time</i>	Mondays & Wednesdays 2:00 pm - 4:45 pm
<i>Instructor</i>	Gregory V. Eckler
<i>Contact Info</i>	geckler@aii.edu (school email) greckler@gmail.com (alternate email) http://www.gregeckler.com/teaching.html (course website)
<i>Office Hours</i>	Mondays & Wednesdays 5:00 pm - 6:00 pm; I can also make time after class just let me know during class that you need to meet with me afterwards.
<i>Course Length</i>	10 weeks
<i>Contact Hours</i>	60 hours
<i>Credit Value</i>	4.0

COURSE DESCRIPTION Students examine the structures and communication skills used by the various members of a creative team and learn to further define the role of graphic design in an advertising context. The course emphasizes the processes of concept development, media application, and design creation. Students examine the variety of media used by graphic designers and their suppliers and define and apply campaign strategies, based on media and marketing realities.

- COURSE GOALS** Upon completion of this course, students should be able to:
- Identify, select, and use various media and styles to achieve desired results.
 - Characterize the strengths and functional value of various communications and advertising media, including print, packaging, P.O.P., billboards, television, broadcast, and the Web.
 - Research, differentiate, and define traditional and contemporary styles.
 - Incorporate research techniques in design evolution: determine client marketing objectives, target market definition, use appropriate media, and develop a production plan.
 - Identify the principles of target marketing and market positioning.
 - Use appropriate media and tools in the field to suggest media options for an advertising campaign
 - Write, design, and assemble an advertising campaign using at least two different types of media for a specified product or service.
 - Integrate basic design and communications with the complex structures of print media by producing assignments that stress the concept, design, and layout elements of print work.
 - Identify the main visual characteristics of a variety of graphic devices, including type faces, logos, logotype, borders, and other embellishment devices, and apply these to assignment solutions.

RECOMMENDED TEXT	Landa, Robin. <i>Advertising by Design. Creating Visual Communication with Graphic Impact</i> , John Wiley & Sons, 2004. (ISBN 0471428973)
MATERIALS	Removable media for storage and archiving work (CD-R, CD-RW, flash drive, portable hard drive, etc.); paper and pens/pencils for notes and sketching; SKETCHBOOK ; mounting board (available in bookstore); paper adhesive such as Spray Mount or Studio Tac; Xacto knife with sharp blades; Cork-backed ruler; Self healing mat or access to cutting surface; (other materials to be determined throughout the quarter for specific assignments).
GRADING	<p>Students will receive a handout for each assigned project, and must hold onto this as it will explain the expectations and specs for each assignment. All work that is incomplete or does not follow specs will be counted as late and treated as such.</p> <p>Each project will be judged on the following criteria:</p> <ul style="list-style-type: none"> • Deadlines (10%): Has the student met all deadlines for each stage of the project? Were projects complete, on their due date and time? • Process/Sketches (10%): Is there evidence of strong research and development? • Participation (10%): Has the student contributed positively to class discussions and critiques on a regular basis? Was their feedback constructive and respectful of other classmates? Did the student pay attention during class lectures and discussions? Was the student's behavior in class professional and respectful of the guidelines stated by The Art Institute of Washington? • Specs (10%): Did the student follow the specified instructions for each project? Were the specified materials and sizes used? • Concept (10%): Is the concept well thought out and developed? • Execution (50%): Is the technique strong? Do the aesthetics support the concept? Is the craftsmanship flawless? <p><i>NOTE:</i></p> <p>1. <i>This class requires extensive critique and problem solving. You will be required to defend your work and be critical of your classmates' work to ensure you understand the responsibilities of an Art Director.</i></p> <p>2. <i>Rough sketches are to be presented with EVERY assignment. If sketches are done in drawing books, they must be photocopied or cleanly cut out from books (no jagged/ripped sketch paper!).</i></p>
DEADLINES	<p>Each project and assignment will have specific guidelines stated for their deadlines. Work due must be ready prior to date and time specified. If work is presented late during the due date's class period, it will result in a 1-letter grade reduction for the corresponding project. If the work is presented outside of class time or at a later date, it will automatically receive a grade of "F". Students who drop off a project that is due, but skip that day's class, will be graded as if absent. All work must be handed in person by the student it belongs to, unless in case of emergency, when previous notification must be given to the instructor (in person, by phone, or email).</p> <p>Computer crashes, failure of backing up work, forgetting work at home, not finishing on time, files erased from lab computers, and other excuses will not be accepted. Students must take full responsibility for their work and deadlines.</p>

ELECTRONIC DEVICES **You Must SILENCE PHONES AND PDAs DURING CLASS!** Students expecting an emergency call must warn instructor before class begins and take it outside of classroom. Text messaging is NOT allowed (either by phone or computer) during class, as well as social networking websites. Headsets for music may only be used during individual work time and volume must be adjusted so it is not heard by others.

ATTENDANCE POLICY Attendance in class is required. You are expected to come to class prepared, arrive in time, submit your homework at the beginning of class and stay for the entire class.

For your Advertising and Fashion & Retail Management classes, arriving late or missing class will result in a reduction of your final course grade. If you arrive to class up to 15 minutes after the start time, you will lose 1 point from your final course grade. If you arrive more than 15 minutes after the start time, you will lose 3 points from your final course grade.

Students are expected to attend all regularly scheduled classes, including the first class of the quarter. Students may drop or add classes during the first week of the quarter. Students who do not attend any classes during the drop/add period will be removed from the courses. A student who misses 7 total consecutive days of classes, or 20 total calendar days from the date of last attendance, will be terminated from the school. Attendance data are available for review through the office of the registrar or through the office of academic affairs.

FACULTY ATTENDANCE

In the event that a faculty member is absent, students should wait 15 minutes. Students should then circulate an attendance sheet and designate one of their members to deliver the sheet to the Academic Affairs office for placement in the faculty member's mailbox. Any work due on that date may be submitted via email.

CLASS POLICIES *Absences and tardiness... as noted before, and...* If you know you will be late or absent, please contact the instructor, preferably prior to class, to avoid being penalized on your work. Absence in and of itself does not postpone a deadline requirement in your case unless arrangements for an extension are made in advance of the deadline.

Late submission of work and make up work—Late homework, will be downgraded and will not receive credit if it is more than one class period late; late projects are unacceptable unless arrangements for an extension are made in advance of the deadline.

No makeup work will be assigned.

Meeting deadlines is your responsibility, therefore it is important that you keep multiple backups of all your files; make at least two copies of your work and save it on two separate disks. Do not work from a disc, drive etc. Save your work to the desktop then copy the work to the disc or drive after you have completed the work. Do not rely on keeping your files on the computers in the labs; any work left on the school computers cannot be considered safe. Losing your work is not an excuse for missing deadlines. Even if your work is erased from the school computers or becomes corrupted or lost, you are still responsible for turning projects in on time.

STUDENTS WITH DISABILITIES It is the policy of The Art Institute of Washington to make reasonable accommodations for qualified students with disabilities, in accordance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973. If a student with disabilities needs accommodations, the student must notify the Student Support and Disability Services Coordinator. Procedures for documenting student disability and the development of reasonable accommodations will be provided to the student upon request or can be obtained through the Department of Student Affairs.

To receive accommodation in class, it is the student's responsibility to present a letter of accommodation which is provided by the Department of Student Affairs (at his or her discretion) to the instructor. In an effort to protect the student privacy, the Department of Student Affairs will not discuss the accommodation needs of any student with instructors. Faculty may NOT make accommodations for individuals who have not been approved in this manner.

STUDENT CONDUCT POLICY The Art Institute expects its students and employees to conduct themselves in a policy professional manner at all times. In addition, The Art Institute has a strict policy which disallows sexual harassment of either students or employees. All students or employees are encouraged to report any professional or sexual misconduct to the director.

ACADEMIC DISHONESTY The Art Institute of Washington defines an act of academic dishonesty as any attempt to take the work of someone else and submit it as one's own. If you are suspected of plagiarism of any kind your instructor reserves the right to fail you for the assignment or the course. Students may appeal in writing to the Dean of Academic Affairs. Please refer to page 39 of the New Student Handbook for the complete Academic Dishonesty policy.

WEEK 1

Monday 1/10 Introductions • Syllabus • Exercise • Review Course Project
 Wednesday 1/12 History of Advertising (Viewing of Art & Copy). • Review Assignment 1, *Write a Creative Brief.*

WEEK 2

Monday 1/17 **No CLASS** (MLK Jr.)
 Wednesday 1/19 Assignment 1 Work in Progress Review

WEEK 3

Monday 1/24 Assignment 1 Due • Review Assignment 2, *"It's and Ad, Ad, Ad, Ad World."* Create a series of print ads for your campaign. • Discuss what goes into making print ads.
 Wednesday 1/26 Assignment 2 Work in Progress.

WEEK 4

Monday 1/31 Assignment 2 Due • Review Assignment 3, *"Whose Line Is It Anyway?"* Write a 60 second "radio" script. • Discuss what are other options to the "radio."
 Wednesday 2/2 Assignment 3 Work in Progress

WEEK 5

Monday 2/7 Assignment 3 Due • Review Assignment 4, *"TV killed the Radio star!"* Story board out a 30 second TV spot • Discuss other TV options and I'll run you through the top 3 of the 12 principles of animation (trust me it helps.)
 Wednesday 2/9 Assignment 4 Work in Progress Review.

WEEK 6

Monday 2/14 Assignment 4 Work in Progress Review.
 Wednesday 2/16 Assignment 4 Due • Review Assignment 5, *"The Great Outdoors."* Create Out-of-Home advertising for your campaign • Discuss what are some Out-of-Home advertising options.

WEEK 7

Monday 2/21 **No CLASS** (Presidents Day)
 Wednesday 2/23 Assignment 5 Work in Progress Review.

WEEK 8

Monday 2/28 Assignment 5 Work in Progress Review
 Wednesday 3/2 Assignment 5 Work in Progress Review

WEEK 9

Monday 3/7 Assignment 5 Final Due • Review Project 6, *"Oh What A Wicked World Wide Web We Weave."* Create an form of internet advertising for your campaign • Discuss variable options and find what avenues may be best to reaching your target audience.
 Wednesday 3/9 Assignment 6 Work in Progress Review.

WEEK 10

Monday 3/14 Assignment 6 Work in Progress Review.
 Wednesday 3/16 Assignment 6 Work in Progress Review.

WEEK 11

Monday 3/21 Final Critiques.