

MEJO 572 Spring 2018

Art Direction in Advertising

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

Art Direction is the marriage of art and 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.

Prerequisites:

JOMC 137

Details:

Class Meetings: 3:30pm to 4:45pm Tuesday & Thursday, Workroom Space 149 East Franklin St, 2nd floor

Instructor: Dana McMahan

Office: Workroom Space, 149 East Franklin Street, 2nd floor and Carroll Hall 238

Phone: 919-434-1229

Twitter: @dhmcmahan

Office Hours: Tues/Thurs 12:30-2pm. I am happy to see any student outside of class by appointment.

Please email me to schedule a mutually convenient time. Email: dmcghan@email.unc.edu

Required Reading:

Handouts and online resources. Everything needed for this class will be posted to the course’s website. 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.

<u>Grade</u>	<u>Minimum Percentage Required</u>
A	93
A-	90
B+	87
B	83
B-	80
C+	77
C	73
C-	70
D+	67
D	63
F	59 and below

Your grade will result from the following:

Participation, Attendance and Innovation (includes in-class Exercises)	10%
Exam	15%
Client Project 1	15%
Client Project 2	15%
Concept Assignment 1	10%
Concept Assignment 2	10%
Concept Assignment 3	10%
Final Project-Digital Portfolio Submission	15%

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

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see me or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking Help

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

Diversity

The University's policy on Prohibiting Harassment and Discrimination is outlined in the Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Special Accommodations

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>

Accreditation

The School of Media and Journalism's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on these:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping creative art direction;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the creative art direction;
- Write correctly and clearly in forms and styles appropriate for consumer audiences and purposes they serve;
- Critically evaluate your own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts used in creative art direction;
- Apply tools and technologies appropriate for creative art direction.

Schedule of Topics in Order:

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

Class 1	Jan 11	<i>In Class:</i>	Welcome to Art Direction, Software Skills Determined
		<i>Out of Class:</i>	Read: "From the Education of an Art Director, How do Art Directors Collaborate with Others," Chapter 7, Art Directing Illustration, How to Astonish Me," Pages 115-118 Link: http://site.ebrary.com.libproxy.lib.unc.edu/lib/uncch/reader.action?docID=10538183
Class 2	Jan 16	<i>In Class:</i>	Visit from former agency CEO Bill Morton of Jack Morton Worldwide
		<i>Out of Class:</i>	If new to software: Begin Lynda.com Design Essentials for Illustrator Watch: Design is One http://unc.kanopystreaming.com/video/design-one
Class 3	Jan 18	<i>In Class:</i>	Design: Type & Illustration Techniques using logos as a platform
		<i>Out of Class:</i>	Complete Lynda.com course on Design Essentials for Illustrator
		<i>Out of Class:</i>	Must have completed MakerSpace Orientation and Laser Cutter Training
Class 4	Jan 23	<i>In Class:</i>	Prep on first concept assignment. Prep on first client project.
		<i>Out of Class:</i>	Assignment: CONCEPT 1 DUE at 11pm, in Assignments on Sakai Follow instructions carefully for storing/submitting elements If new to software: Begin Lynda.com Design Essentials for Photoshop
Class 5	Jan 25	<i>In Class:</i>	Creative Tools
		<i>Out of Class:</i>	Read "Be a Sherpa," Posted on Sakai.

Class 6	Jan 30	<i>In Class:</i> Creative Tools <i>Out of Class:</i> Assignment: CONCEPT 1-Final DUE at 11pm, in Sakai Assignments Follow instructions carefully for storing/submitting elements
Class 7	Feb 1	<i>In Class:</i> Branding Packages-What Makes the Whole Piece Work? <i>Out of Class:</i> Read TBA Posted on Sakai Resources
Class 8	Feb 6	<i>In Class:</i> Taking a Global View of Design <i>Out of Class:</i> Read TBA Posted on Sakai Resources Assignment: CONCEPT 2 DUE at 11pm, in Assignments on Sakai Complete Lynda.com course on Design Essentials for Photoshop
Class 9	Feb 8	<i>In Class:</i> Work on Concept 2 in Class <i>Out of Class:</i> Work on Concept 2 follow-up due on 2/13.
Class 10	Feb 13	<i>In Class:</i> In Class Critique on Concept Work—everyone's work <i>Out of Class:</i> Read Article TBA on Sakai Resources Assignment: CONCEPT 2-Final DUE at 11pm, in Assignments
Class 11	Feb 15	<i>In Class:</i> Expanding the Message Across Media <i>Out of Class:</i> Read Article TBA on Sakai Resources
Class 12	Feb 20	<i>In Class:</i> Work Session on Project <i>Out of Class:</i> Work on Project, Study for Midterm Exam
Class 13	Feb 22	<i>In Class:</i> Work Session on Project <i>Out of Class:</i> Study for Midterm Exam
Class 14	Feb 27	<i>In Class:</i> MIDTERM EXAM -Articles and Videos <i>Out of Class:</i> Work on Project
Class 15	Mar 1	<i>In Class:</i> Work Session on Project <i>Out of Class:</i> Work on Project
Class 16	Mar 6	<i>In Class:</i> Work Session on Project <i>Out of Class:</i> Work on Project
Class 17	Mar 8	<i>In Class:</i> Assignment: Final Client 1 Project Due

Mar 13, 15 **SPRING BREAK**

Class 18	Mar 20	<i>In Class:</i> Second Client Project Begins <i>Out of Class:</i> Work on client project with team
Class 19	Mar 22	<i>In Class:</i> Deep Dive on New Client Project <i>Out of Class:</i> Assignment: CONCEPT 3 DUE at 11pm, in Assignments on Sakai
Class 20	Mar 27	<i>In Class:</i> Prep for Production <i>Out of Class:</i> Work on client project with team
Class 21	Mar 29	<i>In Class:</i> Photo Sessions for Project <i>Out of Class:</i> Work on client project with team Assignment: CONCEPT 3-Final DUE at 11pm, in Assignments
Class 22	Apr 3	<i>In Class:</i> Work Session on Project <i>Out of Class:</i> Work on Project
Class 23	Apr 5	<i>In Class:</i> Work Session on Project <i>Out of Class:</i> Work on Project
Class 24	Apr 10	<i>In Class:</i> Work Session on Project <i>Out of Class:</i> Work on Project
Class 25	Apr 12	<i>In Class:</i> Work Session on Project <i>Out of Class:</i> Work on Project
Class 26	Apr 17	<i>In Class:</i> Out of Class Workday <i>Out of Class:</i> Work on Project
Class 27	Apr 19	<i>In Class:</i> Out of Class Workday <i>Out of Class:</i> Work on Project
Class 28	Apr 24	<i>In Class:</i> Client 2 Presentation—how to present the finished concepts <i>Out of Class:</i> Assemble Online Portfolio
Class 29	Apr 26	<i>In Class:</i> Finishing the prep for Client 2 Presentation <i>Out of Class:</i> Complete Online Portfolio
EXAM	May 1	4:00 PM Final Exam Client 2 Presentation