**Journalism 472**

**Spring 2014**

**Art Direction in Advertising**

**“Good design is obvious. Great design is transparent.”— Joe Sparano**

Art Direction is the marriage of graphic design to strategy in the development of advertising creative ideas. Today’s advertising concepts are highly visual in nearly every medium. Art directors play a key role in pushing brands into a compelling and memorable place in the minds of consumers. In this course you will learn the principles of design, layout, typography, photography and illustration used to craft the look and feel of a brand, as well as the strategic thinking necessary to use art direction to advance advertising concepts.

**Course Objectives:**

This course will provide you with finished advertising creative for your portfolio through visual theory instruction, creative exercises, strategy application, design training and software tutorials for a variety of branded work. You will gain an understanding of how industry professionals approach their work and be introduced to the individuals and firms who have pioneered—and continue to reshape—this dynamic field.

**Perquisites:**

JOMC 137 and JOMC 271.

**Details:**

Class Meetings: 3:30pm to 4:45pm Tuesday & Thursday, Carroll 21

Instructor: Dana McMahan

Office: Carroll 229

Phone: 919-434-1229

Twitter: @dhmcmahan

Office Hours: I am happy to see any student outside of class by appointment. Please email me to schedule a mutually convenient time. Email: [dmcmahan@email.unc.edu](mailto:dmcmahan@email.unc.edu)

**Required Reading:**

Handouts and online resources. Everything needed for this class will be posted to the course’s Sakai site. If you prefer printed copies of materials, please prepare for class by downloading what you need before you come to class.

**Course Format:**

This course is a hands-on class. Lectures are combined with technical exercises in every class session. You simply cannot complete this course successfully if you do not attend.

**Evaluating Work:**

This is a creative class focused on concept development as much as technique. Unlike a standard graphic design course, it will require you to think beyond the technical process and look at your assignments through an advertising strategy lens. Advertising art directors are highly inventive. The top grades in this class will be awarded for work that seeks to innovate, not just illustrate, the advertising idea.

# Grade Minimum Percentage Required

A 93

A- 90

B+ 87  
B 83  
B- 80

C+ 77  
C 73

C- 70

D+ 67  
D 63

D- 60

F 59 and below

**Your grade will result from the following:**

Participation & Attendance (includes in-class exercises) 10%

Mid Term Exam 15%

Concept Assignments (4 total, averaged together) 50%

Final Project-Digital Portfolio 25%

All assignments will be presented professionally. Each assignment will have its own format, and following that format will be part of the grade. Late assignments will only be accepted with advance arrangements or excused absences. Please make sure to inform me of any conflicting events so plans can be made to receive assignments in a timely manner.

**Honor Code:**

All work should be completed in observance of the honor code. (honor.unc.edu)

Schedule of Topics in Order:

The instructor reserves the right to alter the schedule as necessary throughout the semester.

Jan. 9 Introduction

Jan. 14 **Design Techniques**

Jan. 16 **Design Techniques**

Jan. 21 **Design Techniques**

Concept Assignment 1

Jan. 23 **Typography**

Jan. 28 **Typography**

Jan. 30 **Typography**

Feb. 4 **Illustration**

Feb. 6 **Illustration**

Feb. 11 **Illustration**

Concept Assignment 2

Feb. 13 **Broadcast Work**

Feb 18 **Broadcast Work**

Feb. 20 **Broadcast Work**

Feb. 25 **Broadcast Work**

Feb. 27 **Broadcast Work**

Concept Assignment 3

Mar. 4 **Mid-Term Exam**

Mar. 6 **No Class—Independent Project Work**

Mar. 11 **No Class—Spring Break**

Mar. 13 **No Class—Spring Break**

Mar. 18 **Branded Content**

Mar. 20 **Branded Content**

Mar. 25 **Branded Content**

Mar. 27 **Branded Content**

Concept Assignment 4

Apr. 1 **Campaigns**

Apr. 3 **Campaigns**

Apr. 8 **Campaigns**

Apr. 10 **Campaigns**

Apr. 15 **Campaigns**

Apr. 17  **Portfolio Assembly**

Apr. 22 **Portfolio Assembly**

Apr. 24 **Portfolio Assembly**

Apr. 29 **4PM: Final Exam Period—Project Portfolios**