

Syllabus

10222 ART 270 001 Advertising Design 1 Term: 102 SPRING 2010, M/W 2:00-4:40 PM, Room B121

Professor Peter Andrew, office B127, phone 468-4451, FAX: 468-4041, Email: pandrew@sfasu.edu, office hours by appointment.

Course Description

Advertising Design 270. Three semester hours, six hours studio, six hours assigned independent study per week. Design fundamentals applied to advertising layout and production. Pre-requisites: ART 100, 110. The ART 270 class applies ART 110 basic design elements and strategies to client projects using a variety of media and expressive techniques. Students make formal presentations of their design projects to an audience, critically assess the work, and develop a design portfolio. Students design print ads, corporate identity campaigns, packaging with promotions, and advertising campaigns. Students work individually and on a team.

Intended Learning Outcomes

A. Program Learning Outcomes

1. Students will demonstrate proficiency in art studio courses, which will prepare them for advanced coursework and for their chosen art focus.
2. Students will exhibit proficiency in the application of technical and problem solving skills appropriate to their chosen art focus.
3. Students will develop visual fluency and individual creativity.
4. Students will compare their progress against models of excellence in the visual arts, provided through quality curricular and extracurricular art activities.
5. Students will design, implement and participate in art activities that showcase their own abilities to the larger art community within their chosen art focus, including art exhibitions and competitions.

B. Student Learning Outcomes

- Students will demonstrate the ability to follow directions and meet prescribed deadlines.
- Students will demonstrate the ability to explore creative options within clearly defined limits.
- Students will demonstrate the ability to create original advertising and graphic designs using the elements and strategies of design (see vocabulary) with current technologies.
- Students will demonstrate the ability to position projects appropriately for clients and audiences.
- Students will critically discuss and assess the work.
- Students will exhibit a portfolio reflective of their design abilities and creative goals.

Requirements

- ART 110 is the prerequisite for this class.
- ART 270 design projects are developed in the classroom. Class projects are produced inside the School of Art ad design digital lab. Your instructor will assist you to create a personal desktop and login that will be deleted after the semester ends. You will need a portable digital storage device. Use self-guided tutorials to learn the applications. ART 261 Digital Media is recommended prior to or concurrent with ad design. Log out after every session for security. Personal laptops are welcome.
- Use a local service bureau for final printing. Quality output is your responsibility. Lab printers are for preliminary proof prints only, not for final output. Lab printers are for reserved class work ONLY and not for personal use.
- The ad design classroom is to be used ONLY for class work.
- Visual research is necessary. Dedicate a portable memory device and a paper sketchbook for this class. You must take notes, record creative ideas, and save all project related work. Keep and submit all research in your portfolio at the end of the semester along with your finished design projects. Attach a positioning statement to the back of each matted print (title, name, position/strategy). Your final portfolio is submitted in both digital and printed formats. Submit class work by Portfolio Night, Thursday May 6, 2010. Pick up your portfolio at the end of the final exam.
- Use common sense. Avoid accidents. This room is shared with other classes, so identify and secure your property. Clean up after yourself. Neatness counts. Cut only in designated areas. Never cut on the floor or directly on any unprotected table or counter top. No food is permitted inside the classroom. Eat food outside the classroom only. Spray aerosols only in designated spray booths.
- Your design work reflects yourself. Use the finest quality materials available. Originality is good. Plagiarism is illegal and immoral.
- Portfolio Night attendance is required. Submit your portfolio by Portfolio Night, 6:00 pm Thursday 5/6/10. Your portfolio includes (1) all completed printed class assignments, (2) each assignment as a flattened digital file (JPG or PDF) copied onto the instructor's computer, and (3) research materials. The digital file naming convention is: (Yourlastname01, etc) in a folder titled: (Yourlastname)270F10. Portfolios are anonymously team graded by outside professionals (see Grades below). Collect the portfolio after completing the final exam.

Recommended

- Join professional advertising and design organizations. These include: AAF, AIGA, AMA, DSVC, and more. Opportunities include networking, agency tours, portfolio reviews, internships, and professional job placement.
- Apply for an ad design internship. Internships offer professional experience and advanced credit (limit 2, no repeats).
- Join the student advertising organization, SFA's campus chapter of the American Advertising Federation (AAF). Access scholarships, internships and jobs, enter competitions, and more. Attend meetings. Contact a student officer or faculty advisor for information.

Texts

Design Companion for the Digital Artist, by Evers & Kendra.

History of Graphic Design, by Meggs.

Students are advised to visually reference all current design magazines and Internet sites.

Supplies

Dedicated portable memory device, quality prints (i.e., University Graphics Shop, etc.), sketchbook (9x12" recommended), black mat board, and other papers as needed, a ruler, a toolbox containing markers, pens, pencils, tape, glue sticks, dry mount adhesive, scissors, knife, and a clearly labeled presentation portfolio. Obtain a locker through the art office. Supply your own lock. Secure and identify all your materials.

Grades

Grades are recorded based upon:

1. Individual projects and examinations. Respect deadlines. Late projects in ad design are unacceptable (instant F), although projects submitted on time may be resubmitted for a revised grade before the semester ends. You are responsible for delivering assignments on time regardless of absence.

2. Final portfolio grade (your final portfolio is due 6:00 pm, Thursday, 5/6/10; portfolio pick up is Monday 5/10/10). The final portfolio will be team graded by three outside professionals and will count for 1/3 of the total grade.

3. Attendance. Attendance qualifies all grades. An excellent grade is not possible without excellent attendance.

School of Art attendance policy: "Class absences are not to exceed 6 contact hours without consequence. A student will not receive credit for any class after missing 18 contact hours.") Document all excused absence. Attendance is more than just showing up.

Attendance includes in-class performance, attention level, and participation. Attendance implies bringing needed supplies and a positive attitude. Treat work time professionally. Demonstrate a mature ethic. Actively solicit feedback from the instructor and peers. Accelerate personal progress. Strive to continuously improve. Plan an equal amount of time in addition to class for each project.

Class Etiquette

Mutual respect is the golden rule. Stay focused on the project at hand. "Your rights end where your neighbor's territory begins." A studio free from distraction is essential for concentration and quality work. Mobile phones must be turned off in class. Personal audio is permitted used only during open studio (headphones only). Disruptive behavior is inappropriate and not permitted.

From the SFA General Bulletin

"Class Attendance and Excused Absences

Regular and punctual attendance is expected at all classes, laboratories and other activities for which a student is registered. For those classes where attendance is a factor in the course grade, the instructor shall make his/her policy known in writing at the beginning of each term and shall maintain an accurate record of attendance. Regardless of attendance, every student is responsible for course content and assignments. It is university policy to excuse students from attendance for certain reasons. Among these are absences related to health, family emergencies and student participation in university-sponsored events. Students are responsible for providing documentation satisfactory to the instructor for each class missed. Students with acceptable excuses may be permitted to make up work for absences to a maximum of three weeks of a semester or one week of a summer term when the nature of the work missed permits. In the case of absences caused by participation in University-sponsored events, announcement via mySFA by the provost/vice president for academic affairs will constitute an official excuse. Faculty members sponsoring the event should submit an e-mail attachment with a written explanation of the absence, including the date, time and an alphabetical listing of all students attending to the office of the provost/vice president for academic affairs for publication.

Grading System

The student's grades are determined by daily work, oral and written quizzes, and final examination. A grade of A indicates excellent; B, good; C, average; D, passing; F, failure; QF, quit failure; WH, incomplete or grade withheld; WF, withdrew failing; WP, withdrew passing. WP and WF are assigned only when a student has withdrawn from the university after the mid-term deadline or with special approval of the student's academic dean. No grade can be taken from the record unless put there by mistake. Specified courses are graded on a pass (P)/fail (F) system with no other grades awarded. A student who makes an F can get credit only by repeating the work. A grade of A gives the student four grade points per semester hour; B, three grade points; C, two grade points; D, one grade point; and F, WH, WF and WP, no grade points. The semester hours undertaken in all courses—except some remedial courses, repeated courses and courses dropped with grades of W or WP—are counted in the individual grade point average. A grade of WF counts as hours attempted with 0 grade points earned in computing the grade point average. A grade of WP does not count as hours attempted in computing the grade point average. Ordinarily a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH or the grade automatically becomes an F." - SFA General Bulletin 2010

Ad Design Vocabulary

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Design considerations: (1) paper, (2) color, (3) type, (4) arrangement

Design elements:

line
shape
space
color
texture

Design strategies (plans/actions):

balance
dominance
scale
economy
movement

Creative Process

accept (own it)
define (describe it)
analyze (search and research it, primary & secondary)
ideate (quantify, brainstorm, thumbnail sketches)
select (qualify, rough sketch)
implement (finished design)
evaluate (assess, critique)

Positioning statement

“The advertising will (verb, example: persuade) (target customer, who) that (product, what) is/will/provides (the objective or benefit).”
Support (the reason why it works), the tone (seasonal selling adjectives), character (unchanging brand values).

Example: The advertising will convince health-conscious parents that Special K is low calorie and high protein.

Example: The advertising will persuade weight-sensitive 30-somethings that Special K will help control weight.

“The support will be...” The support is the reason why the ad will work. Example: The support will be that weight control will be attributed to the nutritious low calorie cereal.

“The tone will be...” The tone consists of product selling adjectives. Example: The tone will be outdoorsy, active, and high-energy.

The tone is changeable.

“The character will be...” The character is described by brand value adjectives. Example: Special K is the cereal that cares about your health and enjoyment of life. The brand character does not change over time.

The positioning statement includes:

the client
the target market
(or customer, measured by psychographics and demographics)
the unique benefit of the product or service (problem/solution)
the advertising goal
media categories (to accomplish the advertising goal)

The media categories include:

print (newspaper, magazine)
broadcast (tv, radio, cable)
outdoor (billboard, transit)
direct mail
electronic: www, email
new media, such as guerilla advertising

Logo design (trade marks, brand marks)

simple, clear, minimal, memorable
appropriate (apt)
must translate from black & white to line color
must possess an obvious design strategy

Corporate Identity (logo applications, branding)

basic ensemble:

logo b&w 6x6", logo color 6x6", business card (3 1/2 x 2"), letterhead (8 1/2 x 11"), envelope (9 1/4 x 4 1/2")

Extended logo applications:

building signage
company vehicles
company uniforms (hats, aprons, etc.)

Print Ad ingredients. One ad = one idea. The idea must be effective and original, and the design strategy clear.

visual (art, illustration, photo, white space)
headline
sub-headline
body copy
logo & company signature

Ad Campaign: a series of ads for one client with one goal based on one idea and a consistent design strategy in a variety of ad media with changing visuals and changing headlines.

Presentation

- (1) begin by introducing yourself and your client project,
- (2) read the ad headline & copy,
- (3) explain the advertising goal and how the design strategy helps achieve the goal,
- (4) welcome comments and questions,
- (5) end by thanking your audience.

Calendar

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JAN

W 20 First class day: syllabus and project overview. Advertising agencies. Positioning. Media. Design.

M 25 Design elements and strategies. The creative process. The concept sketch.

W 27 Project 1 due.

FEB

M 1 The print ad. SFA scholarship applicaitons due.

W 3

M 8

W 10 Project 2 due.

M 15 The logo and brand identity.

W 17

M 22 SFA Art scholarship portfolios due.

W 24 Project 3 due.

F 26 Art History field trip to Houston MFA. Contact Dr. Carrington.

MAR

M 1 The menu

W 3

M 8

W 10 Midterm exam

Spring Break

M 22

W 24 Project 4 due.

M 29 The package.

W 31

APR

M 5

W 7 Project 5 due.

M 12 The point of purchase.

W 14

M 19

W 21 Project 6 due.

M 26 The advertising campaign.

W 28

MAY

M 3

W 5 Project 7 due.

R 6 Portfolio Night 6:00 PM. Final portfolio due. Flattened digital files due.

M 10 Final exam. Pick up final portfolio.

S 15 Graduation 9:30 am

Project descriptions

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#1A Research and #1B Advertising Concept Sketches due Weds. 1/27/10

Description:

1A. Select and research an existing restaurant.

- Collect design information on your client.
- Collect design information on their closest competitors.

Information includes ads, collateral, menus, website info, articles, packages, literature, annual reports, reviews and more.

- Write an original positioning statement as you understand it.
- Generate original visual/ and verbal ideas for ads that are appropriate for this client.

1B. Create an idea for your own restaurant. Generate concept sketches that communicate and present your idea visually. Printed title, name, positioning statement pasted neatly to the back of the board.

IMPORTANT: Research is ongoing for every assignment and must be fully documented in the final portfolio.

#2A and #2B Print Ad Designs due 2/10/10

Description:

2A. For the existing restaurant you chose in #1A: Develop three creative print ad proposals according to the creative process.

Generate original visual and verbal ideas for ads that are appropriate for this client. Develop three comprehensives (marker & color pencil 8.5 x 11" vertical).

Print ad definition: a single page, 8.5 x 11 inch vertical format, full-color advertisement, mounted on black matboard with positioning statement attached neatly to the back of each.

2B. For your own restaurant you created in #1B: Develop three creative print ad proposals according to the creative process.

Generate color sketches and present your ideas visually. Printed title, name, positioning statement pasted to back of board.

#3A Logo and #3B Corporate Identity due 2/24/10

Description:

Research logos. Brainstorm multiple creative ideas. Create your own new restaurant logo concepts.

3A: Two separate logo printouts (minimum 6" image size)

- (1) logo in high contrast black and white only (no gray, no color);
- (2) same logo in color (one color dominance, flat color only, no gradients).

2B: Corporate Identity campaign

(3) Logo use on letterhead, envelope, and business card, professionally grouped and presented together:

- (a) Letterhead, 8.5 x 11 inch vertical format, full color. Contains logo, company name, address, phone, fax, website.
- (b) Business envelope, 9 1/4 x 4 1/8 inch horizontal format. Contains logo, company name, address.
- (c) Business card, 2 x 3 1/2" or multiple thereof, full color. Contains all above plus persons name and title.

(4) Logo application on company uniform.

(5) Logo application on company signage (indicate scale) and/or vehicle.

Printed title, name, positioning statement pasted to back of board.

#4 Menu Design, due 3/24/10

Description:

Develop a menu for your new restaurant. Incorporate the logo you have already designed.

- (1) Menu design flat on black presentation board (all pages).
- (2) Menu design 3D mock up.

#5 Package Design due 4/7/10

Description:

(1) Package design flat on black presentation board (unfolded).

(2) Package design 3D mock up digital photo only, mounted on black presentation board.

#6 Point of Purchase (POP) due 4/21/10

(1) Point of purchase digital image mounted on black presentation board.

#7 Ad Campaign due 5/5/10

Description:

Advertising Campaign: a series of at least three advertisements in appropriate media with one concept, one design strategy, and one positioning, but with changing headlines, visuals and copy. Memorable creative. Mounted on black mat.

Portfolio Night

• Digital portfolio files due by Thursday 5/6/10 (preferably sooner. Copy flattened (JPG or PDF) files to instructor's computer. The digital file naming convention is: (Yourlastname01, etc) in a folder titled: (Yourlastname)270F10.

• Portfolio due 6:00 pm Thurs. 5/6/10, pick up after final exam, Monday 5/10/10.

• Every project is to be presented on a black presentation board with printed title identification card (the positioning statement) neatly attached to the back.

• Back up all of your computer files on to your personal portable media. The ad design lab computers are erased at the end of the semester.

Name

SFA ID#

Phone number

Mobile phone number

Email (print clearly)

Ad design computer login and password
Local Address:

I have reviewed the syllabus with the instructor and I clearly understand the attendance policy, the grading policy and the requirements for this course.

Signature

Date

Name

SFA ID#

Phone number

Mobile phone number

Email (print clearly)

Ad design computer login and password
Local Address:

I have reviewed the syllabus with the instructor and I clearly understand the attendance policy, the grading policy and the requirements for this course.

Signature

Date

1 David Ebdiel Alaniz

2 Melissa Renae Bordelon

3 Jessica Rhea Caffey

4 Aaron Jacob Edmiston

5 Shonna Renea Godoy

6 Elizabeth A Guerrero

7 Brooke Kocian

8 Jordan Elizabeth Lee

9 Amanda Nicole Mauldin

10 Brandon Louis Megens

11 Julia Lynn Morgan

12 Mohammad Naeem Munaf

13 Autumn Marquise Owens

14 Jeremy Davis Petticrew

15 Yana R. Reid

16 Derian Jerome Salone

17 Devin Michelle Schuhmann

18 LaTasha Nicole Turner

19 Amber Lynn Ursprung

20 Michael Dean Williams

Name _____

270 Ad Design Midterm Evaluation

:#1 Research _____ _____
#2 Logo _____ _____:
#3 Identity _____ _____
Midterm _____
Absent _____ (of 14 class days)

Name _____

270 Ad Design Midterm Evaluation

:#1 Research _____ _____
#2 Logo _____ _____:
#3 Identity _____ _____
Midterm _____
Absent _____ (of 14 class days)

Name _____

270 Ad Design Midterm Evaluation

:#1 Research _____ _____
#2 Logo _____ _____:
#3 Identity _____ _____
Midterm _____
Absent _____ (of 14 class days)

Name _____

270 Ad Design Midterm Evaluation

:#1 Research _____ _____
#2 Logo _____ _____:
#3 Identity _____ _____
Midterm _____
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270 Ad Design Midterm Evaluation

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#2 Logo _____ _____:
#3 Identity _____ _____
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#2 Logo _____ _____:
#3 Identity _____ _____
Midterm _____
Absent _____ (of 14 class days)