

THE ART INSTITUTE OF WASHINGTON

COURSE SYLLABUS

<i>Course Title</i>	Portfolio
<i>Session/Year</i>	Fall 2010
<i>Course Number</i>	AD433
<i>Day/Time</i>	Tuesdays & Thursdays 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)
<i>Office Hours</i>	Tuesdays & Thursdays 5:00 pm - 6:00 pm;
<i>Course Prerequisites</i>	Passing Portfolio I Review and Portfolio II Review. All core ADV and GD courses.
<i>Course Length</i>	10 weeks
<i>Contact Hours</i>	60 hours
<i>Credit Value</i>	4.0

<b>COURSE DESCRIPTION</b>	<p>AD412/AD422/AD433 is a cross-listed course required for students with a major in Advertising from the Art Institute of Washington. In this course, you will be completing your final and creative component of your Portfolio Requirements, which includes your creative strategy and promotional campaign executions of your approved marketing plans.</p> <p>This studio-based course requires you to apply technical and conceptual skills learned from Copy Writing, Graphic Design and Advertising Design into strong campaigns. These campaigns will be presented as part of your Advertising portfolio and will also be exhibited at the Portfolio Show at the National Building Museum during graduation.</p>
<b>FINAL REVIEW</b>	<p>Students enrolled in AD433 and AD322 will be presenting their Final Portfolio Reviews towards the end of the quarter. If you do not pass this review, you will not be able to present at the Portfolio Show at the end of this quarter and graduate. The Final Portfolio Review assessment will be reviewed by the Advertising faculty. Review the rubrics to make sure all components are included in your final presentation.</p>
<b>MATERIALS</b>	<p>Portfolio binder - always bring this to class! 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; <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).</p>

**GRADING** 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.

Each project will be judged on the following criteria:

- 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?

NOTE:

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.*

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!).*

**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 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**

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, Advertising, and Foundations:

**ABSENCES**

Students are required to attend all class meetings, to arrive on time, to come prepared and ready to work, and to stay for the duration of the class. Once a student has accumulated a total of 3 absences, s/he will be notified by the instructor that s/he are on probation and in danger of being dropped from the course. Students who accumulate a total of 4 (four) absences will be dropped from the course and a grade of "F" will be recorded. There are no excused absences! Furthermore, it is the student's responsibility to get any information missed due to absences. 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 = 1/2 absence
2. Leaving before the end of class = 1/2 absence
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.*

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.

**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 Ai Washington's policy not to discriminate against qualified students documented disabilities in its educational programs. If you have a disability-related need for modifications in this class, contact your instructor and a school counselor (located in the Student Services Office). Instructors should be notified during the first week of classes. You may refer to the Nondiscrimination Policy on the Enrollment Agreement Form for the complete policy.

**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.

#### **AUTHORSHIP**

PLEASE DOCUMENT YOUR SOURCES - NO IMAGES USED FROM THE INTERNET!  
Plagiarism = submission of any work (full or partial) not actually produced by the student. using work produced by someone other than yourself. submission of any works without the clear acknowledgement (reference/credit) of the original author or creator of the work.

**FROM PICK ME: BREAKING INTO ADVERTISING AND STAYING THERE**

**BY NANCY VONK AND JANET KESTIN**

**COMPILED LIST OF ADVERTISING ADVICE BY SALLY HOGSHEAD**

1. There are no right answers, including these.
2. The hipster creative with tattoos and piercings rarely does the coolest ads.
3. Dominos delivers to Starbucks.
4. Smart beats clever.
5. You'll create a better book by breaking the rules than by following them.
6. Spend more time thinking, less time executing.
7. Don't write like a copywriter.
8. Start art directing with a pad of paper, not a computer.
9. The difference between an A- book and an A+ book is all the difference in the world.
10. Your work can have outrageous attitude. You can't.
11. Don't use your mother as a reference.
12. The more concepts you come up with, the better they get.  
Me, I write a hundred ads for every one I end up with.
13. It's better to fail by going down in flames than by settling for mediocrity.
14. Idea is king. Emperor. World nuclear superpower.
15. When working on an assignment, try to expose the deepest, most surprising human truths associated with that product.
16. Don't base your self-image on positive feedback.
17. You can't outthink everyone, but you can outwork them.
18. By the time an ad appears in an awards book, it's already a couple of years old.
19. Competitive is okay. Cutthroat is not.
20. Don't waste time or money on ideas you're not thrilled about.
21. No matter how good it is, somebody won't like it.
22. Be as respectful to the receptionist as to the president.
23. If you're happy in your job, it's easier to be happy in your life.
24. You don't have to be an asshole, or work for one, to do great work.
25. If you hear the same feedback over and over, make the changes to the work.
26. It's better to have 8 killer pieces than 30 pretty good ones.
27. You could be unemployed for six months, then get three phenomenal offers in a day.
28. Being creative is only a small part of being a good creative.
29. When you're a creative director, meet with 10 juniors for every person who meets with you now.
30. Pick out a last name that people can make fun of.