Graphic Design Communications Cooperative (AAF NSAC P&G Tide marketing campaign)
25352 ARTS 4389-001, S24, F2F, 2 - 4:40 M/W, School of Art graphic design B121
Registered students are responsible for fulfilling syllabus requirements to receive a passing grade.

Name: Professor Peter Andrew
Email: pandrew@sfasu.edu
Phone: 936-468-4804 ext. 4451
Office B127 School of Art, advising by appointment.
Zoom link: https://sfasu.zoom.us/j/9677907972 (Meeting ID: 967 790 7972)

Description: ARTS 4389 GD Communications Cooperative - AAF Indeed.com marketing campaign. 3 semester hours, 12 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.
Develop a team-based advertising marketing plan for a national client. Design a complete marketing communications plans book in electronic form and a live and/or recorded formal presentation(s) to industry professionals at the AAF District 10 convention in Spring. Cross-listed with MCOM 4379-600 and MKTG 4175-602.

Preliminary pre-requisites (ARTS 2313)
Practice graphic design skills, build knowledge and understanding using art materials, tools, media, and methods.
Develop creative and strategic design problem solving skills.
Demonstrate art reading & writing skills.
Assemble original creative graphic design portfolio (15 +/- pieces) and process books.

Program Learning Outcomes
Demonstrate graphic design knowledge and proficiency.
Develop creative design problem-solving skills.
Compare personal progress to high quality professional designs.
Participate in individual and group art activities to foster & showcase abilities and skills.

Student Learning Outcomes
Follow directions, meet deadlines, self-motivate, make type designs using art elements and strategies,
Explore creative options within limits,
Position projects appropriately for varied clients and audiences,
Give feedback, critically discuss and assess design work,
Upload final illustration portfolio and research book.

Required:
This course is formatted for face-to-face delivery.
Students in this class must have access to a computer with an Adobe Creative Cloud account.
Art studios are available during class times to registered students only.
Art lab users must abide by lab rules and etiquette or surrender access rights.
Daily livestreams might include MCOM 4379 and MKTG 4175 students.
This is a team-based class where open communications and active participation are encouraged and essential.
Project uploads are due on time, missed deadlines and rule breaking will disqualify SFA from the AAF competition.

Students work as one team to develop a marketing plan using a structure modeled by an advertising agency.
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.

Students in ARTS 4389-001 may collaborate with MCOM 4379-600 and MKTG 4175-602 students on the NSAC campaign. ARTS 4389 students serve as the graphic designers and production specialists on the project.
Key resources: aaf.org, aafenthdistrict.org, aefh.org

Follow room etiquette when using the SFA graphic design studio. Leave the area clean.
* Abide by pandemic health safety mandates.
* Sanitize work area before and after use.
  - Spray aerosols only in spray booths located in the painting, drawing, and sculpture studios.
  - Project research becomes a process book. Save research files for final process book submission.
  - Save and upload all project work by deadline. Project file naming convention: 4389S24lastname01, etc.
Project Description:
All course assignments will address specific topics associated with the production of a comprehensive marketing plan for the client challenge. Students in Dr. Janice Cho’s MCOM 4379 F22 class began research and concept proposals.

Tide Brand Marketing Challenge:
“Gen Z (zoomers, mid ‘90’s-early 2010’s) adopts more sustainable behaviors than any other group. Tide Brand evolution strives to create the most sustainable products while delivering on the trusted clean. Tide’s Mission is for every load of laundry to do a LOAD OF GOOD. Aiming towards F24, how do we build a multi-touchpoint INNOVATIVE campaign around increasing the loads of laundry washed in cold water in the US?”

Objective:
Campaign KPIs (Key Performance Indicators)
Primary- Attributable growth of loads to cold. Increased conversion to cold. 75% of loads washed cold by 2030.
Secondary- Build Brand love supporting Tide’s overarching brand goal “Inspire hope & optimism that comes from the certainty of clean.”
Audience- 35 & under, specifically 18 - 35 in US.
Budget- $50 - 75 MM (millions $)
Calendar- October 2024 to September 2025. Exceptional recommendations have potential to exceed one year.

Tide Q&A 10/14/2022 link:
https://vimeo.com/873915394/e47f46ba75?share=copy

Calendar
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Week 1
M 1/22 Self-register AAF.org National student membership
W 1/24
R 1/25 Live Tide Q&A session #2

Week 2
M 1/29
W 1/31  AAF Code of Conduct & membership deadline

Week 3
M 2/5
W 2/7

Week 4
M 2/12
W 2/14

Week 5
M 2/19
W 2/21

Week 6
M 2/26
W 2/28

Week 7
M 3/4
W 3/6

*** Spring Break ***

Week 8 mid-term week
M 3/18
W 3/20

Week 9
M 3/25
W 3/27  Plans Book & Materials upload deadline 2 pm CST/3 pm EST Friday 3/29!

Week 10
M 4/1
W 4/3
Week 11
M 4/8
W 4/10
Week 12
M 4/15
W 4/17 - 19 NSAC District 10 Fort Worth
Week 13
M 4/22
W 4/24
Week 14 study week (dead week)
M 4/29
W 5/1
Week 15 Final Exam Week
W 5/8 All projects due: final presentations Portfolio Night 4 - 6 PM ATTENDANCE REQUIRED
Portfolio Night event represents the Final Exam in this course. Plan ahead. Attendance is a requirement.

Grades
1. AAF NSAC Juror Score Sheets
   1a Plans Book Score
   1b Presentation Score
2. Design documentation of individual work on the team project uploaded to D2l Brightspace Dropbox.
   Name files: 4389S24lastnameFirstname_AAFprocess.pdf
3. Record of active participation and attendance.
   Peer evaluation may also be conducted after the AAF District 10 NSAC event and may factor into the final grade.
   • Abide by studio rules.
   • Lab printers for class work ONLY and registrants in this class who pay the lab fee.
   • Work collaboratively, minimize distractions.
   • Visual research is vital. Save research for your process book, your grade is based upon this.
   • Classrooms are publicly shared so secure personal property. Clean up after yourself. Cut only in designated areas, not on a floor or unprotected tables. Food is inappropriate in class. Aerosol use restricted to OSHA spray booths.
   • NSAC $55 membership required.

This project is proprietary to AAF.
Rules require participants register for AAF membership.
Rules require participants submit Intent To Participate forms to AAF. This includes a non-disclosure contract.
Contact faculty advisors for more information: Dr Janice Cho, MCOM; Dr Marlene Kahla, MKTG; Peter Andrew, ARTS.

Process book: a pdf web-formatted document that records your concepts and research along project development. May be compared to a professional scrap book or back story. Helps to arrange the process book in time-order, start to finish.
Portfolio: the above total completed and revised projects plus the process book.
IMPORTANT: Pickup portfolios Thursday & Friday of final exam week.

Final portfolios & process books presented in-class final class day.
Graphic Design Portfolio Night public event showcase 4 – 6 W 5/8/24

General Education Core Curriculum
The Texas Higher Education Coordinating Board has identified six core learning objectives: Critical Thinking Skills, Communication Skills, Empirical and Quantitative Skills, Teamwork, Personal Responsibility, and Social Responsibility. SFA is committed to the improvement of its general education core curriculum by regular assessment of student performance on these six objectives.

By enrolling in ARTS 4389 you are also enrolling in a Core Curriculum Course that fulfills critical thinking skills, communication skills, empirical skills, quantitative skills, teamwork, personal responsibility, and social responsibility requirement.
The list below indicates: (a) The core objectives that are required to be taught in this course per the Texas Higher Education Coordinating Board (THECB), (b) How the required core objectives will be addressed.
Critical Thinking Skills: creative, innovative, inquisitive, analytic, evaluative, & synthetic thinking.
Communication Skills: develop, interpret, & express ideas by writing, visualizing, & speaking.
Empirical Skills: analyze observable factual data.
Quantitative Skills: manipulate and analyze numeric data.
Teamwork: work effectively with others, consider different point of view, & support a shared purpose/goal.
Personal Responsibility: connect choices, actions, & consequences to ethical decision making.
Social Responsibility: intercultural, civic, & community competencies.

All these core objectives are addressed through advanced design projects in this course.

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.
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 communication and active participation. Attendance includes being prepared and a positive attitude. An excellent grade requires excellent attendance.

Semester grade will include AAF score sheets evaluation (see AAF Policies & Procedures).
AAF NSAC official judges Score Sheets will be used for class planning and grading.
Produce a comprehensive integrated marketing plan, meet deadlines, and present a live pitch to the sponsor client.
Dedicate time to work together as a team.

Supply List
Computer with current Adobe Creative Cloud account. Produced media (props, video, audio, photos, etc.) as needed.

SFA General Bulletin Items
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.

Class Attendance and Excused Absences: Regular and punctual attendance is expected at all classes, labs and activities for which a student is registered. For classes where attendance is a factor in the course grade, the instructor shall make his 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. University policy excuses students from attendance for absence related to health, family emergencies and student participation in university-sponsored events. Students are responsible for providing documentation satisfactory to the instructor for missed classes. Students with acceptable excuses may be permitted to make up work for absence 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 case of absence by participation in University-sponsored events, announcement via MySFA by the provost constitutes official excuse. Event faculty sponsors must submit an e-mail attachment with written absence explanation, date, time and alphabetical list of students attending to the office of the provost for posting.

Grading System: Student grades are determined by daily work, oral/written quizzes, and final exams. A means excellent; B good; C average; D passing; F failure; QF quit failure; WH incomplete/grade withheld; WF withdrew failing; WP withdrew passing. WP/WF are assigned only when a student has withdrawn from the university after mid-term or with approval of the student’s academic dean. No grade can be taken from the record unless mistakenly recorded. Specified courses are graded on a pass/fail (P/F) system with no other grade awarded. A student who earns F can get credit only by repeating the course. A gives 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 remedial courses, repeat courses and courses dropped with grades of W or WP, are counted in the grade point average. WF counts as hours attempted with 0 grade points earned in computing grade point average. WP does not count as hours attempted in computing grade point average. At instructor’s discretion and with approval of the director, WH is earned only if the
student cannot complete the course due to unavoidable circumstances. Students must complete work within one calendar year from the semester when they receive WH, or the grade automatically becomes F. If students register for the same course in future terms, WH automatically becomes F and is counted as a repeat course for the purpose of computing the grade point average.

Academic Integrity: All university faculty and students are responsible for academic integrity. Faculty promote integrity by instructing on the practice of honesty, abiding by university policy on penalties for cheating and plagiarism, and by personal example. Definition of Academic Dishonesty: Academic dishonesty includes cheating and plagiarism. Cheating includes (but not limited to) using or attempting to use unauthorized materials to aid in achieving a better grade in a course; falsifying or inventing any information intended to deceive (including citations and assignments); and/or helping or attempting to help another in cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they are your own. Examples of plagiarism: submitting an assignment as if it were your own work when it is partly the work of another; submitting a work that has been purchased or obtained from an Internet source or other source without due credit; and using the words or ideas of an author in your work without giving the author due credit. 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, go to http://www.sfasu.edu/disabilityservices/

Excused Absence: Document excused absence due to illness or medical reasons via online form: www.sfasu.edu/osrr, or phone: Office of Student Rights and Responsibilities, 936-468-2703.

Safety: “If you are pregnant or 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 ensure 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

COVID-19 MASK POLICY
Masks (cloth face coverings) must be worn over the nose and mouth at all times in this class and appropriate physical distancing must be observed when required. Students not wearing a mask and/or not observing appropriate physical distancing will be asked to leave class. All incidents of not wearing a mask and/or not observing appropriate physical distancing will be reported to the Office of Student Rights and Responsibilities. Students who are reported for multiple infractions of not wearing a mask and/or not observing appropriate physical distancing may be subject to disciplinary actions.

Personal hand sanitizer and additional health precautions encouraged.

SFA ONLINE: https://www.sfasu.edu/academics/sfaonline
Brightspace and Zoom support information and tutorial videos: https://www.sfactl.com/student-support
Brightspace Support team: 936.468.1919, d2l@sfasu.edu

AARC: Academic Assistance and Resource Center (AARC)

Diversity Statement: https://www.dropbox.com/s/fz9d4mi2j01pb0z/20210802-DEI-EquityStatement-07.mp4?dl=0

Mental Health and Wellness
SFA values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support students' mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources: SFA Counseling Services, Rusk Building, 3rd Floor, 936.468.2401, www.sfasu.edu/counselingservices
SFA Human Services Counseling Clinic, Human Services, Room 202, 936.468.1041, www.sfasu.edu/humanservices/139.asp

Crisis Resources: Burke 24-hour crisis line: 1.800.392.8343, Suicide Prevention Lifeline: 1.800.273.TALK (8255), Crisis Text Line: Text HELLO to 741