

MEJO 572 Fall 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: dcmahan@email.unc.edu

Required Reading:

Books:

- 1) *Design/Logo*, Von Glitschka and Paul Howalt. Free & Online in UNC Library. Link provided in Sakai Resources
- 2) *Designing Brand Identity: An Essential Guide for the Whole Brand Team*, Alina Wheeler. Free & Online in UNC Library. Link provided in Sakai Resources

Online articles, videos and training resources: Everything needed for this class will be posted to Sakai. 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.

Attendance

Attendance is expected in order to participate fully in this course. You may be absent a maximum of 3 times for this class. These three absences can be for anything--illness, travel, personal time--**but beyond 3 absences, your grade will be lowered regardless of scores on your other work.** Excused absences beyond 3 are only admissible with extreme emergencies.

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	63
F	59 and below

Your grade will result from the following:

Participation, Attendance and Innovation–Includes in-class Exercises More than 3 absences will lower grade regardless of other assignment grades)	10%
Exam	15%
Client Project 1	15%
Client Project 2	15%
Concept Assignment 1	10%
Concept Assignment 2	10%
Concept Assignment 3	10%
Final Exam 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	Aug 21	<i>In Class:</i>	Welcome to Art Direction, Software Skills Determined
		<i>Out of Class:</i>	Read: From <i>The Education of an Art Director</i> , How do Art Directors Collaborate with Others, Chapter 7, link in Sakai Resources
Class 2	Aug 23	<i>In Class:</i>	Maker Space Orientation—MUST COMPLETE
		<i>Out of Class:</i>	If new to software: Begin <i>Lynda.com</i> Design Essentials for Illustrator, link in Sakai Resources/Software Training

Watch: Design is One. Documentary on Vignelle Design Team.
Link in Sakai Resources.

Class 3	Aug 28	<i>In Class:</i>	Design: Type & Illustration Techniques using logos as a platform
		<i>Out of Class:</i>	Complete <i>Lynda.com</i> course on Design Essentials for Illustrator Read and Review: <i>Design/Logo</i> . Link on Sakai Resources.
Class 4	Aug 30	<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 Begin <i>Lynda.com</i> Design Essentials for Photoshop. Link in Sakai Resources/Software Training
Class 5	Sept 4	<i>In Class:</i>	Creative Tools
		<i>Out of Class:</i>	Read <i>Be a Sherpa</i> , pdf in Sakai Resources. Read excerpt from <i>Designing Brand Identity</i> . Link in Sakai Resources
Class 6	Sept 6	<i>In Class:</i>	Creative Tools
		<i>Out of Class:</i>	Read excerpt from <i>Designing Brand Identity</i> . Link in Sakai Resources Complete <i>Lynda.com</i> Design Essentials for Photoshop
Class 7	Sept 11	<i>In Class:</i>	Branding Packages-What Makes the Whole Piece Work?
		<i>Out of Class:</i>	Watch: Creative Inspiration, Margo Chase, Designer. <i>Lynda.com</i> Link in Sakai Resources Begin <i>Lynda.com</i> Design Essentials for InDesign. Link in Sakai Resources/Software Training
Class 8	Sept 13	<i>In Class:</i>	Taking a Global View of Design
		<i>Out of Class:</i>	Assignment: CONCEPT 2 DUE at 11pm, in Assignments on Sakai
Class 9	Sept 18	<i>In Class:</i>	Directing Illustration & Photography
		<i>Out of Class:</i>	Complete <i>Lynda.com</i> Design Essentials for InDesign.
Class 10	Sept 20	<i>In Class:</i>	Directing Illustration & Photography
		<i>Out of Class:</i>	Read <i>Muse/CA</i> article, link posted on Sakai Resources Work on Project
Class 11	Sept 25	<i>In Class:</i>	Expanding the Message Across Media
		<i>Out of Class:</i>	Read <i>Muse/CA</i> article, link posted on Sakai Resources Work on Project

Class 12	Sept 27	<i>In Class:</i>	Work Session on Project
		<i>Out of Class:</i>	Work on Project Study for Midterm Exam
Class 13	Oct 2	<i>In Class:</i>	Work Session on Project
		<i>Out of Class:</i>	Study for Midterm Exam
Class 14	Oct 4	<i>In Class:</i>	MIDTERM EXAM
		<i>Out of Class:</i>	Work on Project
Class 15	Oct 9	<i>In Class:</i>	Work Session on Project
		<i>Out of Class:</i>	Read <i>Muse/CA</i> article, link posted on Sakai Resources Work on Project
Class 16	Oct 11	<i>In Class:</i>	Out of Class Work Session on Project with Group (Photoshoot)
		<i>Out of Class:</i>	Work on Project
Class 17	Oct 16	<i>In Class:</i>	Assignment: Final Client 1 Project Due
	Oct 18		NO CLASS FALL BREAK
Class 18	Oct 23	<i>In Class:</i>	Second Client Project Begins
		<i>Out of Class:</i>	Work on client project with team Read <i>Muse/CA</i> article, link posted on Sakai
Class 19	Oct 25	<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	Oct 30	<i>In Class:</i>	Prep for Production
		<i>Out of Class:</i>	Work on client project with team Read <i>Muse/CA</i> article, link posted on Sakai
Class 21	Nov 1	<i>In Class:</i>	Out of Class Workday—No In-Class Meeting
		<i>Out of Class:</i>	Work on client project with team Assignment: CONCEPT 3-Final DUE at 11pm, in Assignments
Class 22	Nov 6	<i>In Class:</i>	Work Session on Project
		<i>Out of Class:</i>	Work on Project

Class 23	Nov 8	<i>In Class:</i>	Work Session on Project
		<i>Out of Class:</i>	Work on Project
Class 24	Nov 13	<i>In Class:</i>	Work Session on Project
		<i>Out of Class:</i>	Work on Project
Class 25	Nov 15	<i>In Class:</i>	Work Session on Project
		<i>Out of Class:</i>	Work on Project
Class 26	Nov 20	<i>In Class:</i>	Out of Class Workday
		<i>Out of Class:</i>	Read <i>Muse/CA</i> article, link posted on Sakai Resources
	Nov 22	<i>NO CLASS THANKSGIVING</i>	
Class 27	Nov 27	<i>In Class:</i>	Out of Class Workday
		<i>Out of Class:</i>	Work on Project
Class 28	Nov 29	<i>In Class:</i>	Client 2 Presentation Prep—how to present the finished concepts
		<i>Out of Class:</i>	Finalize Project
Class 29	Dec 4	<i>In Class:</i>	Finishing the Preparation for Client 2 Presentation
		<i>Out of Class:</i>	Finalize Project
EXAM	Dec 13	4:00 PM	Final Exam & Presentation