

THE ART INSTITUTE OF WASHINGTON

COURSE SYLLABUS

<i>Course Title</i>	Ad Campaigns/Advanced Ad Campaigns
<i>Session/Year</i>	Winter 2011
<i>Course Number</i>	AD412 & AD422
<i>Day/Time</i>	Fridays 8:00 am – 2:15 pm
<i>Instructor</i>	Gregory V. Eckler
<i>Contact Info</i>	geckler@aii.edu (school email) greckler@gmail.com (alternate email) http://www.gregeckler.com/teaching.html (course website)
<i>Office Hours</i>	Fridays 2:15 pm – 3:15 pm;
<i>Course Length</i>	10 weeks
<i>Contact Hours</i>	60 hours
<i>Credit Value</i>	4.0

COURSE DESCRIPTION In this course, students research and develop a fully integrated advertising/promotional campaign consisting with multiple applications of a single unified concept. Basing campaign strategy and tactics on media and marketing realities. Students learn advertising terminology and create advertising headlines, copy, and layout comprehensives in the campaign process. Using typography and visual images effectively in art direction. They also prepare, present, and defend a project suitable for a professional audience.

- COURSE GOALS** Upon completion of this course, students should be able to:
- Work together to understand individual roles in taking a project from idea to concept to implementation.
 - Create solutions for ad strategies that are aligned with strong marketing plans.
 - Incorporate research techniques in design evolution: determine client marketing objectives, target market definition, use appropriate media, and develop a production plan.
 - Identify the principles of target marketing and market positioning and use appropriate media and tools in the field to suggest media options for an advertising campaign
 - Write, design, and assemble an advertising campaign using multiple different types of media for a specified product or service.
 - Apply principles of composition and layout. Select and apply appropriate visual elements and be able to evaluate technical and aesthetic characteristics of a project relative to specific design parameters.
 - Recognize the factors that bear “Production Values” including budgets, time elements, client objectives, target audience, materials selection, initial image quality, printing processes, and aesthetic issues.

- MATERIALS** Removable media for storage and archiving work (CD-R, CD-RW, flash drive, portable hard drive, etc.); paper and pens/pencils for notes and sketching; **SKETCHBOOK**; mounting board (available in bookstore); paper adhesive such as Spray Mount or Studio Tac; Xacto knife with sharp blades; Cork-backed ruler; Self healing mat or access to cutting surface; (other materials to be determined throughout the quarter for specific assignments).
- GRADING** Students will receive a handout for each assigned project, and must hold onto this as it will explain the expectations and specs for each assignment. All work that is incomplete or does not follow specs will be counted as late and treated as such.
Each project will be judged on the following criteria:
- Deadlines (10%): Has the student met all deadlines for each stage of the project? Were projects complete, on their due date and time?
 - Process/Sketches (10%): Is there evidence of strong research and development?
 - Participation (10%): Has the student contributed positively to class discussions and critiques on a regular basis? Was their feedback constructive and respectful of other classmates? Did the student pay attention during class lectures and discussions? Was the student's behavior in class professional and respectful of the guidelines stated by The Art Institute of Washington?
 - Specs (10%): Did the student follow the specified instructions for each project? Were the specified materials and sizes used?
 - Concept (10%): Is the concept well thought out and developed?
 - Execution (50%): Is the technique strong? Do the aesthetics support the concept? Is the craftsmanship flawless?
- NOTE:*
1. *This class requires extensive critique and problem solving. You will be required to defend your work and be critical of your classmates' work to ensure you understand the responsibilities of an Art Director.*
 2. *Rough sketches are to be presented with EVERY assignment. If sketches are done in drawing books, they must be photocopied or cleanly cut out from books (no jagged/ripped sketch paper!).*
- DEADLINES** Each project and assignment will have specific guidelines stated for their deadlines. Work due must be ready prior to date and time specified. If work is presented late during the due date's class period, it will result in a 1-letter grade reduction for the corresponding project. If the work is presented outside of class time or at a later date, it will automatically receive a grade of "F". Students who drop off a project that is due, but skip that day's class, will be graded as if absent. All work must be handed in person by the student it belongs to, unless in case of emergency, when previous notification must be given to the instructor (in person, by phone, or email).
- Computer crashes, failure of backing up work, forgetting work at home, not finishing on time, files erased from lab computers, and other excuses will not be accepted. Students must take full responsibility for their work and deadlines.

ELECTRONIC DEVICES **You Must SILENCE PHONES AND PDAs DURING CLASS!** Students expecting an emergency call must warn instructor before class begins and take it outside of classroom. Text messaging is NOT allowed (either by phone or computer) during class, as well as social networking websites. Headsets for music may only be used during individual work time and volume must be adjusted so it is not heard by others.

ATTENDANCE POLICY Attendance in class is required. You are expected to come to class prepared, arrive in time, submit your homework at the beginning of class and stay for the entire class.

For your Advertising and Fashion & Retail Management classes, arriving late or missing class will result in a reduction of your final course grade. If you arrive to class up to 15 minutes after the start time, you will lose 1 point from your final course grade. If you arrive more than 15 minutes after the start time, you will lose 3 points from your final course grade.

Students are expected to attend all regularly scheduled classes, including the first class of the quarter. Students may drop or add classes during the first week of the quarter. Students who do not attend any classes during the drop/add period will be removed from the courses. A student who misses 7 total consecutive days of classes, or 20 total calendar days from the date of last attendance, will be terminated from the school. Attendance data are available for review through the office of the registrar or through the office of academic affairs.

FACULTY ATTENDANCE

In the event that a faculty member is absent, students should wait 15 minutes. Students should then circulate an attendance sheet and designate one of their members to deliver the sheet to the Academic Affairs office for placement in the faculty member's mailbox. Any work due on that date may be submitted via email.

CLASS POLICIES *Absences and tardiness... as noted before, and...* If you know you will be late or absent, please contact the instructor, preferably prior to class, to avoid being penalized on your work. Absence in and of itself does not postpone a deadline requirement in your case unless arrangements for an extension are made in advance of the deadline.

Late submission of work and make up work—Late homework, will be downgraded and will not receive credit if it is more than one class period late; late projects are unacceptable unless arrangements for an extension are made in advance of the deadline.

No makeup work will be assigned.

Meeting deadlines is your responsibility, therefore it is important that you keep multiple backups of all your files; make at least two copies of your work and save it on two separate disks. Do not work from a disc, drive etc. Save your work to the desktop then copy the work to the disc or drive after you have completed the work. Do not rely on keeping your files on the computers in the labs; any work left on the school computers cannot be considered safe. Losing your work is not an excuse for missing deadlines. Even if your work is erased from the school computers or becomes corrupted or lost, you are still responsible for turning projects in on time.

STUDENTS WITH DISABILITIES It is the policy of The Art Institute of Washington to make reasonable accommodations for qualified students with disabilities, in accordance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973. If a student with disabilities needs accommodations, the student must notify the Student Support and Disability Services Coordinator. Procedures for documenting student disability and the development of reasonable accommodations will be provided to the student upon request or can be obtained through the Department of Student Affairs.

To receive accommodation in class, it is the student's responsibility to present a letter of accommodation which is provided by the Department of Student Affairs (at his or her discretion) to the instructor. In an effort to protect the student privacy, the Department of Student Affairs will not discuss the accommodation needs of any student with instructors. Faculty may NOT make accommodations for individuals who have not been approved in this manner.

STUDENT CONDUCT POLICY The Art Institute expects its students and employees to conduct themselves in a policy professional manner at all times. In addition, The Art Institute has a strict policy which disallows sexual harassment of either students or employees. All students or employees are encouraged to report any professional or sexual misconduct to the director.

ACADEMIC DISHONESTY The Art Institute of Washington defines an act of academic dishonesty as any attempt to take the work of someone else and submit it as one's own. If you are suspected of plagiarism of any kind your instructor reserves the right to fail you for the assignment or the course. Students may appeal in writing to the Dean of Academic Affairs. Please refer to page 39 of the New Student Handbook for the complete Academic Dishonesty policy.

WEEK 1

Friday 1/14 Introductions • Syllabus • Exercise
Review Project 1 • Begin Primary Research

WEEK 2

Friday 1/21 Creative Briefs Due and Presented • Plan Media Channels •
Begin Creative

WEEK 3

Friday 1/28 Media Plan and Creative Ideas Due •
Review Concepts, Sketches and Copy Writing

WEEK 4

Friday 2/4 Review Concepts, Comps and Copy Writing for Creative Executions
Note that Creative Executions include Newspaper Ads, Print (ex. Magazine) Ad, 60 Second Radio Spot, 30 Second TV spot (storyboard), Out-of-Home Ad, and Internet Ad.

WEEK 5

Friday 2/11 Mid-Term Critique of Concepts, Copy Writing and Creative Executions

WEEK 6

Friday 2/18 Finalize Project 1 • In Class Presentations

WEEK 7

Friday 2/25 Review Project 2 • Creative Brainstorming Groups

WEEK 8

Friday 3/4 Creative Briefs Due and Presented •
Review Concepts, Sketches and Copy Writing

WEEK 9

Friday 3/11 Review Concepts, Comps and Copy Writing for Creative Executions

WEEK 10

Friday 3/18 Final Presentations for Project 2

**Classes also include various lectures and discussion of assigned reading.*