



The mission of Concord University is to provide quality, liberal arts based education, to foster scholarly and creative activities and to serve the regional community (<http://www.concord.edu/academics/>).

Course Prefix, Number and Title: ART 402 Advanced Advertising Design

Course CRN #: 20049 **Section:** 01

Semester Taught (including year): Spring 2019

Credit Hours: 3hrs

Prerequisites: C or better in [ART 103](#), [ART 106](#), and [ART 229](#); previous or concurrent enrollment in [ART 221](#) or [ART 331](#) or consent of instructor

Course Time (if applicable): 230pm-345pm Monday and Wednesday

Building and Room Number (if applicable): Fine Arts 206

Professor: Kevin Bennington, Associate Professor of Art, M.F.A

Office Location: Fine Arts 203-E

Office Hours: Monday and Wednesday: 10am-1pm
Tuesday and Thursday: 1215pm-2pm

Email: kbennington@concord.edu

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Art Department Office (Secretary): 304-384-5275

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College/Department Website: [Concord University Department of Fine Arts](#)

Course Description/Rationale: Various media in both web design and print production are explored. The stress is on creative judgment and technical facility, including proficiency in advanced computer graphics. The student will become familiar with the production of advertising campaigns, corporate image designs, unification of brand images and advanced design, web design and printing techniques. The class will act as two competitive advertising agencies and work as a group or teams. A final project presentation to an actual client(s) is required for a final grade.

Hardware/Software Needed (include privacy policies, if applicable): CC Adobe Suite, Microsoft Office Suite, E-mail program of choice, and Internet browsers of choice. Other programs may be used if needed throughout the course. All software is supplied in the Fine Arts Mac Lab (FA206)

Supplies:

- 8GB+ USB flash drive, or for pursuing Graphic Design Majors a 500GB+ external USB hard drive.
- Sketchpad, pencils and mars eraser
- Other materials as needed...

Text requirements: No textbook required. However, the student will be required to do research from the university library and the Internet. The instructor will give handouts for all projects and materials needed.

Estimated Homework Hours: Approximately 4 to 12 hours per week

Concord University Educational Goal(S):

Skills:

7. An ability to learn and work effectively both independently and collaboratively.

Learning Outcomes:

Student refines ability to produce work in a timely manner in conjunction with meeting client deadlines. Student also is exposed to client meetings and working productively with client-based projects.

The student will:

- 1) create and design a brand for the student agency(s)
- 2) become more familiar with client meetings and meeting etiquette
- 3) complete all the requested work from clients and director
- 4) work with director (Mr. Bennington) to accomplish the goal of any requested work

COURSE REQUIREMENTS

Grading Policy and Scale, Make-Up Policy, Late Work:

Evaluation of your work is based on how well you have performed the assigned task. Your instructor will judge your work as if you were working at an advertising agency or related commercial art business.

Final projects will count for **70%** of the final grade. Quizzes, in-class assignments, and homework will make up the **20%** of the final grade. The final **10%** of the final grade is based on class participation. Class participation and professional conduct will also affect the final letter grade. Late projects not turned in on the designated due date will have the **grade reduced half a letter grade** for every class period not turned in. **All assignments must be completed to pass the course.** Students who miss quizzes or projects will be ready to take or turn in the missed assignment upon their return to the class.

No emails will be sent with grades due to FERPA Laws. All reviews and letter grades issued on assignments will be given to students during regular class time. If there is a concern of your grade, please come see me during my office hours.

Grading Scale:

A	100-91
B	90-81
C	80-71
D	70-65
F	64 or below

Course Attendance Policy:

You may miss the equivalent of one week of class (2 class periods). This does not mean, however, that you are excused from knowing about material covered in the class or information about assignments. Failure to be present for class beyond the specified time without a legitimate excuse would result in a lowering of your final grade by one half a letter grade for each unexcused absence. **Being late 4 times without a legitimate excuse will be counted as one absence.** If you are absent (or late) for a class, you shall inform your instructor on the day you return to class or when you are late (see your instructor at the end of class). Students with perfect attendance will get their lowest quiz/homework grade dropped. **If you miss 6 or more classes before midterm you will be dropped from the course.**

If you are absent more than **2 class periods in a row**, I will contact student support services. They should contact you to see if assistance is needed.

Consulting with Your Instructor:

It is extremely important for you to often consult with your instructor for further instructions and information for each assignment. Never fail to ask for more information if the assignment instructions are not completely clear - this is your responsibility.

Class Participation and Work Habits:

It is necessary for you to work productively on art assignments in class for your instructor to observe and help you with ideas and techniques. Your performance in class discussion and class studio work will be evaluated and will affect your final grade. Only a professional presentation of your work will be accepted.

Special Workshops, Labs, Field Trips, Etcetera:

Due to the nature of commercial art/advertising work, we may need to meet as a class at times other than the scheduled class time, such as on Saturday or in the evenings, to work with special equipment or to go on field trips.

Suggested Reading and Observations:

It is to your advantage to be aware of excellence in design and illustration in the advertising field. You should observe outdoor advertising, POP (point of purchase) displays in department stores, ads in magazines and newspapers, illustration books and magazines, etc. In addition, you should get in the habit of reading magazines from the library such as "Communication Arts", "Art Direction", "Print", "Graphics", "Ad Week", "Advertising Age", "Air Brush Digest", and "How". Also, use your most powerful tool of the Internet. Any advertising and design material brought to class to share with the instructor and classmates will be taken into consideration for your final grade.

Methods of Instruction:

Discussion, demonstration, class and individual critiques, and studio project reviews

Methods of Assessment:

Discussions, student presentations, in-class/take-home projects, group critiques, individual consultations, quizzes, and final exam

Computer Lab Policies:

No food or drinks are allowed in the computer lab

TURN OFF CELL PHONES DURING CLASS TIME

ALL CELL PHONES SHOULD BE PUT OUT OF SIGHT

There will be no private installation of any software that is not already provided on the Mac computers.

Under no circumstances will any of the lab computers or parts of the computers leave the lab.

If any of these policies are broken student may be asked to leave class and will be counted absent that day.

Lab times and Monitor schedules will be posted within the first few weeks of class.

COURSE TIMELINE (Schedule of Assignments/Assessments/Presentations):**Class Content:**

This upper level course is not like any other class in the graphic design program. This class works solely with clients to achieve the requested project or task. Every year this class produces graphic works for many events hosted by the university and at least one big project from a client from the local community, or region. In the past students, have even worked on international projects. Any projects brought to class from students will be considered as class or individual projects for the class. This class is a great opportunity for students to better understand the core fundamentals of graphic design and how to work productively in teams and individually to carry out project deadlines. This class is also designed to be competitive in nature with a real-world scenario design firm environment.

Projects: (subject to change)

Usually there are 10 to 15 class projects carried out within the semester.

Example project list:

- Team Logo and Stationery Design
- Roth Run T-shirt Design
- Admissions T-shirt Design
- Earth Day Logo Design
- Theatre Programs and Posters
- Music Programs and Posters
- Album Designs
- Brand improvement for selected companies
- Website building for a selected company
- Brochure and Flyer design for a selected company
- Admissions Recruiting pieces for Concord University
- Presentation to client by each team
- Etc...

UNIVERSITY INFORMATION**Accessibility/Accommodations:**

Concord University is committed to responding to the needs of students with disabilities as defined by the Americans with Disabilities Act. Please inform your instructor at the beginning of the class semester if you have a disability and are requesting accommodations. It is your responsibility to self-disclose that you are requesting accommodations. The University and instructor will provide you with a reasonable accommodation. You should register with CU's Disability Services Office, located in the Athens campus Jerry and Jean Beasley Student Center, Bottom Floor, across from the Campus Post Office. The Disability Services Office phone is 304-384-6086 or you can email the Director, Nancy Ellison, at nellison@concord.edu for assistance.

Academic Dishonesty:

Academic dishonesty is morally unacceptable as well as destructive to the learning and teaching atmosphere. Academic dishonesty includes the giving or receiving of improper help on examinations or assignments, falsifying documents, and plagiarism (the act of stealing and using, as one's own, the ideas or the expression of the ideas of another). Such dishonesty can lead to a variety of penalties — including but not limited to failure of assignment, failure of course, loss of institutional privileges, or dismissal from the University. (See University Catalog Academic Policies and Procedures.)

Concord University Honor Code:

A Concord University Honor Code was approved by students, staff, faculty, administration, and the CU Board of Governors. The Code states:

"As a member of the Concord University Community I will act with honesty and integrity in accordance with our fundamental principles and I will respect myself and others while challenging them to do the same."

The Honor Code is intended to unite the Concord community behind a culture of honesty, integrity, and civility.

Class/Online Attendance Policy:

(See Course Attendance Policy on page 2 for more specific information on this course attendance policy)

Regular class attendance is part of a student's academic obligation at Concord. Irregular attendance may affect academic performance adversely and is detrimental to the atmosphere of a class. (See University Catalog Academic Policies and Procedures.)

Emergency Alert System:

In an effort to increase safety and security on our campus, Concord University encourages everyone to register for instant text message alerts. Alerts will only be used for security and safety notices. All students, faculty, and staff are eligible to receive text message alerts on their cell phones or email alerts. Please contact the IT Help Desk for further assistance (304-384-5291).

Emergency Information:

Emergency/courtesy telephones are located at the main entrance of each residence hall and at various other locations on campus. Emergency telephones can be identified by the flashing blue light and will provide the user with a direct link to Public Safety at the press of a button. To report an on-campus emergency, call 304-384-5357 or 911. The Office of Public Safety is located on the bottom floor of the Rahall Technology Center. For further emergency information go to: <http://www.concord.edu/administration/office-public-safety>.

Inclement Weather Policy:

As a general policy, the University will remain in normal operations during adverse weather conditions. In the event of severe weather conditions, the following may occur:

University Closure

No students or employees are to report.

Classes Cancelled

Students do NOT report BUT employees are expected to report to work at their normal time.

Operating on an Inclement Weather Delay

Under this schedule, all 8 a.m. classes will start at 10 a.m. Students and faculty will follow the Inclement Weather Schedule. (See <http://www.concord.edu/emergency-alerts> for Athens/Beckley Inclement Weather Schedules.)

**Announcements invoking the late schedule or other options referenced above are aired on area radio and television stations and are sent as text and email messages to those enrolled for this service.*

Student Conduct:

In classrooms, online, laboratories, and during any activities that are part of course requirements, students are expected to observe reasonable rules of conduct.

Sexual Harassment & Assault:

Federal law, Title IX, and Concord University policy prohibits discrimination, harassment, and violence based on sex and gender (Including sexual harassment, sexual assault, domestic/dating violence, stalking, sexual exploitation, and retaliation). If you or someone you know has been harassed or assaulted, you can receive confidential counseling support through the Concord University Counseling Center (304-384-5290). Alleged Violations can be reported non-confidentially to the Concord University Title IX Coordinator at 304-384-6327 or titleix@concord.edu. Reports to Campus Security can be made at (304-384-5357). As an employee at Concord University, I am a mandatory reporter which means I must report any sexual misconduct I am made aware of. This includes verbal or written (such as in an assignment) disclosures of sexual harassment or sexual assault.

Technology Services:

Contact the CU Help Desk at extension 5291 from campus or 304-384-5291 off campus. You may also e-mail cuhelpdesk@concord.edu.

Syllabus Disclaimer:

"This syllabus is subject to change based on the needs of the class. Please check it regularly."

More detailed information will be given with each assignment. It is your responsibility to completely read and fully understand this syllabus. If you have any questions, feel free to ask the instructor your questions during class or set an appointment.