MEJO 572 Spring 2020
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.

Perquisites:
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
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: dmcmahan@email.unc.edu

Required Reading:
Books:
   1) *Design/Logo* Von Glitschka and Paul Howalt. Free online through the UNC library link. The link is provided on Sakai Resources folder for this course.

   2) *Designing Brand Identity*: *An Essential Guide for the Whole Brand Team*. Free online through the UNC library link. The link is provided on Sakai Resources folder for this course.

Online articles, videos, documentaries and training 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.

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 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.

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
F	62 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 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 9	*In Class:*	Welcome to Art Direction, Software Skills Determined
		Out of Class:	Read: "From the Education of an Art Director, How do
			Art Directors Collaborate with Others," Chapter 7.
			Link in Sakai Resources

Class 2	Jan 14	*In Class:*	Exploring Design, Defining Art Direction
		Out of Class:	If new to software: Begin Lynda.com Design Essentials for Illustrator
			Watch: *Design is One* documentary on the Vignelli's. Link on Sakai.

Class 3	Jan 16	*In Class:*	Logos: a platform. Building visual languages.
		Out of Class:	Complete Lynda.com course on Design Essentials for Illustrator
		Out of Class:	Must have completed MakerSpace Orientation and Laser Cutter Training

Class 4	Jan 21	*In Class:*	Prep on first concept assignment. Prep on first client project.
		Out of Class:	Assignment: **CONCEPT 1 DUE at 11pm, in Assignments on Sakai**
			If new to software: Begin Lynda.com Design Essentials for Photoshop

| Class 5 | Jan 23 | *In Class:* | Creative Tools |
| | | *Out of Class:* | Read *Designing Brand Identity* "Part 1 Basics," Link on Sakai. |

| Class 6 | Jan 28 | *In Class:* | Creative Tools |
| | | *Out of Class:* | Read *Designing Brand Identity* "Part 2 Process," Link on Sakai. |

| Class 7 | Jan 30 | *In Class:* | Branding Packages-What Makes the Whole Piece Work? |
| | | *Out of Class:* | Read *Designing Brand Identity* "Part 3 Best Practice," Link on Sakai. |

Class 8	Feb 4	*In Class:*	Taking a Global View of Design
		Out of Class:	**Assignment: CONCEPT 2 DUE at 11pm, in Assignments on Sakai**
			Complete Lynda.com course on Design Essentials for Photoshop

Class 9	Feb 6	*In Class:*	Work on Concept 2 in Class
		Out of Class:	If new to software: Begin Lynda.com Design Essentials for InDesign
		Out of Class:	Work on Concept 2 follow-up due on 2/12.

| Class 10 | Feb 11 | *In Class:* | In Class Critique on Concept Work—everyone's work |
| | | *Out of Class:* | **Assignment: CONCEPT 2-Final DUE at 11pm, in Assignments** |

| Class 11 | Feb 13 | *In Class:* | Expanding the Message Across Media |
| | | *Out of Class:* | Watch Margo Chase documentary on Lynda.com. Link on Sakai. |

| Class 12 | Feb 18 | *In Class:* | Work Session on Project |
| | | *Out of Class:* | Work on Project, Study for Midterm Exam |

| Class 13 | Feb 20 | *In Class:* | Work Session on Project |
| | | *Out of Class:* | Study for Midterm Exam |

| Class 14 | Feb 25 | *In Class:* | **MIDTERM EXAM** |
| | | *Out of Class:* | Work on Project |

| Class 15 | Feb 27 | *In Class:* | Work Session on Project |
| | | *Out of Class:* | Work on Project |

| Class 16 | Mar 3 | *In Class:* | Work Session on Project |
| | | *Out of Class:* | **Assignment: Final Client 1 Project Due** |

| Class 17 | Mar 5 | *In Class:* | Out of Class Workday |

SPRING BREAK

| Class 18 | Mar 17 | *In Class:* | Second Client Project Begins |
| | | *Out of Class:* | Work on client project with team |

| Class 19 | Mar 19 | *In Class:* | Deep Dive on New Client Project |
| | | *Out of Class:* | **Assignment: CONCEPT 3 DUE at 11pm, in Assignments on Sakai** |

| Class 20 | Mar 24 | *In Class:* | Prep for Production |
| | | *Out of Class:* | Work on client project with team |

| Class 21 | Mar 26 | *In Class:* | Photo Sessions for Project |
| | | *Out of Class:* | Work on client project with team |

| Class 22 | Mar 31 | *In Class:* | Work Session on Project |
| | | *Out of Class:* | Work on Project |

| Class 23 | Apr 2 | *In Class:* | Work Session on Project |
| | | *Out of Class:* | Work on Project |

| Class 24 | Apr 7 | *In Class:* | Work Session on Project |
| | | *Out of Class:* | Work on Project |

| Class 25 | Apr 9 | *In Class:* | Work Session on Project |
| | | *Out of Class:* | Work on Project |

| Class 26 | Apr 14 | *In Class:* | Work Session on Project |
| | | *Out of Class:* | Work on Project |

| Class 27 | Apr 16 | *In Class:* | Work Session on Project |
| | | *Out of Class:* | Work on Project |

| Class 28 | Apr 21 | *In Class:* | Finishing the prep for Client Presentation |
| | | *Out of Class:* | Work on Project |

| Class 29 | Apr 23 | *In Class:* | Finishing the prep for Client Presentation |
| | | *Out of Class:* | Work on Project |

| **EXAM** | **Apr 28** | ***4:00 PM*** | **Final Exam** |