

THE ART INSTITUTE OF WASHINGTON

COURSE SYLLABUS

<b>COURSE TITLE</b>	Interactive Advertising
<b>COURSE NUMBER</b>	AD415
<b>COURSE DESCRIPTION</b>	The astonishing growth of interactive commerce is one factor that has led to the demand for advertising and marketing online. In this course, students compare traditional and interactive outlets in order to develop a clear understanding of the differences and similarities between businesses in this growing environment. Students learn to apply traditional principles where they are appropriate and to discover and apply a new fundamental understanding to developing and working within the various interactive environments. Marketing, advertising and sales on the web, addressing the elements and requirements of information distribution are also covered. Students learn the unique characteristics and techniques of media writing and apply them to interactive media production.
<b>COURSE PREREQUISITES</b>	AD332 & GD350
<b>CONTACT HOURS</b>	60 hours
<b>CREDIT VALUE</b>	4.0
<b>QUARTER CREDIT HOUR DEFINITION</b>	<p>A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:</p> <p>(1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or</p> <p>(2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.</p>
<b>LEARNING OBJECTIVES</b>	<p>Upon completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Explore marketing communication through different digital media including computer-based multimedia, digital television.</li> <li>• Understand the different types, formats, and features of interactive ads that exist on the internet such as web banners, pop-up, meta-tags, hyperlinks, podcasts announcements, and web video.</li> <li>• Identify and discuss the role of social media and networks such as Facebook, Twitter, Myspace, and Flickr and how this shapes identity, community, and culture.</li> <li>• Examine the successes and failures of interactive advertising by looking at case studies and real-world examples.</li> <li>• Develop and design an effective interactive advertising campaign appropriate for the needs and budget of given organization/client.</li> <li>• Work in a team and understanding individual roles in taking a group project from idea to concept to implementation.</li> <li>• Incorporate research techniques in creating an interactive advertising campaign: determine client marketing objectives, target market definition, use appropriate media, and develop a production plan.</li> </ul>

<b>LEARNING OBJECTIVES (CONT.)</b>	• Demonstrate organization, neatness, and precision in deliverables required of the final project.
<b>MATERIALS</b>	Removable media for storage and archiving work flash drive, portable hard drive; paper and pens/pencils for notes and sketching; <b>SKETCHBOOK</b> ; 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).
<b>RECOMMENDED TEXT</b>	Turner, Fred. <i>From Counterculture to Cyberculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism</i>
<b>COURSE LENGTH</b>	10 weeks and 11th week as make-up/60 hours
<b>COURSE HOURS</b>	Fridays 10:00 am - 4:15 pm
<b>CONTACT INFO</b>	geckler@aii.edu (school email) • greckler@gmail.com (alternate email) http://www.gregeckler.com/ (course website, can be found under the About section.)
<b>OFFICE HOURS</b>	Fridays 4:00 pm - 5:00 pm
<b>ASSESSMENT CRITERIA</b>	<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"> <li>• Deadlines (10%): Has the student met all deadlines for each stage of the project? Were projects complete, on their due date and time?</li> <li>• Process/Sketches (10%): Is there evidence of strong research and development?</li> <li>• 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?</li> <li>• Specs (10%): Did the student follow the specified instructions for each project? Were the specified materials and sizes used?</li> <li>• Concept (10%): Is the concept well thought out and developed?</li> <li>• Execution (50%): Is the technique strong? Do the aesthetics support the concept? Is the craftsmanship flawless?</li> </ul> <p>NOTE:</p> <ol style="list-style-type: none"> <li>1. 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.</li> <li>2. 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!).</li> </ol>

**GRADING SCALE** A 100 to 96  
 A- 95 to 91  
 B+ 90 to 88  
 B 87 to 84  
 B- 83 to 81  
 C+ 80 to 78  
 C 77 to 74  
 C- 73 to 71  
 D+ 70 to 66  
 D 65 to 61  
 F 60 and below

**DEADLINES** 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).

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.

**ELECTRONIC DEVICES** **YOU MUST SILENCE PHONES 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** It is the goal of this policy to improve the academic performance of students in the classroom by stressing the importance of course attendance and reinforcing the work-ready expectations of employers for employee attendance. All students are expected to adhere to these industry standards. Students are encouraged to refer to page 38 of the Student Handbook for additional information. The following is the attendance policy for the Department of Graphic Design and Foundations:

**ABSENCES**

Students are required to attend all class meetings, to arrive in time, and to stay for the duration of the class. There are no excused absences. The Graphic Design department has an adopted attendance policy in all classes. Your FINAL COURSE GRADE will be reduced each time you are tardy or absent from a class. Each class will award/reduce points differently, but classes that have multiple sections will have the same grading scale for attendance. Please read each Faculty member syllabus for the grading policy. Any of the following constitutes an absence and/or a grade of "F" for the class session:

1. Arriving more than 15 minutes late to class = 1 absence
2. Leaving before the end of class = 1 absence

**ATTENDANCE POLICY** *(continued)*

3. Failure to attend class = 1 absence
4. Inappropriate behavior and/or lack of participation in class activities, to be determined by the instructor = "F" for the day. Students in violation of the student code of conduct described in the student handbook will be asked to leave the class and noted as absent.

*NOTE: Failure to come to class prepared with all assignments and required materials within the first 15 minutes of class will result in a failing grade for that class session which will impact the student's course grade at the instructor's discretion.*

**CLASS POLICIES**

Any student failing to turn in multiple projects or having accumulated multiple absences can receive a grade of "F" for the course. If a student decides to stop attending class, it does not entitle them to a grade of "W"—such action will result in entry of an "F" grade. You must meet with me (instructor) if you are having problems. A student will only receive a grade of "W" if they have presented mitigating circumstances in writing and have filled out the *Request for a Withdrawal Form*.

**TARDINESS**

Students are required to arrive on time and to stay for the entire duration of the class. There is no excused tardiness. A student is considered late when arriving between 5 and 15 minutes after the required class start time. All tardiness will be documented by the instructor, and constitute 1/2 of a full absence.

**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.

*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** The Art Institute of Washington provides accommodations to qualified students with disabilities. The Disability Services Office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of Washington. Students who seek reasonable accommodations should notify the Disabilities Services Coordinator at (Arber Winn, 703-247-2685 ) of their specific limitations and, if known their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Dean of Student Affairs in Room 1107, telephone 703-247-6841. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.
- 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.

<b>WEEK 1</b>	
Friday 10/5	Introductions • Syllabus • Review Project 1
<b>WEEK 2</b>	
Friday 10/12	Project 1 Research, Concepts and Sketches Due
<b>WEEK 3</b>	
Friday 10/19	<b>NO CLASS</b>
<b>WEEK 4</b>	
Friday 10/26	Project 1 Work in Progress Review and Critique
<b>WEEK 5</b>	
Friday 11/2	Project 1 Final Due • Project 2 Review
<b>WEEK 6</b>	
Friday 11/9	Project 2 Research, Concepts and Sketches
<b>WEEK 7</b>	
Friday 11/16	Project 2 Work in Progress Review and Critique
<b>WEEK 8</b>	
Friday 11/23	<b>NO CLASS</b> ( <i>Thanksgiving Break</i> )
<b>WEEK 9</b>	
Friday 11/30	Project 2 Work in Progress Review and Critique
<b>WEEK 10</b>	
Friday 12/7	Project 2 Due
<b>WEEK 11</b>	
Friday 12/14	Last Day for Reworks