MEJO 572 Spring 2023
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 creative ideas. Branding 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, Curtis Media Center Workroom 002 and 149 East Franklin Street Workroom Space (Floor 2)
Instructor: Dana McMahan dmcmahan@email.unc.edu
Office: Carroll 238 and Franklin Street Workroom Space
Phone/Text: 919-434-1229
I am happy to see you 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 is an in-person workshop format. You will work on some aspect of the semester's projects in every session and will interact with closely industry professionals. You will also be directing creative throughout the entire semester many 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 a strategic lens. Advertising art directors are highly inventive and conceptual. The top grades in this class will be awarded for work that seeks to innovate, not just illustrate, the 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%
Tech 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 and the deadlines provided will be part of the grade. Please make sure to inform me of any conflicting events or issues so plans can be made to receive assignments in a timely manner.

Attendance

Attendance is crucial to participate in workshops and develop the best ideas. Please communicate early about potential absences so that you can get the information you need while you are out. The course will be as flexible as possible with access and makeup work if you have a medical situation or excused circumstances. The course will follow University attendance policies for prolonged absences. https://uaao.unc.edu/

Honor Code

All academic work should be done with the high levels of honesty and integrity that this University demands. (http://honor.unc.edu) You are expected to produce your own work in this class. If you have any questions about responsibilities under the Honor Code, please see me 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

Changes may be made to the syllabus to respond to events of the semester or the industry. This includes project due dates and test dates. These changes will be announced as early as possible.

Masters Students

This course is enhanced with additional material for those students who are participating as part of a Master's Degree program. If you are joining as a Master's student, Sakai will feature project supplements and reading materials designated for your use throughout the semester.

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, 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-anincident/.

Diversity Statement

Our school has adopted diversity and inclusion mission and vision statements with accompanying goals. These complement the University policy on prohibiting harrassment and discrimination. 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.

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 10   *In Class:*   **Welcome to Art Direction**

                                    Out of Class: Read/Watch as indicated on Sakai by date
                                                   Begin Essential or Advanced training for software as needed. Completion dates are noted on this calendar.

Class 2   Jan 12   *In Class:*   **Exploring Design, Defining Art Direction**

                                    Out of Class: Read article/Watch vids—available on Sakai Lesson

Class 3   Jan 17   *In Class:*   **What is A Visual language?**

                                    Out of Class: Read articles/Watch vids—available on Sakai Lessons

                                                   Complete Essential or Advanced Training in Illustrator

Class 4   Jan 19   *In Class:*   **Color Theory**

                                    Out of Class: Read articles/Watch vids—available on Sakai Lessons
                                                   Concept 1 Due on Sakai in Assignments

Class 5   Jan 24   *In Class:*   **The Voices of Type**

                                    Out of Class: **Complete Essential or Advanced Training in InDesign**

Class 6   Jan 26   *In Class:*   **Branding Packages & Review of Concept 1**

                                    Out of Class: Read articles/Watch vids—available on Sakai Lessons

Class 7   Jan 31   *In Class:*   **Branding Packages**

                                    Out of Class: Read articles/Watch vids—Work on Concept
                                                   Complete Essential or Advanced Training for Photoshop

Class 8   Feb 2   *In Class:*   **Directing Photography and Video**

                                    Out of Class: Read articles/Watch vids—Work on Concept

Class 9   Feb 7   *In Class:*   **Directing Photography and Video**

                                    Out of Class: Read articles/Watch vids—available on Sakai Lessons

| Class 10 | Feb 9 | *In Class:* | **The Power of Motion in Visual Solutions** |
| | | *Out of Class:* | Read articles/Watch vids—available on Sakai Lessons |

| | Feb 14 | **No Class—Well Being Day** |

| Class 11 | Feb 16 | *In Class:* | **Work on Concept 2 In Class** |
| | | *Out of Class:* | **Concept 2 Due on Sakai in Assignments** |

| Class 12 | Feb 21 | *In Class:* | **Industry Guest Visitor** |
| | | *Out of Class:* | Read articles/Watch vids—available on Sakai Lessons |

| Class 13 | Feb 23 | *In Class:* | **The Role of Art Direction in other Disciplines** |
| | | *Out of Class:* | **Concept 2 Revisions Due on Sakai in Assignments** |

| Class 14 | Feb 28 | *In Class:* | **Asset Creation Across Media Channels** |
| | | *Out of Class:* | **Complete Essential Training for After Effects** |

| Class 15 | Mar 2 | *In Class:* | **Asset Creation Across Media Channels** |
| | | *Out of Class:* | Work on Project, Prepare for Exam |

| Class 16 | Mar 7 | *In Class:* | **TECH EXAM (over Zoom)** |
| | | *Out of Class:* | Work on Concept 3 |

| Class 17 | Mar 9 | *In Class:* | **Asset Creation Across Media Channels** |
| | | *Out of Class:* | Work on Concept 3 |

| | Mar 13-17 | **No Classes—Spring Break** |

| Class 18 | Mar 21 | *In Class:* | **Asset Creation Across Media Channels** |
| | | *Out of Class:* | Work on Concept 3 |

| Class 19 | Mar 23 | *In Class:* | **Asset Creation Across Media Channels** |
| | | *Out of Class:* | Work on Concept 3 |

| Class 20 | Mar 28 | *In Class:* | **Industry Guest Visitor** |
| | | *Out of Class:* | Check Sakai Assignments for required submission |

| Class 21 | Mar 30 | *In Class:* | **Work on Concept 3 In Class** |
| | | *Out of Class:* | **Concept 3 Due on Sakai in Assignments** |

Class 22	Apr 4	*In Class:*	**Group Project Deep Dive**
		Out of Class:	Read articles/Watch vids—available on Sakai Lessons
			Begin Essential or Advanced Training for InDesign
	Apr 6		**No Class—Well Being Day**
Class 23	Apr 11	*In Class:*	**Group Project Deep Dive**
		Out of Class:	**Concept 3 Revision Due on Sakai in Assignments**
Class 24	Apr 13	*In Class:*	**Adjust/Iterate Project**
		Out of Class:	Work on Project
Class 25	Apr 18	*In Class:*	**Adjust/Iterate Project**
		Out of Class:	Work on Project
Class 26	Apr 20	*In Class:*	**Finalize and Produce**
Class 27	Apr 25	*In Class:*	**Finalize and Produce**
		Out of Class:	**Concept 4 Due**
Class 28	Apr 27	*In Class:*	**LDOC—Final Prep for Presentation**
EXAM	May 8	*4PM*	**EXAM PERIOD**