MEJO 572 Fall 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: 4:45pm to 6:00pm T/TR, Online classes. Optional Labs in the Workroom Space, 149 East Franklin Street, 2nd Floor, Chapel Hill (See Schedule for optional Lab Meeting days)
Instructor: Dana McMahan
Office: Carroll 238 and Workroom Space 149 East Franklin Street, Floor 2, and Zoom
Phone: 919-434-1229
@dhmcmahan
I am happy to see anyone by appointment. Please email me to schedule a 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.

Course Format:
This course will be mostly remote with some "lab" time intermittently throughout the semester. You will work on the semester's project in every session and will have interaction with industry professionals throughout. You will also be "directing" throughout the entire semester! You'll be doing this in many different ways, from directing physical shoots to the design of digital pieces. The course can be completed fully remotely if needed. Meeting together online keeps the work vibrant and interactive, but some will not be able to participate because of time zone changes or other remote-work issues. Please reach out to me

with any issues that might affect your work this semester. We will all work together to be as flexible as possible!

Evaluating Work:
This is a creative class focused on concept development as much as technique. Unlike a 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:

Concept Assignment 1	15%
Concept Assignment 2	15%
Concept Assignment 3	15%
Exam	15%
Tech Quiz 1	5%
Tech Quiz 2	5%
Tech Quiz 3	5%
Final Project Submission	25%

All assignments will be presented professionally. Each assignment will have its own format. 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, please let me know right away. I'm here to help in any way you need.

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 reach out 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 11	*In Class:*	Welcome to Art Direction
		Out of Class:	Sakai Lessons lists out of class work. Read/Watch as indicated. Most lessons will include both an instructional/technical component, and a reading/watching/background info component.
Class 2	Aug 13	*In Class:*	Exploring Design, Defining Art Direction
		Out of Class:	Read article/Watch vids—available on Sakai Lesson
Class 3	Aug 18	*In Class:*	Logos and visual languages, Workroom Lab Group 1 & 2
		Out of Class:	Read articles/Watch vids—available on Sakai Lessons
			Complete LinkedInLearning.com Essential Training for Illustrator

Class 4	Aug 20	*In Class:*	Prep on first concept assignment, Workroom Lab Group 3 & 4, Ask questions / Refine Concept 1
		Out of Class:	Work on Concept 1
Class 5	Aug 25	*In Class:*	Creative Tools
		Out of Class:	**Concept 1 Due on Sakai, in Assignments Folder**
Class 6	Aug 27	*In Class:*	**Tech Quiz**
		Out of Class:	Read articles/Watch vids—available on Sakai Lessons Complete LinkedInLearning.com Essential Training for Photoshop
Class 7	Sept 1	*In Class:*	Branding Packages-Workroom Lab Group 1 & 2
		Out of Class:	Read articles/Watch vids—available on Sakai Lessons
Class 8	Sept 3	*In Class:*	Branding Packages-Workroom Lab Group 3 & 4
		Out of Class:	Work on Concept 2
Class 9	Sept 8	*In Class:*	Taking a Global View of Design
		Out of Class:	Work on Concept 2
Class 10	Sept 10	*In Class:*	Taking a Global View of Design (2)
		Out of Class:	**Concept 2 Due on Sakai, in Assignments**
Class 11	Sept 15	*In Class:*	Class Critique on Concept Work, Workroom Lab Group 1 & 2
		Out of Class:	Complete LinkedInLearning.com Essential Training for Photoshop
Class 12	Sept 17	*In Class:*	Class Critique on Concept Work, Workroom Lab Group 3 & 4
		Out of Class:	Read articles/Watch vids—available on Sakai Lessons
Class 13	Sept 22	*In Class:*	**Tech Quiz**
		Out of Class:	Work on Project
Class 14	Sept 24	*In Class:*	Guest Visitor, TBA
		Out of Class:	Complete LinkedInLearning.com Essential Training for After Effects
Class 15	Sept 29	*In Class:*	Expanding the Message Across Media
		Out of Class:	Work on Project
Class 16	Oct 1	*In Class:*	**EXAM**

Class 17	Oct 6	*In Class:*	Work Session on Project, Workroom Lab Group 1 & 2
		Out of Class:	Work on Project
Class 18	Oct 8	*In Class:*	Work Session on Project, Workroom Lab Group 3 & 4
		Out of Class:	Work on Concept 3
Class 19	Oct 13	*In Class:*	Work on Project
		Out of Class:	**Concept 3 Due on Sakai, look in Assignments Folder**
Class 20	Oct 15	*In Class:*	Work on Project
		Out of Class:	Read articles/Watch vids—available on Sakai Lessons
Class 21	Oct 20	*In Class:*	**Tech Quiz**
		Out of Class:	Work on Project
Class 22	Oct 22	*In Class:*	Test Project
		Out of Class:	Read articles/Watch vids—available on Sakai Lessons
Class 23	Oct 27	*In Class:*	Adjust Project, Workroom Lab Group 1 & 2
		Out of Class:	Work on Project
Class 24	Oct 29	*In Class:*	Adjust Project, Workroom Lab Group 3 & 4
		Out of Class:	Work on Project
Class 25	Nov 3	*In Class:*	Finalize and Produce
		Out of Class:	Work on Project
Class 26	Nov 5	*In Class:*	Finalize and Produce
		Out of Class:	Work on Project
Class 27	Nov 10	*In Class:*	Finalize and Produce, Workroom Lab Group 1 & 2
		Out of Class:	Work on Project/Presentation
Class 28	Nov 12	*In Class:*	Finalize and Produce, Workroom Lab Group 3 & 4
		Out of Class:	Work on Presentation
Class 29	Nov 17	*In Class:*	Finalize and Produce
		Out of Class:	Work on Presentation
EXAM Period	**Nov. 21**	*4:00PM*	**Final Project Presentation**