Course Description:
ART491 is 3 semester hours, 6 hours studio, 6 hours independent study per week. Advanced techniques for advertising art. Prerequisite: ART 110, 270. ART 470 class applies design elements and strategies to client projects using a variety of media and expressive techniques. Students design print ads, corporate identity campaigns, packaging with promotions, and advertising campaigns. Students work individually and with a team.

Program Learning Outcomes:
- The students will compare their progress against models of excellence in the visual arts, which are provided through high quality extracurricular and extramural art activities.
- The student will understand their art in an art historical context.
- The student will be equipped to critically analyze their artwork as well as others.
- The student will learn new techniques, creative process and gain confidence as an artist.
- The student will demonstrate understanding of design issues.
- The student will learn to use their super powers for only good.

Student Learning Outcomes:
- Explore various materials and programs as well as working methods and ways of thinking.
- Effectively apply design principles to a variety of visual expressions and problems.
- Become familiar with the process of creative thinking and creative problem-solving.
- Initiate an awareness of artists and designers who inspire.
- Communicate their design concepts clearly. (through sketches, written or spoken words)
- Select successful, concept-driven solutions and apply design principles to projects.
- Critically discuss and assess the work.
- Exhibit a portfolio reflective of their design abilities and creative goals

Course Policies:
- Visual research is necessary for this course. A portable memory device and a paper sketchbook are required. The record of scanned, printed and archived files is called “the process book.” Submit all research (the process book), along with finished class projects, at portfolio night.
- The School of Art advertising design digital lab is required to produce the projects for this course. Lab printers are for class work ONLY and not for personal use.
- The ad design classroom is to be used ONLY for class work. Personal Internet, cell phone, and audio device use is not permitted in the classroom during class time.
- Presenting quality work is the student’s responsibility. This includes printing, paper, mat boards, and supplies.
- Identify and secure personal property, the classroom is shared with other classes.
- Clean up after yourself. Cut only in designated areas. Never cut on the floor or directly on any unprotected table or counter top. No food is permitted at the computer workstations.
- Avoid aerosols, spray aerosols only in designated spray booths.
- The portfolio contains all of the finished course projects and research (process books). A title, author’s name and date are placed on the back of every matted project. The portfolio is submitted in both printed and digital form on portfolio night.
- All assignments will be posted on D2L and completed assignments and projects are to be submitted to the dedicated drop box in D2L.
Text and Materials
None

Course Requirements
Weekly Assignments
Course Projects
Final Project – Process Book

Course Grading:
Weekly Assignments (Participation) 10% of grade
Course Projects 70% of Grade
Process Book/Portfolio 20% of Grade

Class Absences:
Class absences are not to exceed 6 contact hours in a lecture class without consequence. A student will not receive credit for any course when missing 18 contact hours or more (this includes excused and unexcused absences).

Academic Integrity
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) falsification or invention of any information, including citations, on an assignment; 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 include, but are not limited to: (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 the Internet or another source; and (3) incorporating the words or ideas of an author into one’s paper or presentation without giving the author due credit.

Please read the complete policy and the appeals process at the SFA Policy Manual

Withheld Grades Semester Grades Policy (A-54) 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 semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

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 (TDD) 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, go the Office of Disability Services