



**LAMAR INSTITUTE  
OF TECHNOLOGY**

## **Art Direction ARTC 1349.6A1**

### **INSTRUCTOR CONTACT INFORMATION**

Instructor: Michael B. Kicak, B.S.  
Email: mbkicak@lit.edu  
Office Phone: (409) 247-5328  
Office Location: BLDG T4 RM 100B  
Office Hours: MWF 12:00pm-2:30pm, TR 7:30am-9am

### **CREDIT**

3 Semester Credit Hours (2 hours lecture, 4 hours lab)

### **MODE OF INSTRUCTION**

Face to Face

### **PREREQUISITE/CO-REQUISITE:**

None

### **COURSE DESCRIPTION**

Creation of projects in art direction for advertising graphic campaigns for products, services, or ideas. Topics include all campaign procedures from initial research and creative strategy to final execution and presentation of a comprehensive project.

### **COURSE OBJECTIVES**

Upon completion of this course, the student will be able to:

- Identify aspects involved in a campaign
- Summarize client-related business practices involved in a campaign
- Execute an advertising campaign from thumbnails to presentation; simulating the client/agency interactions.

### **REQUIRED TEXTBOOK AND MATERIALS**

Adobe Photoshop, Illustrator, and InDesign Collaboration and Workflow Classroom in a Book by Bart Van de Wiele ISBN: 9780137908325 Copyright 2023

### **ATTENDANCE POLICY**

Attendance is 20% of your grade. Perfect attendance will result in a 10-point addition to the student's lowest grade.

### **DROP POLICY**

If you wish to drop a course, you are responsible for initiating and completing the drop process. If you stop coming to class and fail to drop the course, you will earn an "F" in the course.

## COURSE CALENDAR

DATE	TOPIC	READINGS (Due on this Date)	ASSIGNMENTS (Due on this Date)
<b>Week 1</b> Jan.17-20	Syllabus/ Getting Started	p.1-7	Jan.20
<b>Week 2</b> Jan.23-27	Workflows and File Formats	p.8-31	Jan. 27
<b>Week 3</b> Jan.30-Feb.3			Feb. 3
<b>Week 4</b> Feb.6-10	Enriching Illustrator Artwork with Photoshop Content	p.32-61	Feb. 10: Quiz 1
<b>Week 5</b> Feb.13-17			Feb. 17
<b>Week 6</b> Feb.20-24	Using layered Photoshop files in InDesign	p.62-87	Feb. 24
<b>Week 7</b> Feb.27- Mar.3			March 3
<b>Week 8</b> Mar.6-10	Using illustrator Artwork in InDesign	p.116-155	March 10: Quiz 2 Project 1
<b>Week 9</b> Mar.13-17			March 17
<b>Week 10</b> Mar.20-24	Using Illustrator artwork in Photoshop	p.156-191	March 24
<b>Week 11</b> Mar.37-31			March 31
<b>Week 12</b> Apr.3-7	Nesting Documents	p.192-223	April 7: Quiz 3
<b>Week 13</b> Apr.10-14			April 14
<b>Week 14</b> Apr.17-21	Working with Creative Cloud Libraries	p.224-263	April 21
<b>Week 15</b> Apr.24-28	Integration through collaboration	p.264-305	April 28
<b>Week 16</b> May 1-5			May 5: Quiz 4 Project 2
May 8-11	Finals Week		

## COURSE EVALUATION

Final grades will be calculated according to the following criteria:

Class participation	20%
Project 1	20%
Quizzes (4)	20%
Project 2	20%
<u>Lesson Quizzes (9)</u>	<u>20%</u>
Total	100%

## GRADE SCALE

**A (90-100)** Student participates in all classroom discussions and critiques. Student completes all assignments and projects within deadline. Their work exemplifies a very high level of dedication and understanding of their craft. No conflicts with instructor or peers.

**B (80-89)** Student participates in classroom discussions and critiques. Student completes all assignments and projects within deadline. Their work exemplifies a high level of dedication and understanding of their craft. No conflicts with instructor or peers.

**C (70-79)** Student participates in some classroom discussions and critiques. Student completes most assignments and projects within deadline. Their work exemplifies a low standard of dedication and understanding of their craft. Conflicts with instructor or peers arise.

**D (60-69)** Student participates very little in classroom discussions and critiques. Student does not complete all assignments and projects within deadline. Their work exemplifies a low level of dedication and understanding of their craft. Conflicts with instructor or peers constantly arise.

**F (0-59)** Student shows little effort to complete work or participate in classroom.

## TECHNICAL REQUIREMENTS

The latest technical requirements, including hardware, compatible browsers, operating systems, etc. can be online at <https://lit.edu/online-learning/online-learning-minimum-computer-requirements>. A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of online technology and resources.

## DISABILITIES STATEMENT

The Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. LIT provides reasonable accommodations as defined in the Rehabilitation Act of 1973, Section 504 and the Americans with Disabilities Act of 1990, to students with a diagnosed disability. The Special Populations Office is located in the Eagles' Nest Room 129 and helps

foster a supportive and inclusive educational environment by maintaining partnerships with faculty and staff, as well as promoting awareness among all members of the Lamar Institute of Technology community. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409)-951-5708 or email [specialpopulations@lit.edu](mailto:specialpopulations@lit.edu). You may also visit the online resource at [Special Populations - Lamar Institute of Technology \(lit.edu\)](#).

### **STUDENT CODE OF CONDUCT STATEMENT**

It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the *LIT Catalog and Student Handbook*. The *LIT Catalog and Student Handbook* may be accessed at [www.lit.edu](http://www.lit.edu). Please note that the online version of the *LIT Catalog and Student Handbook* supersedes all other versions of the same document.

### **STARFISH**

LIT utilizes an early alert system called Starfish. Throughout the semester, you may receive emails from Starfish regarding your course grades, attendance, or academic performance. Faculty members record student attendance, raise flags and kudos to express concern or give praise, and you can make an appointment with faculty and staff all through the Starfish home page. You can also login to Blackboard or MyLIT and click on the Starfish link to view academic alerts and detailed information. It is the responsibility of the student to pay attention to these emails and information in Starfish and consider taking the recommended actions. Starfish is used to help you be a successful student at LIT.

### **ADDITIONAL COURSE POLICIES/INFORMATION**

#### **Computer Literacy**

It is expected that you have a working knowledge of basic computer skills for both MAC and PC. These skills include but are not limited to powering up your computer, formatting an external hard drive, uploading and downloading files, opening and closing web browsers and programs, saving your work, knowing the difference between hardware and software. These simple concepts will not be taught in this course.

#### **Computer Requirements**

Computer lab hours are allotted during the class period to the students for the completion of classroom assignments and projects, so please use your time wisely while in class. Please bring a personal set of headphones to use when reviewing lesson tutorials/working ahead. Adobe Creative Cloud can be accessed on your personal home computer as well, but you will need to meet minimum application specifications for the programs to run properly. The hardware requirements to operate these programs can be found on their websites. Problems with your personal devices are not the instructor's responsibility. All in-class assignments, tests, and quizzes must be performed on the computers provided in class.

## **Student Evaluation**

Personal growth and development in software usage and familiarity of computer related terminology as well as design will be used to gauge the student's effort in this course. Their level of growth will be a significant variable to the evaluation of the student's grade.

## **Critiques**

It is expected that each student participates effectively and often during critiques and discussions. A well thought out idea shall be researched and understood by the student so that they will defend their choices in their works during critique while accepting constructive criticism from their peers.

## **Classroom rules:**

1. No food, drinks, or use of tobacco (including vape) products in class. Any person violating this rule will be asked to leave class that day and will be marked absent.
2. Computers, cellphones, headphones, and any other electronic devices must be turned off while in class or used only with permission of the instructor.
3. You must be registered in the course to be in the class. No additional lab hours are allotted without instructor's permission.
4. No late assignments will be accepted without prior written approval from your instructor.
5. In-class assignments, tests, and quizzes: Students that miss a test are not allowed to make it up without prior written approval. Students that miss in-class assignments will receive a grade of 0% that day. If your instructor permits you to make up the assignment the grade of 0% will remain until that assignment has been made up.
6. Students are expected to adhere to the Academic Honesty statement found in the LIT Handbook. Plagiarism, copyright infringement, trademark infringement, or cheating, in any form, IS NOT acceptable. Your instructor reserves the right to check any and all submitted work for plagiarism.
7. Internet Usage – Students are expected to use proper net etiquette while participating in course emails, assignment submissions, and online discussions.
8. Students must log onto Blackboard and access this course a minimum of three times per week. Changes may occur and will be posted on Blackboard.