MEJO 572 Fall 2021
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:
MEJO 137

Details:
Class Meetings: 3:30pm to 4:45pm T/TR, In-Person, 149 East Franklin Street, Floor 2
Instructor: Dana McMahan
Office: Carroll 238 and Workroom Space 149 East Franklin Street, Floor 2
Phone/Text: 919-434-1229
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:
You will work on the semester's project in every session and will have interaction with industry professionals throughout. You will also be directing creative throughout the entire semester. You'll be doing this in many different ways, from the design of your own digital pieces, to working with teams on shoots. Please make sure your computer is ready to handle the files

created in the Adobe Suite. If you do not have the ability to run the programs in the Suite—specifically Illustrator, Photoshop, InDesign and After Effects—you will not be able to complete the work in this class. This is industry-standard software and the course will demand you be able to create, organize, and move around the assets you generate. You do not have to come into the course as an expert on these programs, but you must have the ability to learn them with the proper equipment.

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%
Concept Assignment 4	15%
Final Project Submission for Exam	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.

Attendance

University Policy: No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences
1. Authorized University activities
2. Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC)
3. Significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office (EOC).

Class Policy: Please communicate with me early about potential absences. Please be aware that you are bound by the Honor Code when making a request for a University approved absence.

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 the course instructor or Senior Associate Dean C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Syllabus Changes
The professor reserves the right to make changes to the syllabus, including project due dates and test dates. These changes will be announced as early as possible.

ARS
The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in barriers to fully accessing University courses, programs and activities.
Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: https://ars.unc.edu or email ars@unc.edu.

Counseling and Psychological Services
CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: https://caps.unc.edu/ or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

Title IX
Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at https://eoc.unc.edu/report-an-incident/. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – titleixcoordinator@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvsc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.

Policy on Non-Discrimination
The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's Policy Statement on Non-Discrimination offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender,

national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.

If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at safe.unc.edu) or the Equal Opportunity and Compliance Office, or online to the EOC at https://eoc.unc.edu/report-an-incident/.

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I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve; I appreciate any suggestions. More broadly, our school has adopted diversity and inclusion mission and vision statements with accompanying goals. These complement the University policy on prohibiting harrassment and discrimination. In summary, 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. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.

Mask Use
All enrolled students are required to wear a mask covering your mouth and nose at all times in our classroom. This requirement is to protect our educational community -- your classmates and me – as we learn together. If you choose not to wear a mask, or wear it improperly, I will ask you to leave immediately, and I will submit a report to the Office of Student Conduct. At that point you will be disenrolled from this course for the protection of our educational community. Students who have an authorized accommodation from Accessibility Resources and Service have an exception. For additional information, see https://carolinatogether.unc.edu/university-guidelines-for-facemasks/.

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 19 | *In Class:* | **Welcome to Art Direction** |
| | | *Out of Class:* | Sakai Lessons lists out of class work. Read/Watch as indicated. |

| Class 2 | Aug 24 | *In Class:* | **Exploring Design, Defining Art Direction** |
| | | *Out of Class:* | Read article/Watch vids—available on Sakai Lesson |

Class 3	Aug 26	*In Class:*	**What is A Visual language?**
		Out of Class:	Read articles/Watch vids—available on Sakai Lessons
			Work on Concept

Class 4	Aug 31	*In Class:*	**Color Theory**
		Out of Class:	Read articles/Watch vids—available on Sakai Lessons
			Concept 1 Due on Sakai, in Assignments Folder

| Class 5 | Sept 2 | *In Class:* | **The Voices of Type** |
| | | *Out of Class:* | Read articles/Watch vids—available on Sakai Lesson |

| Class 6 | Sept 7 | *In Class:* | **Branding Packages & Review of Concept 1** |
| | | *Out of Class:* | Read articles/Watch vids—available on Sakai Lessons |

| Class 7 | Sept 9 | *In Class:* | **Campaign Cohesiveness** |
| | | *Out of Class:* | Read articles/Watch vids—Work on Concept |

| Class 8 | Sept 14 | *In Class:* | **Directing Photography and Video** |
| | | *Out of Class:* | Read articles/Watch vids—Work on Concept |

| Class 9 | Sept 16 | *In Class:* | **Directing Photography and Video** |
| | | *Out of Class:* | Read articles/Watch vids—available on Sakai Lessons |

| Class 10 | Sept 21 | *In Class:* | **The Power of Motion in Visual Solutions** |
| | | *Out of Class:* | Read articles/Watch vids—available on Sakai Lessons |

| Class 11 | Sept 23 | *In Class:* | **Work on Concept 2 In Class** |
| | | *Out of Class:* | **Concept 2 Due on Sakai, in Assignments Folder** |

| Class 12 | Sept 28 | *In Class:* | **Guest Visitor (TBA)** |
| | | *Out of Class:* | Read articles/Watch vids—available on Sakai Lessons |

| Class 13 | Sept 30 | *In Class:* | **The Role of Art Direction in other Disciplines** |
| | | *Out of Class:* | **Concept 2 Revisions Due on Sakai, in Assignments** |

| Class 14 | Oct 5 | *In Class:* | **Asset Creation for Social & Cross-Pollination of Media Channels** |
| | | *Out of Class:* | Complete LinkedInLearning.com Essential Training for After Effects |

| Class 15 | Oct 7 | *In Class:* | **Asset Creation for Social & Cross-Pollination of Media Channels** |
| | | *Out of Class:* | Work on Project, Study for Exam |

| Class 16 | Oct 12 | *In Class:* | **No Class—University Day** |
| | | *Out of Class:* | Prepare for Exam |

| Class 17 | Oct 14 | *In Class:* | **EXAM** |

| Class 18 | Oct 19 | *In Class:* | **Out of Class Workday—Check Sakai for Required Submissions** |

| | Oct 21 | *In Class:* | **No Class—Fall Break** |

| Class 19 | Oct 26 | *In Class:* | **Guest Visitor TBA** |
| | | *Out of Class:* | Read articles/Watch vids—available on Sakai Lessons |

| Class 20 | Oct 28 | *In Class:* | **Work on Concept 3 In Class** |
| | | *Out of Class:* | **Concept 3 Due on Sakai, look in Assignments Folder** |

| Class 21 | Nov 2 | *In Class:* | **Group Project Deep Dive** |
| | | *Out of Class:* | Read articles/Watch vids—available on Sakai Lessons |

| Class 22 | Nov 4 | *In Class:* | **Group Project Deep Dive** |
| | | *Out of Class:* | **Concept 3 Revision Due on Sakai, look in Assignments Folder** |

| Class 23 | Nov 9 | *In Class:* | **Adjust/Iterate Project** |
| | | *Out of Class:* | Work on Project |

| Class 24 | Nov 11 | *In Class:* | **Adjust/Iterate Project** |
| | | *Out of Class:* | Work on Project |

| Class 25 | Nov 16 | *In Class:* | **Finalize and Produce** |
| | | *Out of Class:* | Work on Project |

| Class 26 | Nov 18 | *In Class:* | **Finalize and Produce** |
| | | *Out of Class:* | Work on Project/Presentation |

| Class 27 | Nov 23 | *In Class:* | **Out of Class Workday— Concept 4 Due** |

| | Nov 25 | **No Class—Thanksgiving Break** |

| Class 28 | Nov 30 | *In Class:* | **Final Prep** |
| | | *Out of Class:* | Work on Presentation |

EXAM **Dec 4** *4:00PM* **Final Project Presentation + Concept 4 Revision**