

ADVERTISING

COMM 330 Intermediate Advertising Design

design



Course Description

In the Mad Men era of advertising, art directors had to know how to draw and they brought their ideas to life for print ads and tv storyboards using pastels. In fact, the creative departments of ad agencies of that era had regularly placed sinks for art directors to wash their hands from the use of those pastels.

That method was eventually replaced with colored markers. Both approaches were extremely time consuming for art directors.

Today, It is no longer necessary for an art director to know how to draw. But with the advent of so many varied media, an art director must be skilled in Adobe tools, the use of video, the knowledge of editing tools and have a good design sense to convey and sell ideas. Additionally, it is no longer enough to have a portfolio of great ideas. Those ideas must be executed to a finish that makes them look real.

“Creativity is allowing yourself to make mistakes. Design is knowing which ones to keep.”

--Scott Adams

This class is designed to help you hone those skills through a series of weekly in-class exercises and homework assignments. We'll look at well-designed ads and poorly-designed ads. We'll explore typography and logos, the manipulation





of stock photos and the use of Flash and other tools to create motion in online ads. Through all of this, you'll be making good ideas stronger and will be working toward building a more professional portfolio.

This class is not about learning how to use Photoshop or InDesign or Illustrator. It is assumed you already have proficient enough

knowledge of those programs. Rather, it's learning to use those programs with an applied aesthetic to create stronger visual communications.

Course Objectives

You should not only come out of this class with a better understanding of what it takes to be a good art director but you should also be armed with the tools and methods necessary to design better ads in all media.

Specifically, students will:

Learn how to distinguish between great designs and average ones.

Learn how to develop and present a p.o.v. re: all aspects of ad design.

Learn how to use motion to further engage the target audience.

Learn what makes an appropriate type font for any design.

Learn how to express and defend design ideas in the classroom setting.



Textbook

There is no textbook you need to buy for this course to add to the stack of books you likely already have. However, I'll make recommendations in class for some books that you might want to get either during this class or at a later point to further your knowledge of typography and design.

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**Office Hours : T&Th 9-11 am,
or by appointment**

Week to Week Schedule*

Week #1

Intro to course
PPT: A look at well designed ads and poorly designed ads
A look at typography
In-class exercise: Find a quote and express it in an appropriate font.
Homework: Continue quote design
Bring in 10 ads you admire for their design

Week #2

Review quote assignment
Students show ads they admire
Further exploration of typography
In-class exercise: Express a phrase with type
Design the words city, surf and dragon
Homework: Continue word design
Bring in 10 ads you think are poorly designed

Week #3

Students show word designs
Students show poorly designed ads
In-class exercise: Create hierarchy
In-class exercise: Text type
Homework: Assemble long copy ad from elements provided

Week #4

Students show assembled long copy ads
PPT: The three design elements
In-class exercise: Playing with space
Homework: Find 10 ads that effectively use space as part of design

Week #5

Students show 10 "space" ads
In-class exercise: Using visuals
Homework: Manipulate images

Week #6

Students present manipulated images
In-class exercise: Putting it all together: space, image, type
Homework: Create an ad with elements provided
Fine one ad each for poor idea/poor execution, poor idea/great execution,
great idea/poor execution, great idea/great execution.

Week #7

Students show ads created from elements provided
Students show found ads
PPT: Creating banner ads
In-class exercise: banner ads
Homework: design a stadium wrap banner ad

Week #8

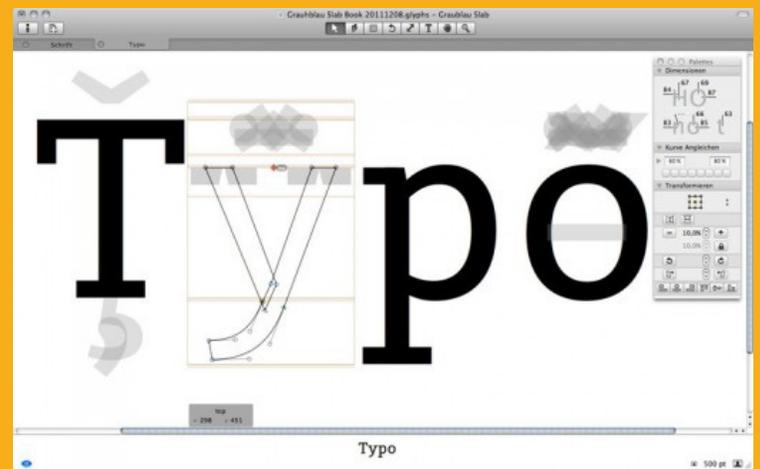
Students show stadium wrap ad
In-class exercise: design a banner ad that uses the full web page
Homework: continue in-class exercise

Week #9

Students show banner ad using full web page
PPT: Designing print with motion
In-class exercise: design print with motion
Homework: Continue print in motion exercise

Week #10

Students present print in motion homework
PPT: Phone video
In-class exercise: phone video
Homework: create phone video ad



Week #11

Students present phone video ads
PPT: Simple tv video for portfolios
In-class exercise: video for portfolios
Homework: create a video

Week #12

Students show progress of videos
In-class exercise: work on portfolio

Week #13

Work on portfolio ads
Homework: work on portfolio ads

Week #14

Work on portfolio ads
Term project brief
Homework: work on portfolio ads

Week #15

Work on portfolio ads
Homework: work on portfolio ads

**This schedule should be used as a general guide only, subject to change.*

Details, Details, Details

Attendance

The director Woody Allen once said, showing up is 80% of life. Class will start promptly at 4:15. You should be in your seat and ready to begin at this time. Because discussions, activities and assignments will often be based on presentations shown in class, it will be critical that you arrive on time so as not to miss the point of discussion. Class ends at 6:45. Packing up your things early is disruptive to others and to me.

Absences

Think about it this way, if you don't go to your job, you get fired. Same deal here. Well, you won't get fired, but if you don't attend class, you're going to be at risk of failing. Any assignments given during any missed period must be turned in by the date assigned and it is the responsibility of the student to obtain information on any missed assignments.

If it is necessary for a student to miss a class due to a legitimate excuse, such as a major illness or true family emergency, it is the responsibility of the student to contact the instructor as soon as possible with written substantiation. Completing any missed work will be discussed at that time.

Phones, Tablets, Laptops & Other Techie Things

Laptops and iPads may only be used for certain in-class activities. At all other times, they must be stored away. (My dog's name is Olive) Use of phones is not allowed including checking text messages, etc. as they are distracting to the presenter and your fellow classmates.

Paperless Class

No homework assignments will be accepted on paper. Submit all work on Sakai before the deadline. If the size of your file for your homework prevents you from uploading it to Sakai, upload it on Google Drive or whatever cloud site you use and post the link in Sakai. Any homework sent to my email will not be graded. All materials presented in class will be posted on Sakai after class as will all the instructions for homework.

Late Work

In the real world, late work means you lose your job or the agency loses the client. In this class, late work will mean you get a goose egg.

**“Good design is obvious.
Great design is transparent.”**

—Joe Sparano

Grading

Grading will emphasize presentations and contributions during class, along with exercises of varying types. It will also emphasize weekly outside homework assignments and a final presentation of work toward a portfolio. You will be graded on the lessons you absorb and apply to your work and a demonstrated understanding of the methods and principles learned in class and the overall progress you make. You will also be graded on the quality of your ideas and work and the effort you put into it. All grading will be based on pre-established rubrics posted on Sakai. Reading those rubrics and not just the assignment instructions will go a long way toward helping you get a good grade.

**Grading Scale: A: 100-95 A-: 94-90 B+: 89-87 B: 86-83 B-: 82-80 C+: 79-77
C: 76-73 C-: 72-70 D+: 69-67 D: 66-64 D-: 63-60 F: Less than 60**

Grade Weights

40%

Homework. This will include all the written work (except for the term project) which will include a variety of design assignments. The emphasis will be on the effort you show to grasp the material being presented in class.

20%

Classroom Contributions: This would include what you say and how often you contribute in class. Raise your hand. Ask questions. Answer my questions. Ask our guests questions. Use every class as an opportunity to contribute to our collective learning.

40%

Term Project. This is the single most important assignment you will do. It will include the design of a complete campaign plus showing the work you've done for the semester.

The Fine Print

Cheating, Plagiarism and All Those Other Things You Really Don't Want To Do.

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents.

Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
Providing information to another student during an examination;
Obtaining information from another student or any other person during an examination;
Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
Attempting to change answers after the examination has been submitted;
Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom;
Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
Submitting as one's own another person's unpublished work or examination material;
Allowing another or paying another to write or research a paper for one's own benefit; or
Purchasing, acquiring, and using for course credit a pre-written paper.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at <http://luc.edu/english/writing.shtml#source> .

In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at: http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml .

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

(The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.)