

## Art Direction I | ARTC 1349.6A1

### 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 practices business practices involved in a campaign.
- Execute an advertising campaign from thumbnails to presentation.
- Presentations/simulate client/agency interactions.

### INSTRUCTOR CONTACT INFORMATION

Instructor: Susannah N. Dingmon, B.F.A.

Email: [sndingmon@eagle.lit.edu](mailto:sndingmon@eagle.lit.edu)

Office Phone: (409) 247-5328

Office Location: TA4 100B

Office Hours: Monday – Thursday: 2:00 PM – 4:30 PM  
Friday: 8:00 AM – 9:00 AM/11:00 AM – 3:00 PM

### REQUIRED TEXTBOOK AND MATERIALS

- External Drive with a Minimum Storage Capacity of 1TB
  - Do not rely on the computers or strictly cloud services to save your work
  - Note: You may need to purchase a USB Adapter to plug your hard drive into the school's computers. The port on the school computers are USB C
- Camera
  - You may use your cell phone

### ATTENDANCE POLICY

Approved: **Initials/date**



**LAMAR INSTITUTE  
OF TECHNOLOGY**

Regular and punctual, class and laboratory attendance are expected of all students.

You will be counted absent if you:

- Are not present in class
- Leave class early without instructor permission
- Disappear in the middle of class for a significant length of time

Attendance will be graded as an item under progress/participation assignments. You are allowed 3 free absences before your grade begins declining.

If you arrive 15 minutes past class start time, you will be counted tardy.

Excused absences, such as, illness, bereavement, school activities, religious holidays or weather conditions that cause the school to be closed are accepted. Supporting documentation will need to be provided to prove your absence is excused.

If you are absent on the due date of an assignment you are still responsible for turning it in via Blackboard. If you miss class, it is your responsibility to get with me or a classmate on what you missed.

\*\*\*Bonus: If you have perfect attendance by the end of the semester, your lowest graded project will receive 10pts.

### **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 – Dates are subject to change with proper notice given.**

| <b>DATE</b> | <b>TOPIC</b>   | <b>READINGS<br/>(Due on this Date)</b>            | <b>ASSIGNMENTS<br/>(Due on this Date)</b> |
|-------------|--|---|---|
| 1/16/2024   | Week 1 – Syllabus<br><br>Introduction to Project 1:<br>Interactive Project |   |   |
| 1/18/2024   | Week 1 – Interactive<br>Project  | Research/Concept Ideas<br>Finalizing Action Plans |   |
| 1/23/2024   | Week 2 – Interactive<br>Project  | Work in class                                     |   |
| 1/25/2024   | Week 2 – Interactive<br>Project  | Work in class                                     |   |
| 1/30/2024   | Week 3 – Interactive<br>Project  | Work in class                                     |   |

|           |  |   |                                       |
|-----------|--|---|---------------------------------------|
| 2/1/2024  | Week 3 – Interactive Project   | Work in class   |                                       |
| 2/6/2024  | Week 4 – Interactive Project   | Finalize – Interactive Project                        |                                       |
| 2/8/2024  | Week 4 – Interactive Project   |   | Youth Expo - Exhibition               |
| 2/13/2024 | Week 5 – Coloring Page<br>Introduction to Project 2:<br>Color Page Project | Angela Clark – Client Meeting                         |                                       |
| 2/15/2024 | Week 5 – Coloring Page<br>Tutorial for file set-up<br>Illustrator tutorial |   |                                       |
| 2/20/2024 | Week 6 – Coloring Page<br>Illustrator tutorial                             |   |                                       |
| 2/22/2024 | Week 6 – Coloring page<br>Illustrator tutorial                             |   |                                       |
| 2/27/2024 | Week 7 – Coloring Page<br>Illustrator tutorial                             | Sketches/Concept designs<br>Find inspirational quotes |                                       |
| 2/29/2024 | Week 7 – Coloring Page   | Work on coloring pages                                |                                       |
| 3/5/2024  | Week 8 – Coloring Page   | Continue work on coloring pages                       |                                       |
| 3/7/2024  | Week 8 – Coloring page   | Continue work on coloring pages                       |                                       |
| 3/12/2024 | Week 9<br>SPRING BREAK – NO CLASS  |   |                                       |
| 3/14/2024 | Week 9<br>SPRING BREAK – NO CLASS  |   |                                       |
| 3/19/2024 | Week 10 – Coloring page  | Continue work on coloring pages                       |                                       |
| 3/21/2024 | Week 10 – Coloring Page  |   | Soft Critique – Coloring Page Project |
| 3/26/2024 | Week 11 – Coloring Page  | Revise your coloring pages                            |                                       |

|           |   |   |  |
|-----------|---|---|--|
| 3/28/2024 | Week 11 – Coloring Page   | Continue revising your coloring pages     |  |
| 4/2/2024  | Week 12 – Coloring Page   | Continue revising your coloring pages     |  |
| 4/4/2024  | Week 12 - Coloring Page   | Continue revising your coloring pages     |  |
| 4/9/2024  | Week 13 – Coloring Page   | Continue revising your coloring pages     |  |
| 4/11/2024 | Week 13 - Coloring Page   | Continue revising your coloring pages     |  |
| 4/16/2024 | Week 14 – Coloring Page   | Continue revising your coloring pages     |  |
| 4/18/2024 | Week 14 – Cybersecurity Group Project<br><br>Introduction to Project 3: Cybersecurity Group Project |   | Final Critique – Coloring Page Project       |
| 4/23/2024 | Week 15 – Cybersecurity Group Project   | Work on Cybersecurity Project             |  |
| 4/25/2024 | Week 15 – Cybersecurity Group Project   | Continue working on cybersecurity project |  |
| 4/30/2024 | Week 16 – Cybersecurity Group Project   | Continue working on cybersecurity project |  |
| 5/2/2024  | Week 16 – Cybersecurity Group Project   |   | Final Critique – Cybersecurity Group Project |
| 5/7/2024  | Week 17<br><br>No Class – End of Year Party if you would like to attend and pick up your work       |   |  |

### **COURSE 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 into the subject materials. Their level of growth will be a significant variable to the evaluation of the student and their grade. 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.

Final grades will be calculated according to the following criteria:

|                                       |     |
|---------------------------------------|-----|
| Project 1: Youth Expo                 | 25% |
| Project 2: Coloring Pages             | 25% |
| Project 3: Cybersecurity Presentation | 25% |
| Critiques                             | 15% |
| Progress/Participation                | 10% |

#### **GRADE SCALE**

- 90-100 A
- 80-89 B
- 70-79 C
- 60-69 D
- 0-59 F

#### **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**

### **How to submit projects**

Assignments are to be turned in via Blackboard following a prescribed naming convention and save format that will be outlined in the project brief and the assignment submission folder. If a project requires a physical submission then you submit files to Blackboard and provide the physical project to me directly. It will be returned when grades are posted.

### **Missed or Late Work**

In class assignments, quizzes, and soft critiques that are missed due to absence or lack of submission will receive an F. Late work for assignment that fall under the above descriptor will not be accepted.

Projects will receive a letter grade penalty for each day after the due date. You are responsible for turning in your work on Blackboard even if you do not participate in final critique.

### **Critique**

Projects will be turned in within 30 minutes of class time start, then critique will start. If your project is not submitted within 30 minutes of class start, critique will start without you and you will not receive credit for presenting your project.

There will be three critiques and they account for 15% of your final grade. You will be graded on presenting your project and providing feedback to your peers.

### **Critique Rules**

1. Be ready with your work
  - a. Critiques are a learning environment the readier your work is the more feedback you are able to receive for improvement.
2. Be ready to say something about your work
  - a. Describe your concept - what inspired you to create your piece, why do you think it fits the brief? Don't "poison the well" with what you think you did wrong, present your piece as if talking to a client.
3. Invite constructive criticism
  - a. Ask questions, such as, what do you think is the least successful part of my design? Where do you think I can make improvements?
4. Keep an open mind and avoid being defensive

- a. Feedback is to help you improve, but it allows you to learn the perceptions of others to adjust how your design communicates to others. Feedback are also suggestions for improvement, not condemnation of you've done something wrong.
5. Don't take it personally
  - a. You are not your artwork. If your piece does not communicate the way you intended it is not the end of the world as you have learned the view point of an audience. The lack of success in a design does not equate to the lack of success to you as an individual.
6. Takes notes or have someone take notes for you
  - a. If you would like to record audio feedback that is acceptable as long as you voice the request to record the session to the class.
7. Be positive and polite
  - a. We are professionals. When giving feedback touch on what you believe works and what doesn't. Do not launch into problem solving mode when delivering feedback, ask first, "May I make a suggestion?"
8. Critiques are suggestions, not the final say
  - a. Not every idea is a good one or you may end up with conflicting ideas when you receive feedback. I suggest you listen to feedback, but you do not have to implement every single actionable item that is discussed. Choose how you want to revise your piece.

### **Scholastic Dishonesty**

A student attending LIT assumes responsibility for conduct compatible with the Academic Honesty statement in the LIT handbook. Students have the responsibility to submit coursework that is the result of their own thought, research, or self-expression. Students must follow all instructions given by faculty or designated college representatives when taking examination, placement assessments, tests, quizzes, and evaluations. Plagiarism, copyright infringement, trademark infringement, or cheating, in any form, IS NOT acceptable. You instructor reserves the right to check any and all submitted work for plagiarism.

### **Cell Phone Policy**

Cellphones and other electronic devices must be turned off while in class or used only with permission of the instructor.

### **Computer Requirements**

Computer lab hours will be allotted to the students for the completion of classroom assignments and projects so please use your time wisely while on campus. 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. Problems with your personal devices are not the instructor's responsibility.

### **Computer Literacy**

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

### **Classroom Policies**

1. Food and bottled drink are allowed but keep them away from the computers.
2. Internet Usage – Students are expected to use proper net etiquette while participating in course emails, assignment submissions, and online discussions.
3. Headphones are encouraged if you are watching videos or listening to music, but during lecture/tutorials please take them off. If you require headphones for sensory purposes notify me ahead of time.

### **Netiquette (Online Etiquette)**

Please adhere to the same standards of behavior and professional respect online that you would follow in face-to-face communication with others, but most particularly when writing emails or when taking part in collaborative and discussion board activities.

#### **General Guidelines to Respect All Participants**

- Respect the right of each person to disagree with others.
- Treat people the same as you would face-to-face.
- Respect the time of others.

#### **Guidelines When Communicating with Others (Email, Discussions, Blogging, and etc)**

- Always sign your name to any contribution you choose to make.
- Be constructive in your responses to others in the class.
- Do not use all caps (Doing so may be interpreted as shouting)
- Re-read your postings before sending them.
- Always think before you write.
- Respond carefully.
- Use appropriate grammar and structure.
- Spell-check your postings.
- Use appropriate business language at all time. (No text lingo)

### **Instructor Communication**

For all forms of communication with me (Email and Phone calls):

Please allow 24-hours for me to get back to your inquiry. Note: If you email or leave me a message on Friday, I will get back to you Monday morning.

### **Optional Material Resources**

The following resources are not required for this course, but will give you a more in-depth understanding in regard to subject matter will be covering.

AIGA membership - *\$50/year for students*



AIGA is the professional association for design. This membership will give you opportunities to have your portfolio reviewed, invites to design conferences, and access to other creative professionals.

\*\*\*I reserve the right to make adjustments to the syllabus with proper notice to students.\*\*\*