

ART 322/ Advertising Design

Instructor: Bill Deering

Email: bdeering@dca.net

Phone 302.831.2244

Class meets Tues / Thurs 12:30-2:30, Recitation Hall

Description

This course is designed to introduce 4th year Visual Communications students (seniors) to various aspects of a career in advertising. This class introduces basic techniques of modern advertising along with an overview of the industry, history and practices. This course defines the ability to create advertising strategies and use of various media to communicate ideas effectively.

Assignments include semester-long and weekly assignments to build strategy, copywriting and art direction skills. Students will work in teams and embrace all mediums and forms of advertising that are in the market place today.

This course is about learning how to execute in a conceptual way as it applies to advertising. This class is about branding, creativity, visual ideas that the student has imagined, produced and executed in a creative way towards a solution. This class is about concepts, and ideas perceived in advertising towards an end. We will discuss, and explore designers, art directors, photographers, filmmakers, image professionals and media artists in all areas, past and present as they apply to the history of the profession.

Structure

The format of this class will be based around the lecture presentation format, with guest professionals and field trips. Students will discuss and present their work there will be in class discussion, workshops and exercises. Students must be engaged in the process of presentation, this class depends on student's involvement and flexibility. Students will be asked to work in a (professional environment), the class will be structured to have some disorganization to it so students can learn to work in a very high energy, fast paced environment with short deadlines.

The student's effort in production should be the highest quality. Students will use Adobe Photo shop, InDesign, Illustrator, and scanning as a means to an end. (Students must have a working knowledge of all software), students must present their work for review and critique digitally on a CD or flash drive. Importance will be placed on the idea, the concept and how the projects that are given are executed, defined and produced at the highest level. Students need to be self-starters and motivators in this class and know what they want and how to achieve it. All solutions are encouraged through either photography, (analog, black and white, color, film, and digital) and Illustration are encouraged, as well as all digital media, TV and Radio.

Outcomes / course goals / learning objectives

Research: Contemporary and cross-disciplinary, social responsibility / job and career opportunities. in the market place. Understanding of advertising and it's applications. Students will express themselves through creative writing and explore internships, advertising practice, business and economics of the advertising profession as well as advertising production techniques. This is a highly self motivated class, students will also work in groups and need to be extremely pro-active.

Readings / Books / Amazon

VC / Internship guidelines

Creative Advertising / Mario Pricken

The Brand Gap: How to Bridge the Distance Between Business Strategy and Design

By Marty Neumeier

There's no lab fee, students will pay for all supplies, as they need them.

Attendance

Participation is mandatory. After three absences your final grade will automatically drop a letter. After four absences, you will not receive a passing grade for the course. Lateness or leaving early will not count as being present for class. Attendance will be taken daily.

Participation during class and discussions are MAJOR components of your grade. Since this course is about professional practices, you should be professional in attendance and participation.

Attendance and Grading Guidelines

Your attendance in this class is mandatory, (See University Guidelines), only an excused absence (in writing) is acceptable. Religious holidays, illness (doctors note) and personal family problems or situations are understandable and noted as an acceptable excuse. You will be required to present acceptable documentation for missing a class. Two unexcused absences are allowed, after your second unexcused absence, grades will be lowered half a letter grade for each absence from your final grade. Three unexcused absences from class, at the (instructors option), result in an involuntary withdrawal.

In addition to attending all classes, students must complete all assignments, on time, and participate fully in class discussion. There will be five assignments at 10% each, 50% total, one final project (20%), and one group project (20%), as well as class participation (10%). 5% will be deducted for late projects, no exceptions. If it's not in class at the time it is scheduled, it's late...The function of this class is to build good work habits and build visual and artistic growth as it applies to Visual Communications.

There is no access to the building past 12:00am. Public safety at 831-2222 for entry.

Students are not allowed to work or be in the building alone. This means if you're the only one in the building when everyone leaves you must leave with them, NO EXCEPTIONS... Your safety is very important to us. Students should not walk home alone, call 831-2222 for an escort.

Advertising Design / Visual Communications
ART 322 / 2014 / Class meets 9:30am-11:30am
Recitation Hall 103
Professor Bill Deering
Email: bdeering@udel.edu
Phone 302.528.8528 cell
Studio / office Raven Press
Office hours: 2:30-3:30pm, or by appointment

**Week 1 / August 26, Tues Orientation / Syllabus / Manifestos etc.,
Overview / Books / Schedule etc.**

**August 28, Thur Project #1 / Susan Schneider / Assoc. Creative Director,
Masterminds**

**Week 2 / September 2, Tues Work Session
Bill Starkey / <http://www.ltrickpony.com/> (Practicum)
September 4, Thur Teams present ideas for SS project**

**Week 3 / September 9, Tues Allison Denny, Account management and Strategy
September 11, Thur first presentation of creative for SS project**

**Week 4 / September 16, Tues Final Presentation SS project
September 18, Thur Project #2 / Russell Frazee / give project / break into
teams**

**Week 5 / September 23, Tues Project #2 / RF Work session
September 25, Thur Present first round Ideas on Project #2 / RF project**

**Week 6 / September 30, Tues Project #2 / Work Session / RF project
October 2, Thur RF Project, second round of creative**

October 5-6, Sat-Sun Oak Knoll Fest / <http://www.oakknoll.com>

**Week 7 / October 7, Tues RF Final Critique
October 9, Thur Project #3 / Alicia LaPann project / Give project**

**Week 8 / October 14, Tues Project #3 / Work Session / ideas to Alicia LaPann / by end of
the day
October 16, Thur VC Field Trip to NYC, Digitas Presentation / Alumni event**

**Week 9 / October 21, Tues Work Session / Project #3 / LaPann and Project #4 / KBS
October 23, Thur Project #3 / Alicia LaPann project / Final Critique**

**Week 10 / October 28, Tues Work Session / Project #4 / KBS
October 30, Thur Work Session Project #4 / KBS**

**Week 11 / November 4, Tues Work Session / Project #4 / KBS
November 6, Thur Work Session / Project #4 / KBS**

Week 12 / November 11, Tues Work Session / KBS

	November 13, Thur	Work Session / KBS
Week 13 /	November 18 Tues	Final Critique / KBS
	November 20, Thur	Final Critique / KBS
Week 14 /	November 25, Tues	Work Session / Re-Working projects
	November 27, Thur	Thanksgiving
Week 15 /	December 3rd, Tues.	Last day of class, final web sites / Rework due