Syllabus 29003 ART 479.001 AAF Adobe Campaign, 11 - 1:40 T/R Spring 2020, SFA Art Upper studio 130A
Instructor: Peter Andrew, pandrew@sfasu.edu, 936-468-4804 ext. 4551, office hours by appointment.
Students registered in this class are responsible for fulfilling the requirements in this syllabus in order to receive a passing grade.

Course Description
ART 479 001 AAF Ad Campaign. 3 semester hours, 6 hours studio, 6 hours independent study per week. Creative advertising campaign research, strategy and execution for the American Advertising Federation (AAF) National Student Advertising Competition (NSAC). Levels A, B, C. Permission of instructor.
This course provides students the opportunity to develop an advertising-based marketing plan for a national client. The plan will be delivered in electronic book form and through a live formal presentation to company representatives at the AAF District 10 convention in Spring. Cross-listed with MCM 479.001 and MKT 475.002.

Intended Learning Outcomes
A. Program Learning Outcomes
• Students will demonstrate proficiency in studio skills, using materials, methods, and techniques with elements and principles of design.
• Students will explore, create, synthesize, and solve visual communication challenges.
• Students will apply the understanding of significant contemporary and historical design issues visually, verbally and in writing.
• Students will collaborate effectively as a team.
B. Student Learning Outcomes
• Students will demonstrate the ability to follow directions and meet deadlines, exploring creative options within limits.
• Students will use market research, media plans, and advertising techniques and terms.
• Students will create and produce a comprehensive marketing plan for the NSAC client.
• Students will propose, produce and present original advertising using the design elements and strategies.
• Students will position their design project appropriately for a national client and the client's audiences.
• Students will publicly present, critically discuss, and assess the ideas and usefulness of their design work as a team.
• Students will exhibit a final portfolio reflective of their personal project contributions.

Students in ART 479 collaborate with MCM 479 and MKT 475 students to complete the NSAC campaign.
ART 479 students serve as the graphic designers and media production specialists on the project.
Key resources: aaf.org, aafteenthdistrict.org

Description:
All course assignments will address specific topics associated with the production of a comprehensive marketing plan for Adobe new media launch.
Students work as a team to develop the marketing plan using a structure modeled after real-world advertising agencies.
Students take on specific tasks in areas of research, media planning, creative execution, and marketing communications. Industry standard software and equipment will be used in the producing advertising and presentation support materials.

Grades:
In order to be successful in this course, students must exhibit mastery of research, planning and execution of a comprehensive marketing plan, meet deadlines, and produce a live presentation for WienerSchnitzel.
District 10 NSAC official judges Score Sheets will be used for class grading.
School of Art policies:
Grades measure individual project work. meeting due dates, and in-person participation, attendance.
Attendance to scheduled class meetings is required. PROJECT WORK IS DUE ON SCHEDULE REGARDLESS OF ABSENCE.
Peer evaluation will take place after the AAF District 10 NSAC event and will factor into the final grade.
Final portfolio grade.
Attendance qualifies grades. Class absence above 6 hours (two class days) results in a C. A student will not receive credit for any class after missing 18 contact hours (6 class days). Arriving late (10+ minutes) and leaving early (10+ minutes) are cumulative. University authorized absences are excepted. Document all excused absence in writing and on SFA website for the instructor.
Attendance is more than just showing up. Attendance includes performance, attention, and participation. Attendance implies bringing needed supplies and a positive attitude. It is impossible to earn an excellent grade without excellent attendance.

Etiquette
• Students working in SFA School of Art studios must abide by respective studio rules. Use your MySFA login to access your account.
• Laptops and/or portable external storage devices are recommended. Log out after each session.
• Lab printers are for class work ONLY and only for students registered in this class who have paid the current lab fee.
• Please be cooperative, help minimize distractions.
• Visual research is necessary. Make notes of creative ideas and save project related work. Submit the process book in print and digital formats by 4 PM Tuesday of final exam week, portfolio night. Collect your portfolio the next day, Wednesday of final exam week.
• Classrooms are publicly shared, secure personal property. Clean up after yourself. Cut only in designated areas, not on the floor or on unprotected table tops. Food is inappropriate inside classrooms. Aerosols use restricted to OSHA spray booths.
• Portfolio night participation is required.
This project is proprietary to AAF. NSAC rules governing this project require all participants must be current members of the AAF campus chapter. Please contact a faculty advisor for more information: Catherine Huh, MCM; Dr Marlene Kahla, MKT; Peter Andrew, ART.

From the SFA General Bulletin:
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
Withheld Grades Semester Grades Policy (A-54):
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, 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. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.
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.
Acceptable Student Behavior:
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (please see Student Conduct Code, policy D-34.1). The instructor has full discretion over what behavior is appropriate in the classroom. Students who do not attend regularly or who perform poorly may be referred to the Early Alert Program to provide recommendations, resources, or other assistance to help SFA students succeed.
Academic Integrity (A-9.1):
Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.
Definition of Academic Dishonesty:
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism.
Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are: (1) submitting an assignment as if it were one’s own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one’s paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic integrity.asp
Students with Disabilities
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004/468-1004 (TOO) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, please go to: http://www.sfasu.edu/disabilitieservices/.
"If you are pregnant or should become pregnant while taking this course, or have a medical condition that could increase your sensitivity to chemical exposure, it is important for you to take all precautions concerning your own personal safety. While reasonable measures have been taken to insure your safety, there is a risk in this class of exposure to material that could prove harmful to persons at risk. Please contact the professor should you have questions or concerns. Students who need accommodations for certified disabilities should work through the Office of Disability Services and then your professor." - SFA General Counsel
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Week 1
1 R 1/16 “Create a B2B awareness campaign for Adobe Experience Cloud for Advertising.”

Week 2
2 T 1/21
3 R 1/23

Week 3
4 T 1/28
5 R 1/30

Week 4
6 T 2/4
7 R 2/6

Week 5
8 T 2/11
9 R 2/13

Week 6
10 T 2/18
11 R 2/20

Week 7
12 T 2/25
13 R 2/27

Week 8 Mid-term
14 T 3/3
15 R 3/5 Plans Book Deadline (Adobe Spark encouraged)

- SPRING BREAK -

Week 9
16 T 3/17
17 R 3/19

Week 10
18 T 3/24
19 R 3/26

Week 11
20 T 3/31
21 R 4/2

Week 12
22 T 4/7
   R 4/9 Easter Holiday - no class

Week 13
23 T 4/14
24 W 4/15 NSAC Competition OK City
25 R 4/16 NSAC Competition OK City
26 F 4/17 NSAC Competition OK Cit

Week 14
27 T 4/21
28 R 4/23

Week 15 Dead Week
29 T 4/28
30 R 4/30

Week 16 Final Exam Week
   T 5/5 Portfolio Night 4 - 6 pm