

ADVERTISING

GRD 4350 CRN 81134
8:00 – 10:50 T, Th
Fall 2016

Liz Throop
office 358 AH
ph. 404.413.5239
lthroop@gsu.edu
office hours Tues 11:00 – 12:00

SYLLABUS

Course description: Graphic Design through Advertising. Prerequisites: GrD 3200 with grade of C or higher, and consent of graphic design coordinator or instructor. Applications of graphic design in advertising in a studio problem-solving format; collaboration and art direction on creative teams; visual marketing concepts; campaign development, copywriting; development of presentation skills. Lab Fee: \$20.00. 3.000 Credit hours .

Students are required to attend class and to participate in critiques using terms and concepts introduced in the class. Assignment sheets for individual projects will be distributed via student email or the class blog. Students are responsible for retrieving handouts, worksheets, etc. from the web and for reading their student email. You are required to submit questions to the blog for each weekly reading as listed on the calendar.

www.GRDADS.blogspot.com

COURSE OBJECTIVES

1. Gain an understanding of the advertising field, particularly the role of creative.
2. Develop methods for strategizing and executing campaigns.
3. Practice methods for copywriting and image making.
4. Learn the role of marketing in persuasive communication.
5. Gain confidence presenting ideas to groups.

BOOKS

No textbook is required for this class. You are responsible for assigned readings.

GRADING CRITERIA

A (4.0) Work exceeded requirements of the assignment as a result of thorough exploration. Used medium in novel and skillful manner; solution presented novel response to core challenges of the assignment.

B (3.0) Work fulfilled stated requirements; used media and principles of design effectively; drew from research and preparation.

C (2.0) Work addressed requirements of the assignment but showed only perfunctory exploration. Competent work or work that may be above average in some respects but not fully resolved.

D (1.0) The assignment was completed and turned in, but showed weak understanding of design principles and use of the medium.

F (0) Work was never completed; showed misunderstanding of the basic assignment or disregard for medium.

Final grade for the semester is based on project grades plus class participation. Poor attendance, plagiarism, or other behavior that violates GSU code of conduct will also impact your grade.

You must drop this course yourself on or before October 11 to receive a "W."

ADVERTISING

Fall 2016

Syllabus p. 2

All dates and activities subject to change. Activities may be added throughout the semester.

WEEK	TUES	THURS
Aug 23 – 25	Discuss semester; industry overview.	Concepting: packaged good
Aug 30 – Sept 1	Pin up: packaged good	Crit: packaged good
Sept 6 – 8	AJMF poster	AJMF poster
Sept 13 – 15	AJMF 12+concepts	AJMF
Sept 20 – 22	AJMF peer crit	AJMF class crit of printouts
Sept 27 – 29	AJMF	AJMF present to client
Oct 4 – 6	Field trip	Concepting: durable good
Oct 11 – 13	Upload print-ready files.	Crit
Oct 18 – 20	Campaign	Campaign
Oct 25 – 27	Campaign	Campaign
Nov 1 – 3	Campaign in-progress critique of printouts	Campaign
Nov 8 – 10	Campaign	Campaign
Nov 15 – 17	Crit Campaign	Concepting: Travel
Nov 22 – 24	Holiday	Holiday
Nov 29 – Dec 1	Pin up	work day
Dec 6 – 8	Critique Travel	All boards and files turned in by 5pm

GRADING FORMULA

Packaged good ad	10
AJMF	15
Durable good ad	25
Campaign	10
Travel ad	25
Participation	15

The course syllabus provides a general plan for the course; deviations may be necessary. ¶ Your constructive assessment of this course plays an indispensable role in shaping education at Georgia State. Upon completing this course, please take time to fill out the online course evaluation. ¶ Students who wish to request accommodation for disability should do so by registering with the Office of Disability Services. Students may only be accommodated upon issuance by the Office of Disability Services of a signed Accommodation Plan and are responsible for showing that plan to instructors of all classes in which accommodation is sought.

MATERIALS AND SUPPLIES

Thumbdrive **with your name on it**

Storage device to back up data

Camera and video camera or access to them

Various weights of pen and marker

Sketchbook or binder for sketches

Tracing pad

Bond paper

Computer output as needed

Board for mounting work

Other supplies as needed

POLICIES

The course syllabus provides a general plan for the course; deviations may be necessary. ¶ Your constructive assessment of this course plays an indispensable role in shaping education at Georgia State. Upon completing this course, please take time to fill out the online course evaluation. ¶ Students who wish to request accommodation for disability should do so by registering with the Office of Disability Services. Students may only be accommodated upon issuance by the ODS of a signed Accommodation Plan and are responsible for showing that plan to instructors of all classes in which accommodation is sought. ¶ Disruptive Behavior: Students should consult the General Catalog for the university's policy on disruptive behavior. Disrespect towards the professor or towards other students will not be tolerated. ¶ Security: GSU has installed punch code locks to make buildings safer. Treat labs and studios as secure spaces: Always have your GSU ID card with you when on campus and never allow anyone to use your card. Report suspicious people or activity to faculty, or to campus police at 404-413-2100. Never allow someone else to enter a security-code door with you: make them enter the code themselves. Failure to follow security procedures can result in lower grades or expulsion from the class. ¶ ATTENDANCE at every class is expected, and the roll is taken at the beginning of each class. If you are enrolled in a course and do not attend the first and second class meetings, you will be asked to drop the course. Classes begin and end at stated times, and you should be in class during the entire class period. **Leaving early or arriving late is counted as 1/3 of an absence, so, for example, arriving late to class three times will count as one absence.** If you arrive late, it is your responsibility to notify me that you were late, rather than absent – or your attendance record remains as an absence. Final grades will be reduced by one letter grade for each absence after the third. ¶ It is recommended you save your allowable absences for emergencies. With proper written documentation, absences may be excused for university-sponsored events, legal obligations, and religious observances. Refer to the Undergrad/Grad Catalog for details. With written documentation, absences may also be excused due to death or major illness in student's immediate family, illness of a dependent family member, and illness that is too severe or contagious for students to attend class. Students with legitimate reasons for absence may still need to take hardship withdrawal, do extra assignments, or repeat the class. ¶ You will be held responsible for the material covered in missed classes and must consult with your fellow students to receive all necessary instruction and information.